

LEIFHEIT

Investor Presentation FY 2022



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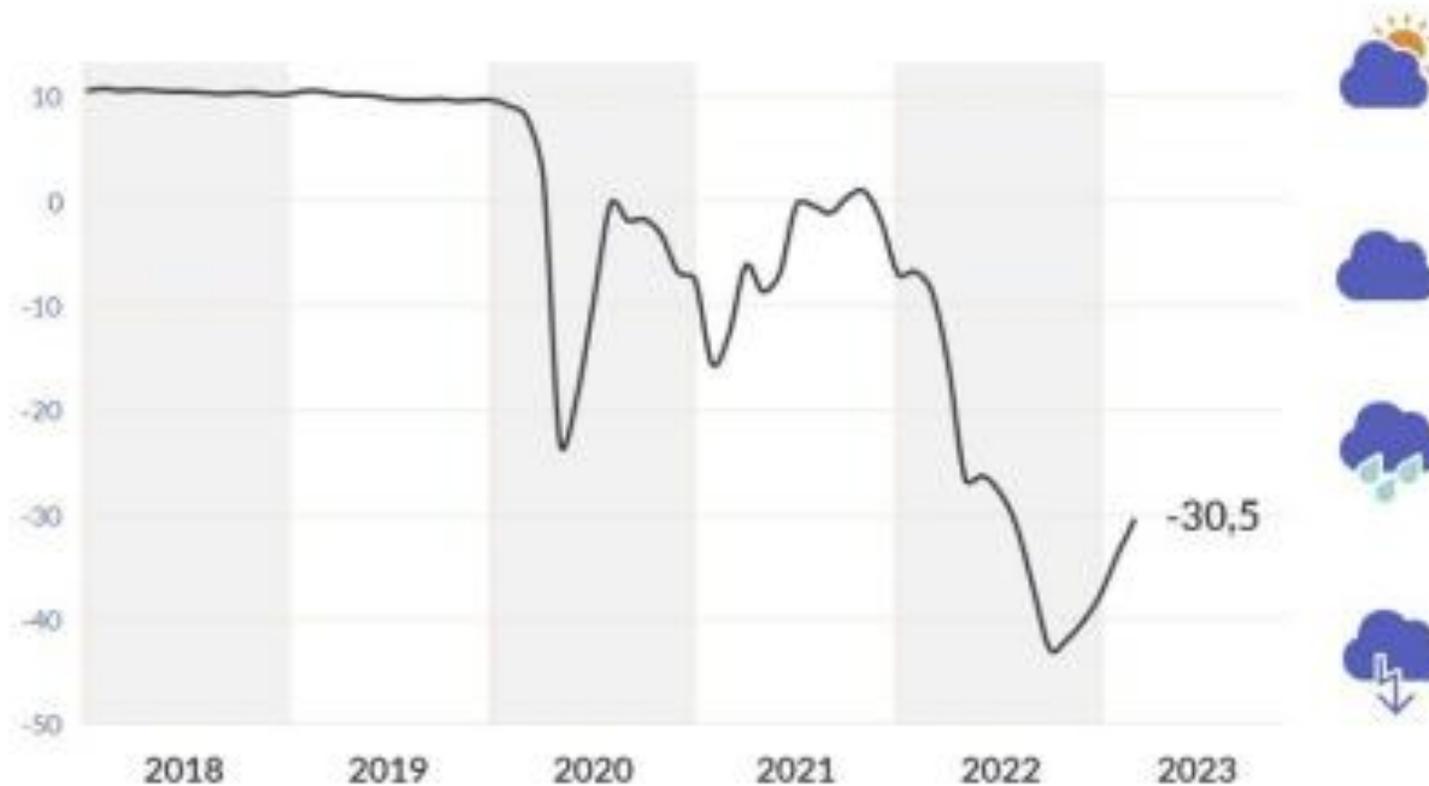
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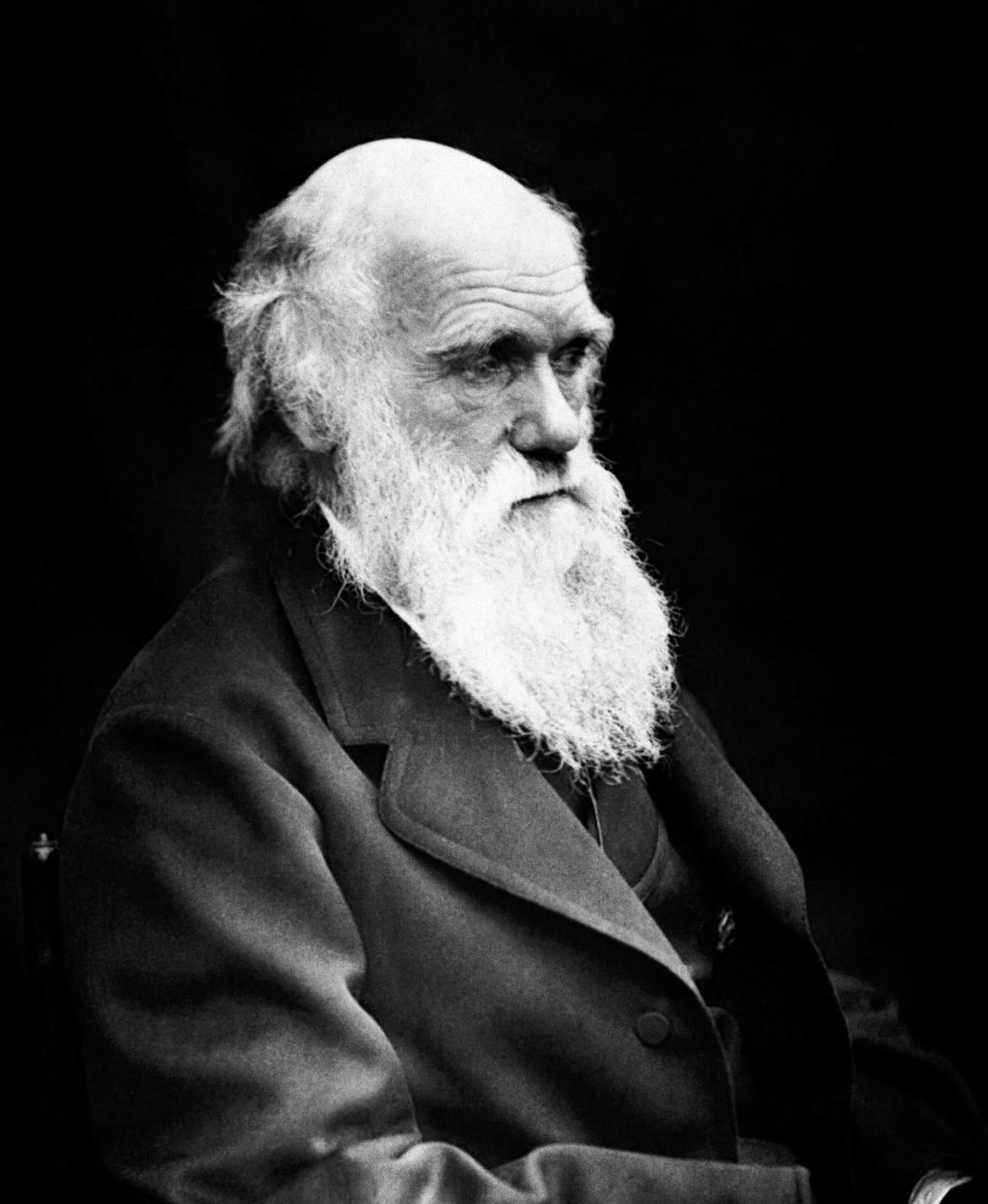
We expect consumer demand to remain depressed for several years, especially for non-food household products

GfK consumer climate index

February 2023, Germany

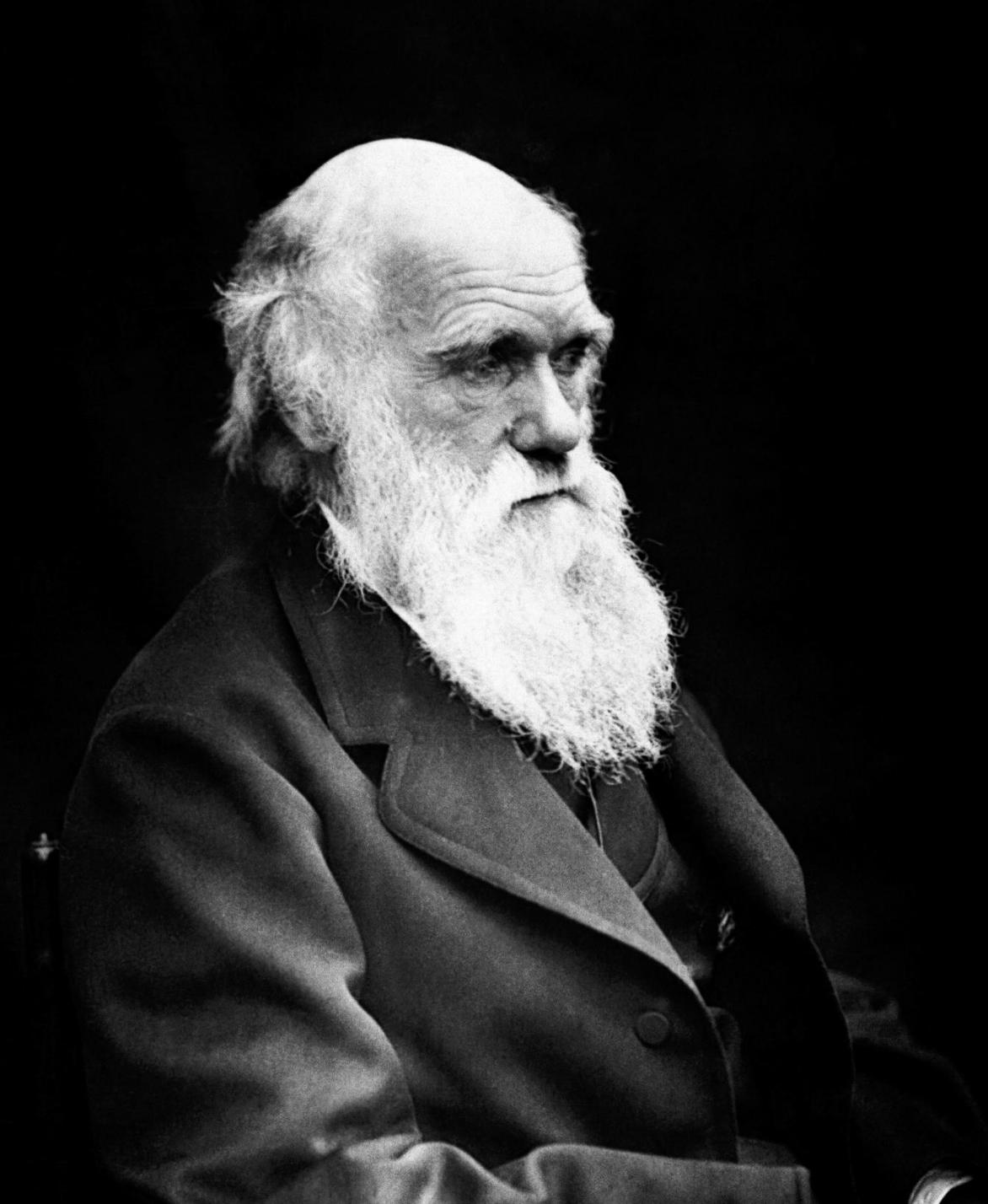


Source: GfK



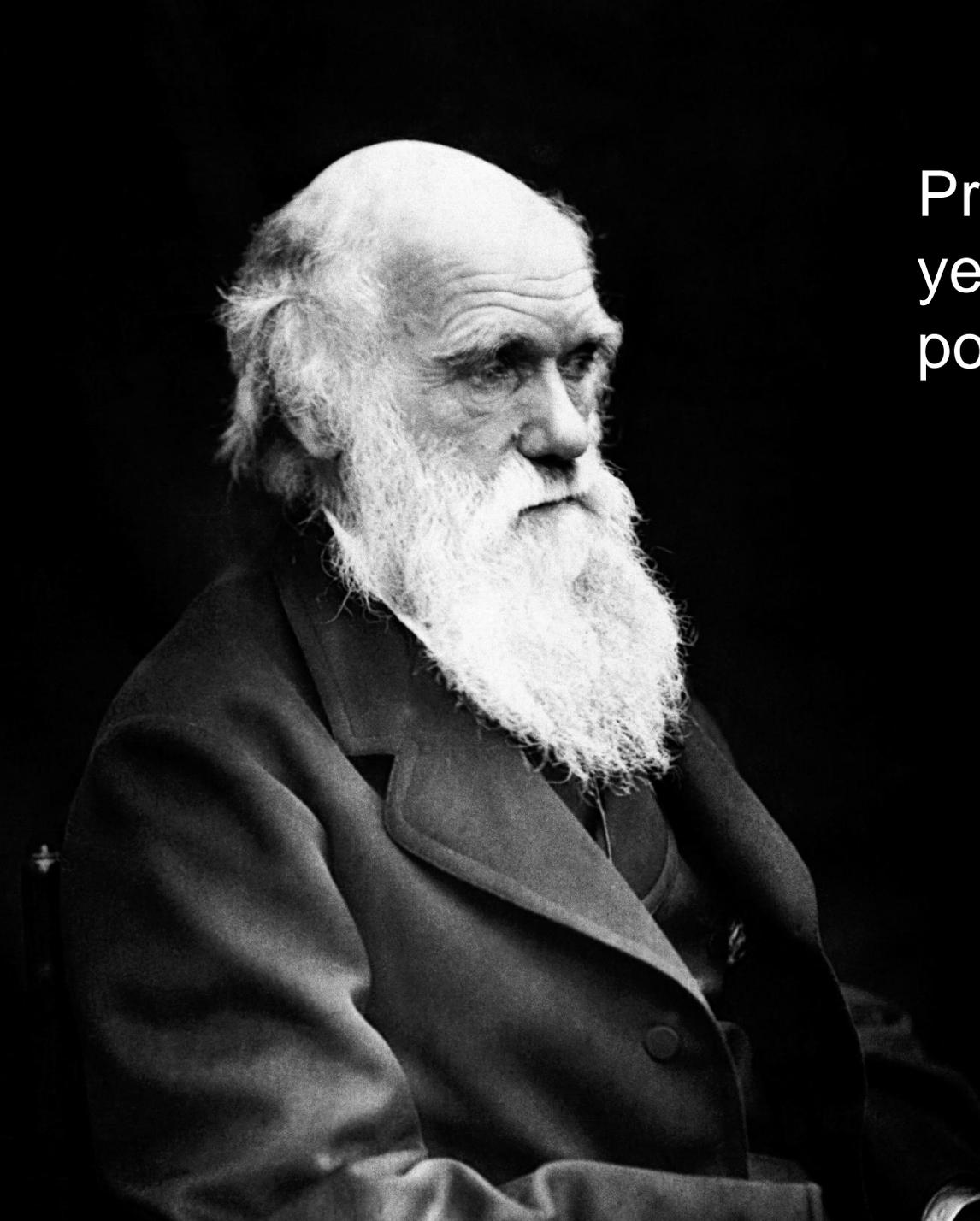
„It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.“

Charles Darwin



„We cannot change macro-economic conditions, but we can respond in a way that protects our profitability.“

Leifheit AG

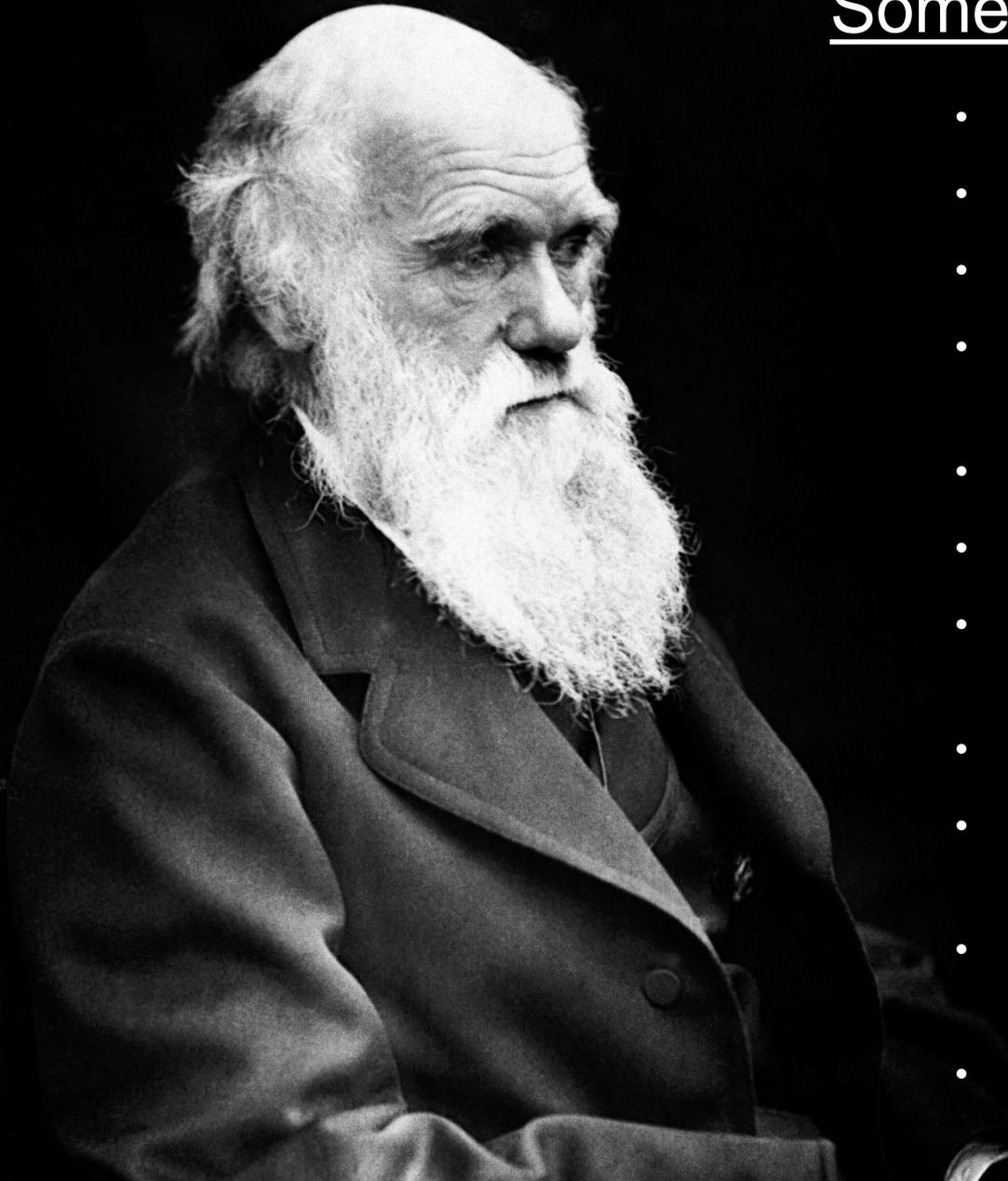


Preparing Leifheit AG for a few difficult years, with the company goal to achieve positive EBIT every year

- winning additional retail customers
- significant price increases
- higher efficiency and productivity
process optimization
- cost reduction

Some examples of our crisis response plan

- **Streamlining portfolio and substantial SKU reduction**
- **Group synergies in purchasing and logistics**
- **Enhancing Direct-to-Consumer Selling & Shipping**
- **Reduce transport cost & CO₂ emissions through Western Europe Logistics Center**
- **Lean manufacturing and cost saving projects**
- **Reduction of energy consumption**
- **Forward looking inventory management and flexible production**
- **Reduce dependencies from Asia**
- **Continuous negotiation with our partners on the purchasing and sales side**
- **Reducing number of temporary workers and if needed by employees**
- **Leverage digitalization to reduce travel and office cost**



Executive Summary FY 2022



Leifheit AG has a strong vision: to become the Procter & Gamble of consumer durables

“Scaling Up Success” strategy with focus on consumer marketing and superior products

Vision and strategy deliver great results: 2019-2021 CAGR turnover +11% and EBIT +43%

However, 2022 was still an exceptional year with Russia-Ukraine war and pandemic effects deteriorating both consumer demand and operational cost

FY 2022 hence with 12.8% turnover decline vs record high FY 2021, but still well above pre-COVID-19 level

FY 2022 with positive EBIT, but burdened by significant rise in material and energy prices, historically low consumer sentiment and high inflation

Leifheit makes top quality household products



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



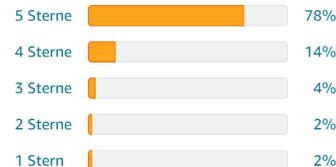
CLEAN TWIST Disc Mop Ergo
4.6 stars



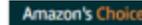
Leifheit Set Clean Twist Disc Mop Ergo 2.0 mit Rollwagen, Bodenwischer mit Mikrofaser Bezug für nebelfeuchte...

★★★★☆ 4,6 von 5

9.514 globale Bewertungen



Pegasus 150
4.6 stars

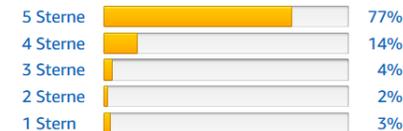


Dieser Artikel Leifheit Standtrockner Pegasus 150 Solid Slim, standfester Wäscheständer mit Flügeln auch für lange Kleidungsstücke, besonders schmaler Flügelwäschetrockner passt auch durch enge Türen

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, Wäschespinne für die ganze Familie, Wäscheständer

★★★★☆ 4,5 von 5

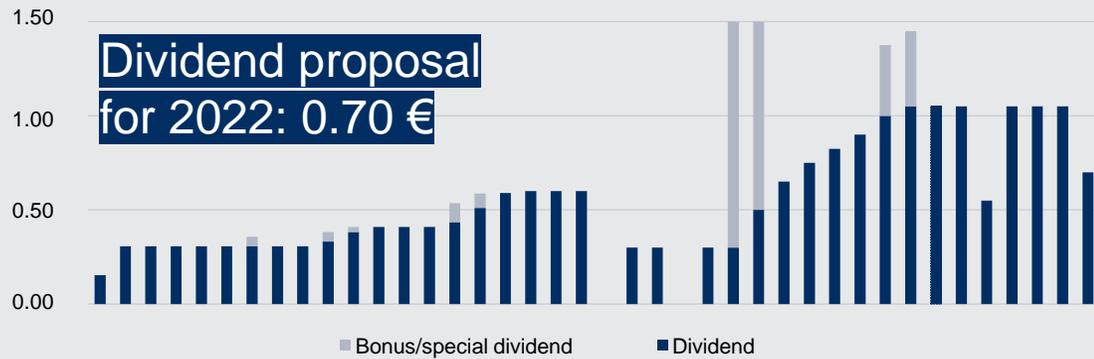
2.114 Sternebewertungen



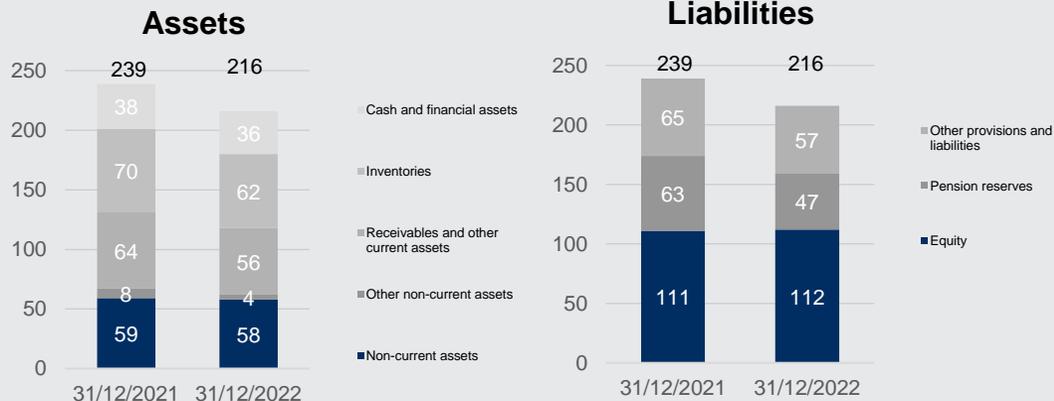
Leifheit is financially solid and pays good dividends to shareholders



Commitment to shareholders



Strong financial structure in m€



Strong products and brands



Solid long-term stock performance

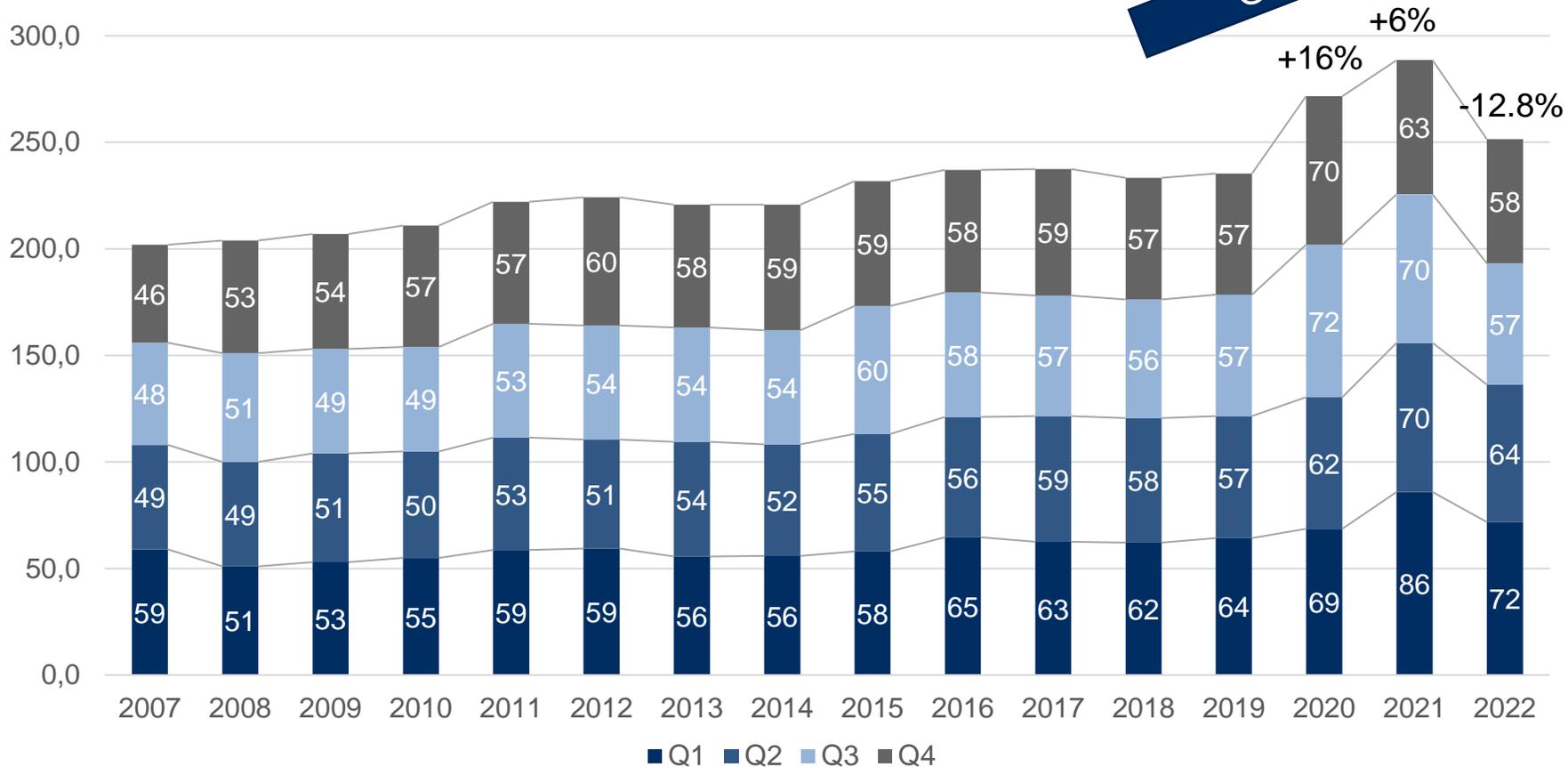


Turnover in FY 2022 higher than all FY in 2007 – 2019



Group turnover development by quarters

in m€



- Group turnover in FY 2022 remains at a comparatively high level and still around 7% higher than in the pre-COVID-19 year 2019.
- High comparative values in record year 2021.

Positive EBIT despite challenging market prices in raw materials, energy and freight

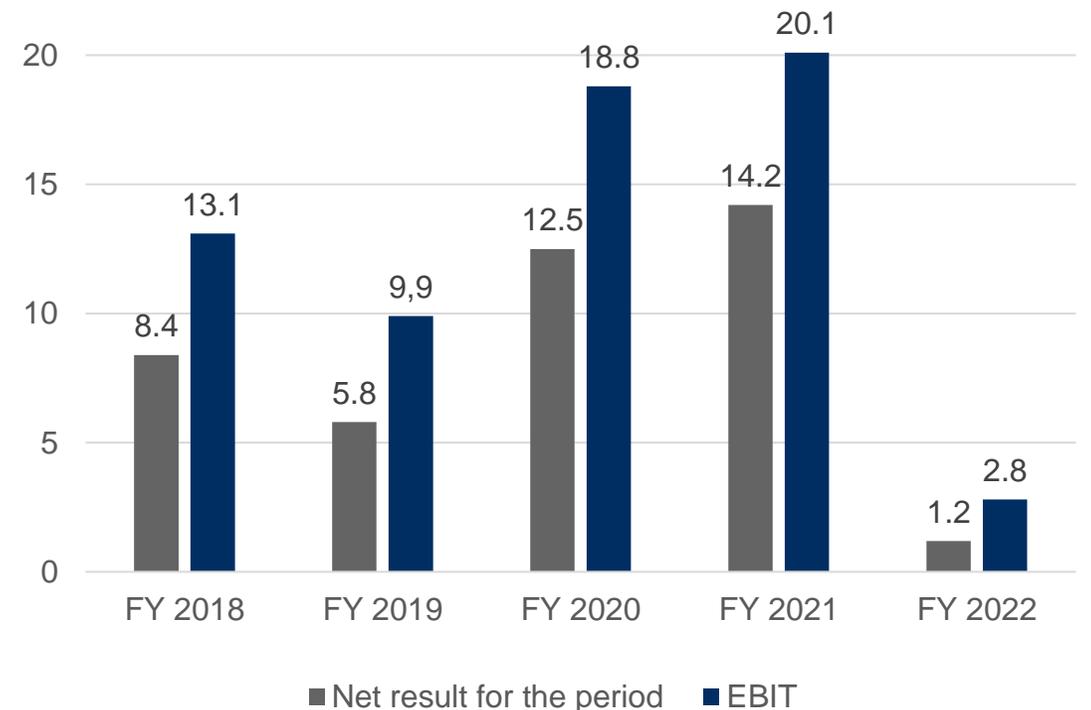


| | | FY 2021 | FY 2022 | Δ |
|-----------------------------|----|---------|---------|----------|
| Group turnover | m€ | 288.3 | 251.5 | -12.8% |
| Gross margin | % | 42.3 | 38.7 | -3.6 pps |
| Foreign currency result | m€ | 1.2 | 2.9 | >100.0% |
| EBIT | m€ | 20.1 | 2.8 | -86.2% |
| EBIT margin | % | 7.0 | 1.1 | -5.9 pps |
| Earnings before taxes (EBT) | m€ | 19.3 | 2.3 | -88.1% |
| Net result for the period | m€ | 14.2 | 1.2 | -91.5% |
| EPS | € | 1.49 | 0.13 | -91.3% |

- Foreign currency result includes positive effects from forward exchange transactions no longer accounted for in hedge accounting.
- Despite persistent inflation, consumer restraint and enormous price increases for freight rates, energy, and raw materials, the Leifheit Group still achieved positive EBIT.
- Sales price increases gradually having an effect but were only partially able to compensate for increased purchasing and production costs.

Group earnings development

FY 2018 – FY 2022 in m€



FY 2022: Positive EBIT despite considerable burdens and solid Cash generation



| | | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 |
|----------------|----|---------|---------|---------|---------|
| EBIT | €m | 2.7 | -0.5 | 1.0 | -0,4 |
| Gross Margin | % | 40.9 | 36.0 | 37.9 | 39,7 |
| Free cash flow | €m | -15.6 | 5.1 | 12.5 | 6,8 |

Free cash flow at m€ 8.8 in FY 2022, thus only slightly below previous year



| in m€ | FY 2021 | FY 2022 | Δ |
|--------------------------------------|---------|---------|---------|
| Cash flow from operating activities | 16.4 | 14.0 | -14.7 % |
| Cash flow from investment activities | -6.9 | -5.3 | 1.6 % |
| Cash flow from financing activities | -10.4 | -10.6 | -0.2 % |
| Free cash flow ¹ | 9.6 | 8.8 | -0.8 |

| in m€ | 31/12/2021 | 31/12/2022 | Δ |
|--|------------|------------|--------|
| Cash and cash equivalents at the end of reporting period | 38.1 | 36.3 | -4.7 % |
| Financial liabilities | - | - | - |

- Free cash flow decreases only slightly by m€ -0.8 in FY 2022 and reaches m€ 8.8, but stays below the previous year's value, as a result of the decline in cash inflow from operating activities.
- The cash outflow from financing activities amounted to m€ -10.6 and mainly included the dividend payment of m€ 10.0.

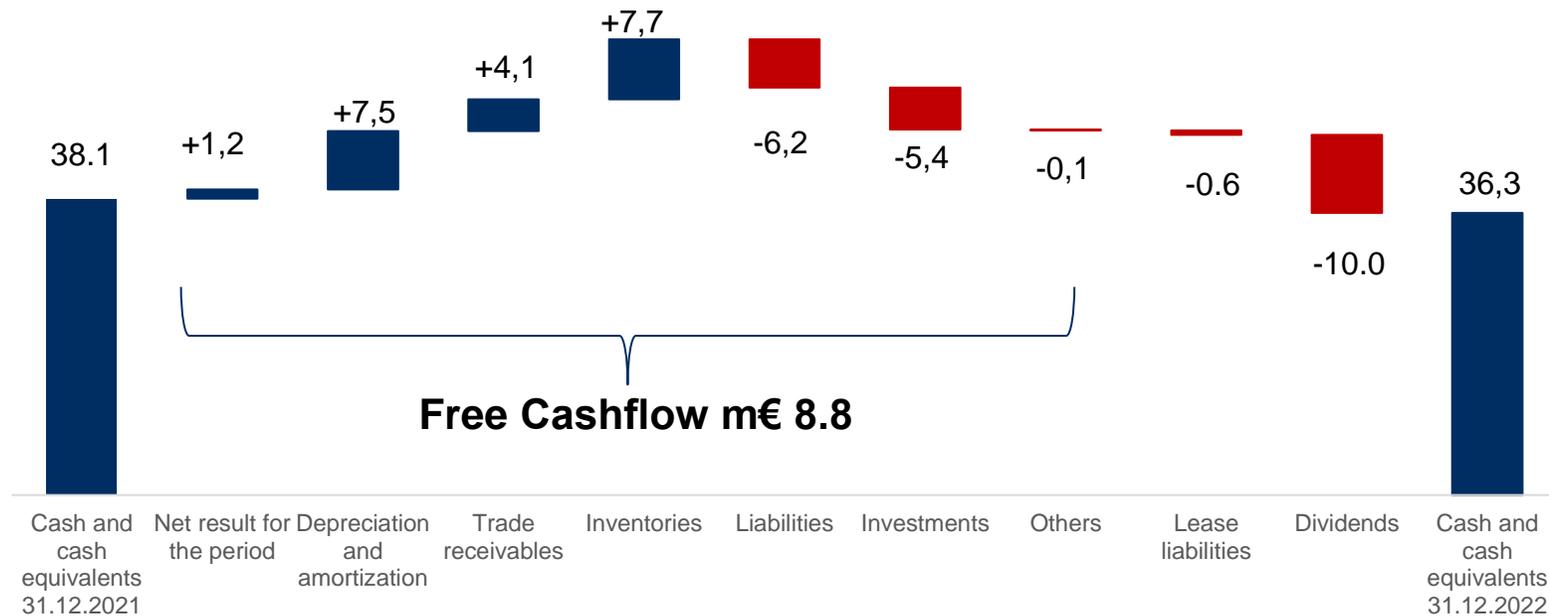
¹ Cash flow from operating activities and from investment activities, adjusted for incoming and outgoing payments in financial assets and, if existing, from acquisition and divestiture of business divisions.

Positive Free cash flow of m€ 8.8 only slightly below previous year's level



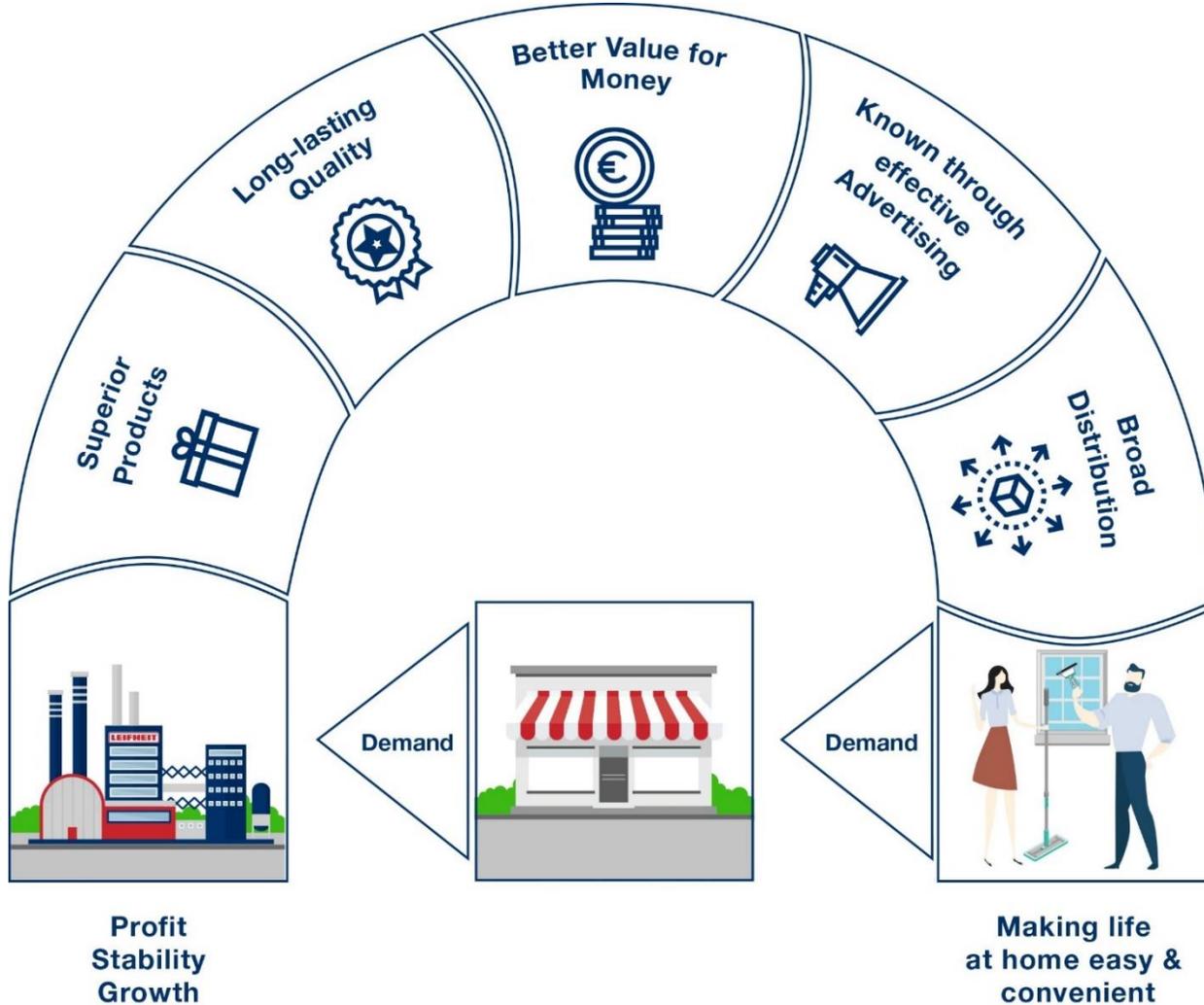
Group liquidity

31/12/2021 vs. 31/12/2022 in m€



- Decrease in working capital by m€ 5.9 compared to 31.12.2021 (2021: increase by m€ 2.4)
- Trade receivables down by m€ 4.1
- Decrease of m€ 7.7 in inventories
- Decrease in trade payables and other liabilities of m€ 6.2 due to lower liabilities to suppliers
- Dividend payment for FY 2021 at the end of May 2022

Our purpose? Happy consumers!



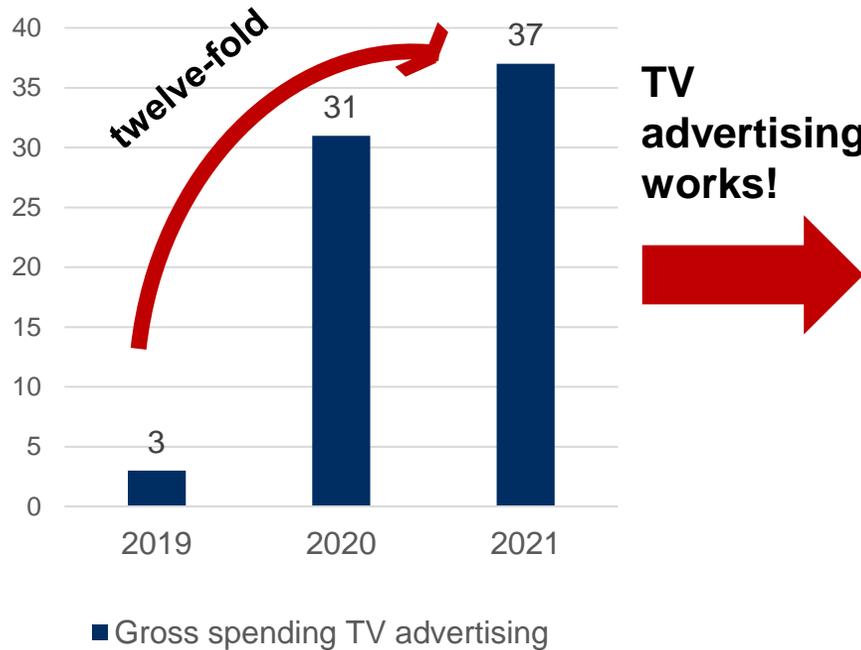
SCALING UP SUCCESS

- 1 Create consumer demand
- 2 Increase national and international distribution
- 3 Improve gross margins
- 4 Reduce all cost except consumer advertising

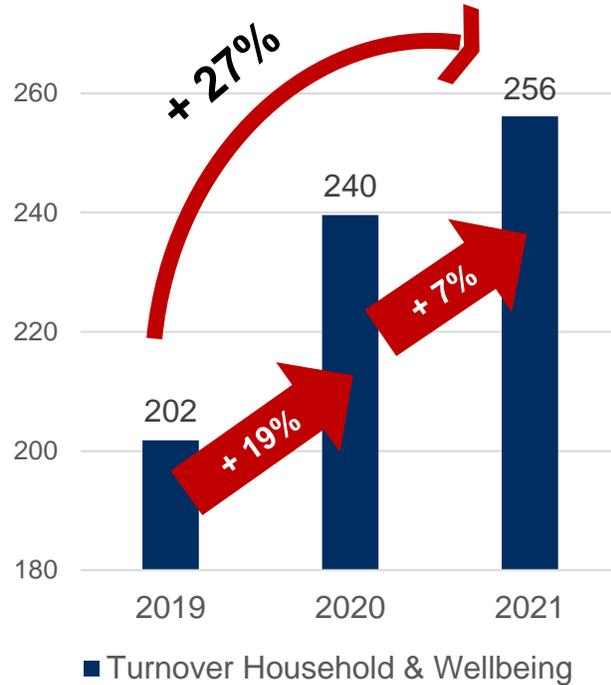
① While we increased advertising spend, our revenue and EBIT grew, so we will return to that growth mode as soon as possible



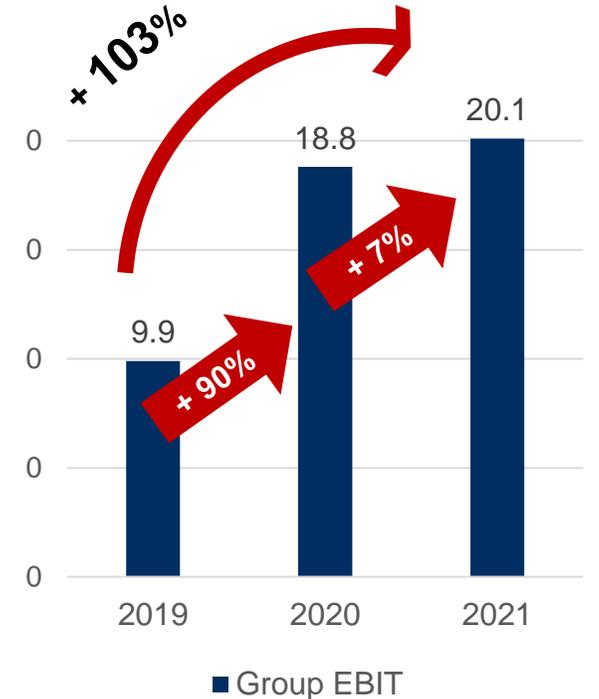
Leifheit & Soehnle
Gross spending for advertising
m€



Leifheit & Soehnle
Turnover development
m€



Group EBIT
m€



① „Our most long-lasting products“ campaign aims for sustainability



High quality and along with it long life cycle products belong to the **DNA of the Leifheit brand**.

A major part of our assortment is being produced in **Europe** in our own factories where we have full quality control.

Strongly convinced from our product quality we often give **longer warranty period than the competition** or as required from the legislative authority.



Examples of promotion tools



① “Electricity Savers” campaign encourages consumers to switch to power-free laundry drying

LEIFHEIT
How housework's done today.

Save money and take care of the climate
with Leifheit's electricity savers

Electricity savers vs Electricity eaters

Save up to
€ 200
in 1 years with
Leifheit.*

* 205,- € per year compared to the use of a condensation dryer in a 4-person household with 4 drying processes per week from April-October/ 32 weeks per year, per drying process 4 kWh electricity consumption

- The current market situation offers the opportunity to further promote our energy-saving, durable products.
- In view of rising energy prices, many households are currently looking for ways to reduce their energy consumption and thus also their electricity costs.
- Switching from electric dryers to Leifheit Pegasus and Linomatic dryers not only saves electricity and money, but also reduces CO₂ emissions
- Reduction of CO₂ emissions by up to 150 kg/year*.
- Saving electricity costs by up to 200 €/year*.

① Cool Innovations in electrical cleaning

LEIFHEIT

SCALING
UP
SUCCESS

Vaccum, wipe and dry in one – up to the edge.

Cordless Vac & Wipe
Regulus Aqua PowerVac PRO

LEIFHEIT
How housework's done today.

www.leifheit.com

Simply hygienic and clean – without chemicals.

Removes up to **99.99%** of Viruses & Bacteria***

NEU NEW
LÄNGERE GARANTIE*
LÖSUNG WÄRRHEIT**
3 JAHRE YEARS

Steam Mop
CleanTenso Power

LEIFHEIT
How housework's done today.

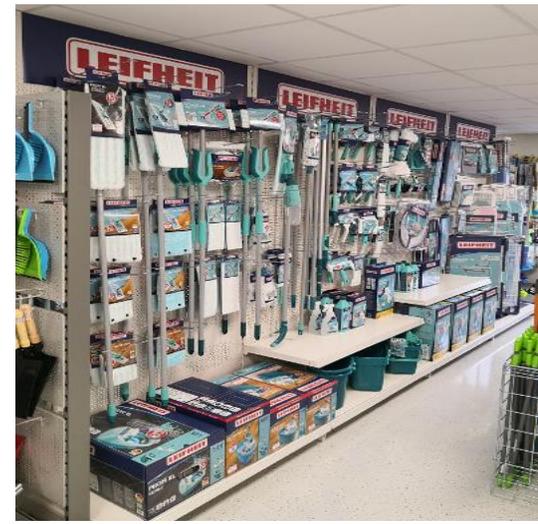
www.leifheit.com

- New Regulus Aqua PowerVac Pro, which vacuums, mops and dries all in one, can reach into every corner thanks to its new corner glider with Micro-Duo wipe cover.
- New Clean Tenso Power steam cleaner provides hygienic cleaning without chemical products while also saving water. To underline the Clean Tenso Power's high quality and durability, it is supplied with an extended warranty period.

② We are successfully expanding our distribution network

LEIFHEIT

SCALING
UP
SUCCESS



New customers in CZ and SK in 2022



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.



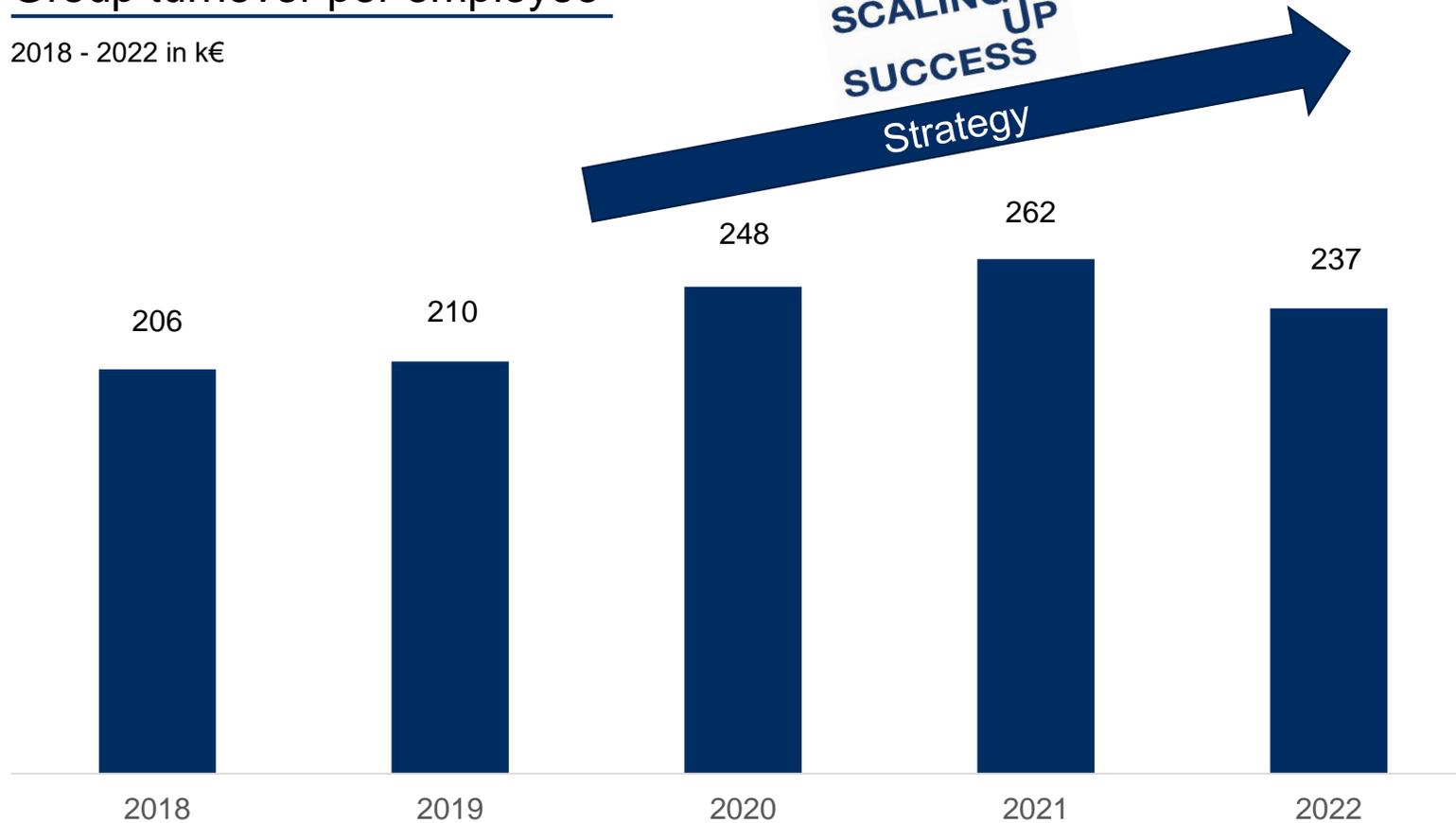
Fearless

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.

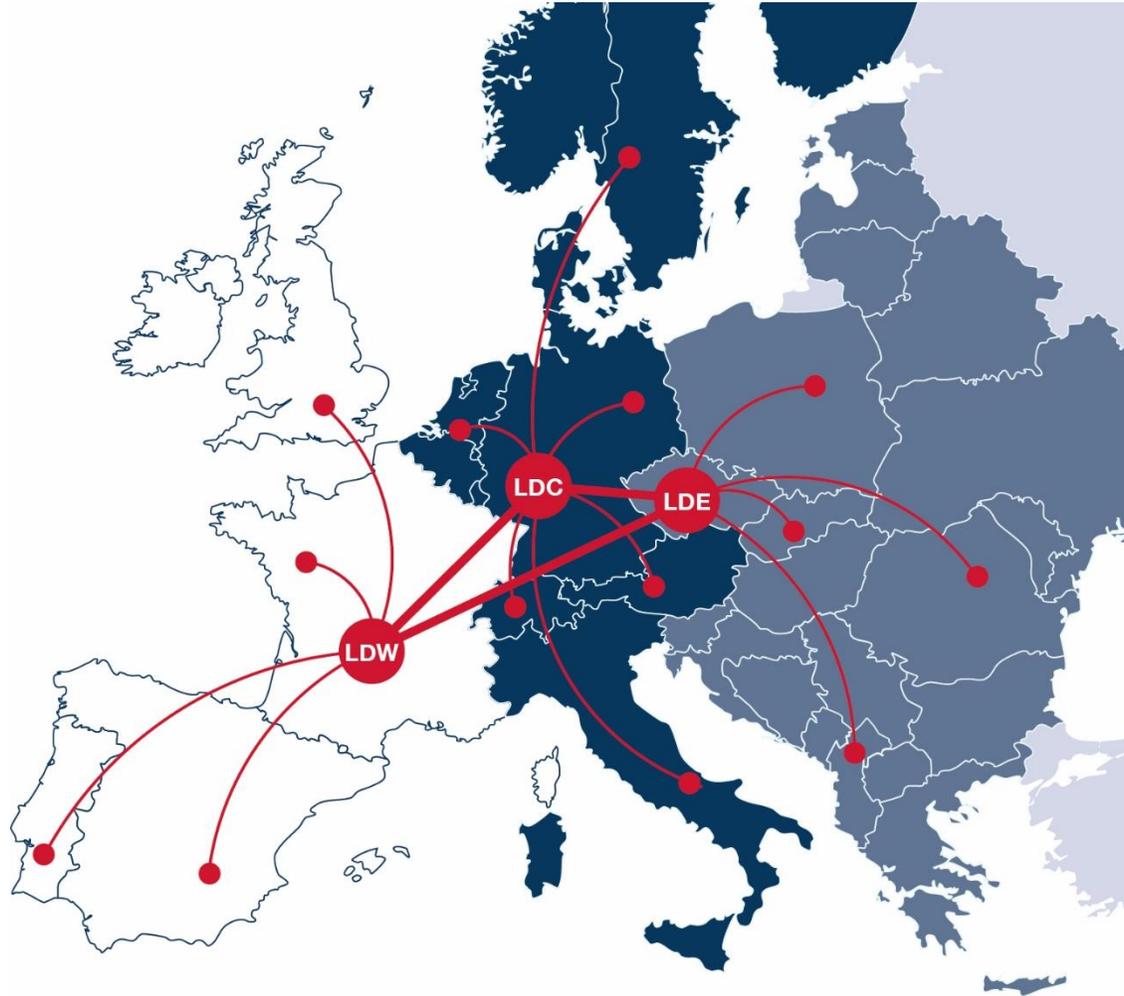
④ 13 % increase in turnover per employee FY 2022 vs. FY 2019

Group turnover per employee

2018 - 2022 in k€



④ Distribution of the European business volume to three logistics locations with short distances to our customers



- New central European logistics hub (Leifheit Distribution Western Europe, LDW) for our Leifheit and Soehnle products at the logistics site in Chablis, France, which was previously operated exclusively by our subsidiary Birambeau.
- Distribution across three logistics locations brings cost advantages, shortens transport routes to our customers and simultaneously reduces CO₂ emissions.
- New logistics platform will gradually go into operation beginning in the second quarter of 2023.

Forecast 2023: Turnover slightly below previous year across all segments, EBIT significantly below previous year



| Forecast 2023 | |
|------------------------|--|
| Group turnover | Slightly below the previous year |
| Turnover Household | Noticeable below the previous year |
| Turnover Wellbeing | Noticeable below the previous year |
| Turnover Private Label | Slightly above previous year's level |
| Group EBIT | Positive, in the lower single-digit million Euro range |
| Free Cashflow | Positive, in the lower single-digit million Euro range |

ESG-Outlook: New strategic sustainability goals

Focus on climate neutrality¹ till 2030



- Climate balance for our most important sites in scope 1 and scope 2 established in 2022
- Yearly climate balance in the future to measure progress

- Substantially reduce the emissions of direct greenhouse gases (scope 1 emissions)
- 100% renewable energies with a electricity mix (scope 2 emissions)
- Substantially reduce the emissions of indirect emissions (scope 3)

- Energy: increase efficiency, savings and share of renewable energies
- Mobility: reduce of vehicle fleet emissions at our sites, reduce CO₂ emissions of employees' drive
- Products: long-lasting and high-quality products with long life cycle, increase recycled share in products, packaging and displays
- Distribution: lean production, reduce transport routes and supply logistics

- Compensate non avoidable emissions¹ by means of certified projects for climate protection

Read more at our **sustainability report 2022**
www.leifheit-group.com/en/investor-relations/reports-and-presentations/



Scope 1: direct emissions from the company's owned or controlled resources e.g. gas, fuel, refrigerants
 Scope 2: indirect emissions from purchased energy, e.g. electricity
 Scope 3: indirect emissions in the value chain, (upstream + downstream)

¹ Scope-1- und Scope-2-Emissionen.

LEIFHEIT

**Your Questions
please.**

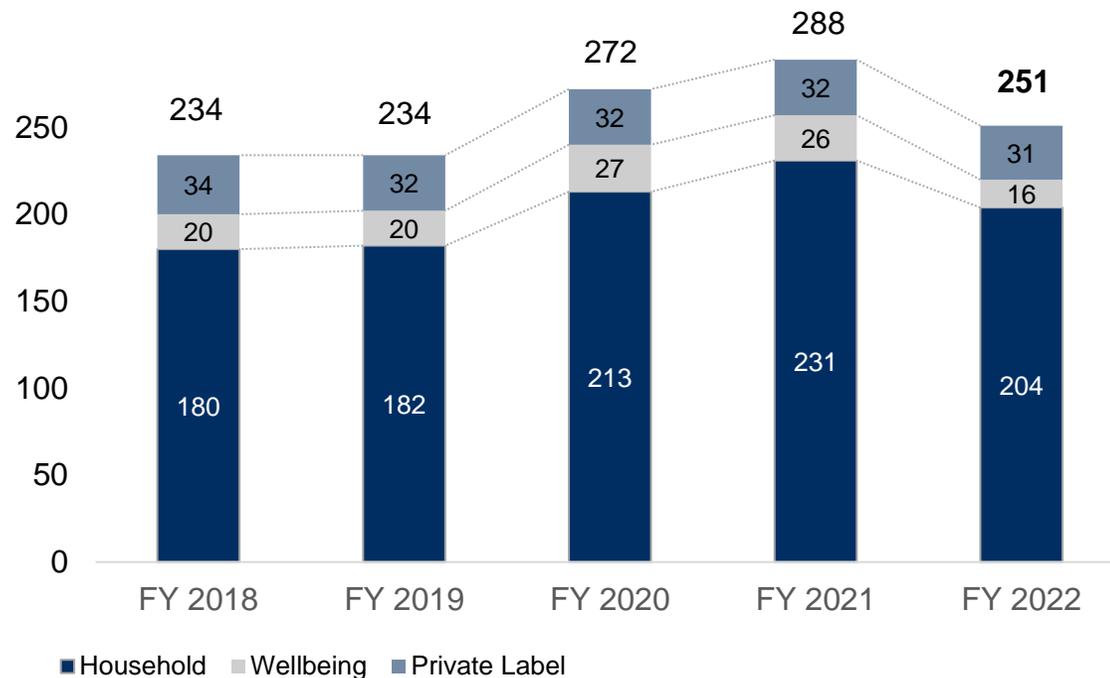


Annex

Household segment turnover below record prior-year, but at high level compared to pre-COVID-19 level

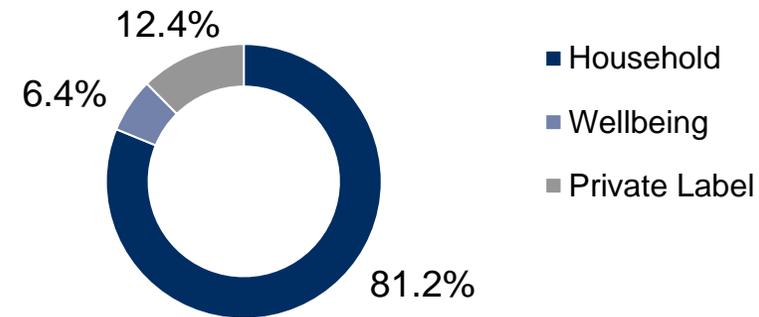
Group turnover by segment

FY 2018 – FY 2022 in m€



Group turnover by segment

FY 2022



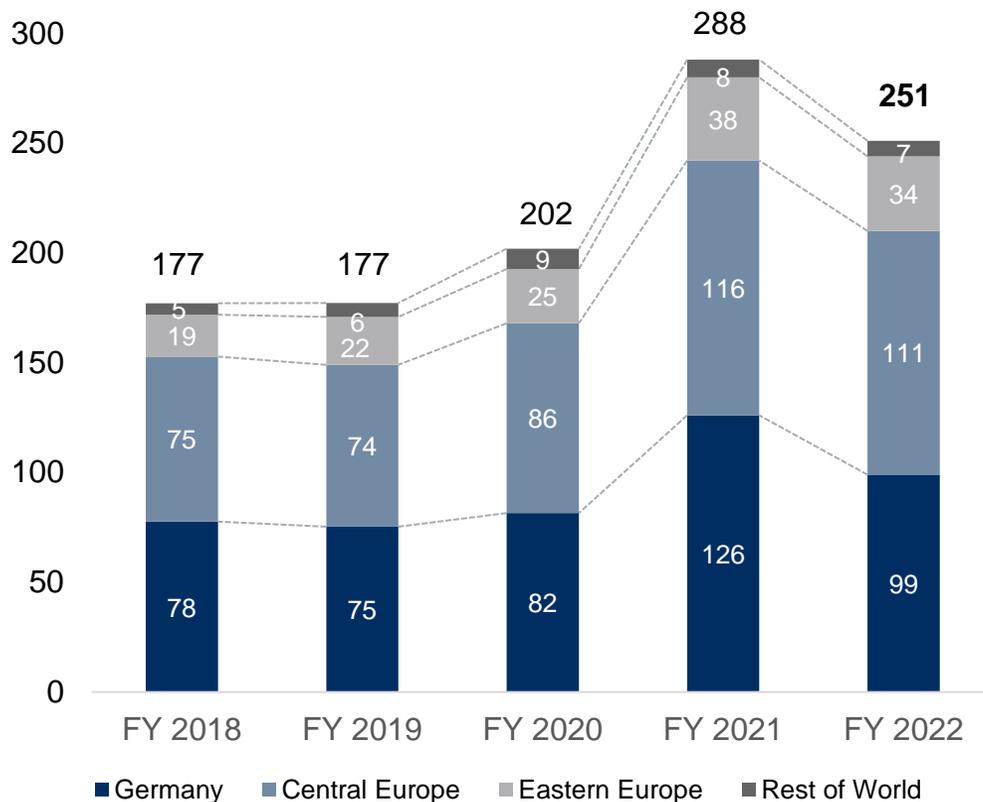
- Turnover in Household segment decreased by -11.5% year-on-year to m€ 204.2.
- Wellbeing segment declined by -36.8%. In the previous year, strong growth in Soehnle scales and increased demand for Soehnle air purifiers in view of the pandemic led to a high comparative values.
- Private Label segment generated turnover of m€ 31.2, thus 2.7% below the previous year's figure (2021: m€ 32.0).

Russia-Ukraine war and continuing inflation weigh on private consumption



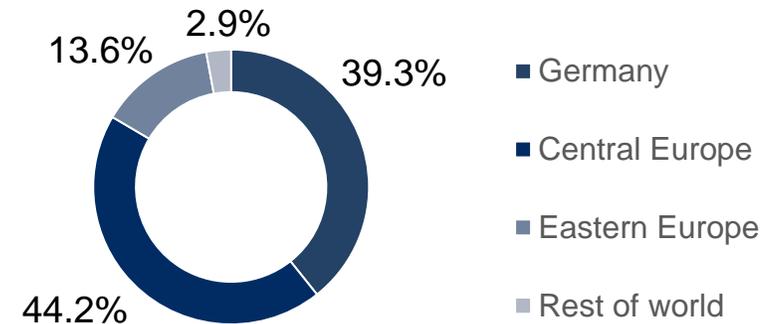
Group turnover by region

FY 2018 – FY 2022 in m€



Group turnover by region

FY 2022



- Germany: Exceptionally strong consumer restraint in the backdrop of general uncertainty had a significant negative impact on turnover development.
- Central Europe: Double-digit growth in Spain and significant growth in sales of Leifheit products in the Netherlands could not significantly compensate for the negative trend in the Central Europe region.
- Eastern Europe: Double-digit turnover growth in the Baltic States and Slovakia. However, consumer demand in the Eastern Europe important markets was noticeably lower than in the prior year.

Leifheit Group structure



Household

LEIFHEIT

Laundry Care

Cleaning

Kitchen goods

Wellbeing

SOEHNLE

Personal scales

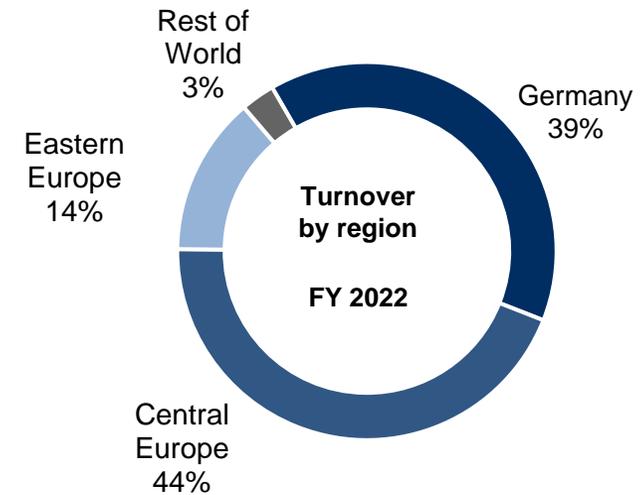
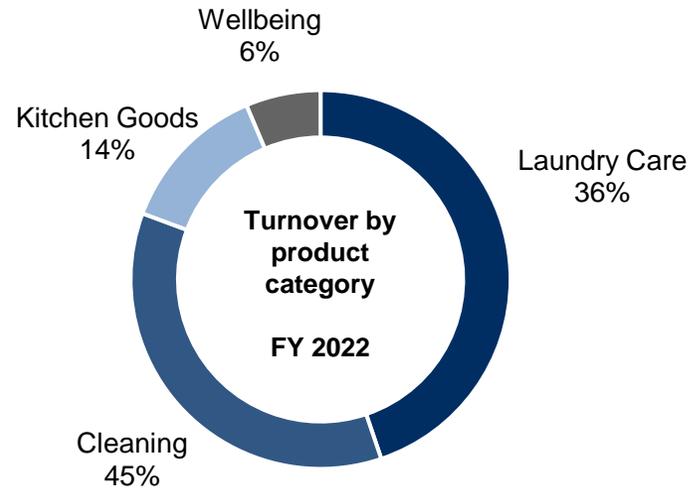
Kitchen scales

Private Label

BIRAMBEAU **herby**

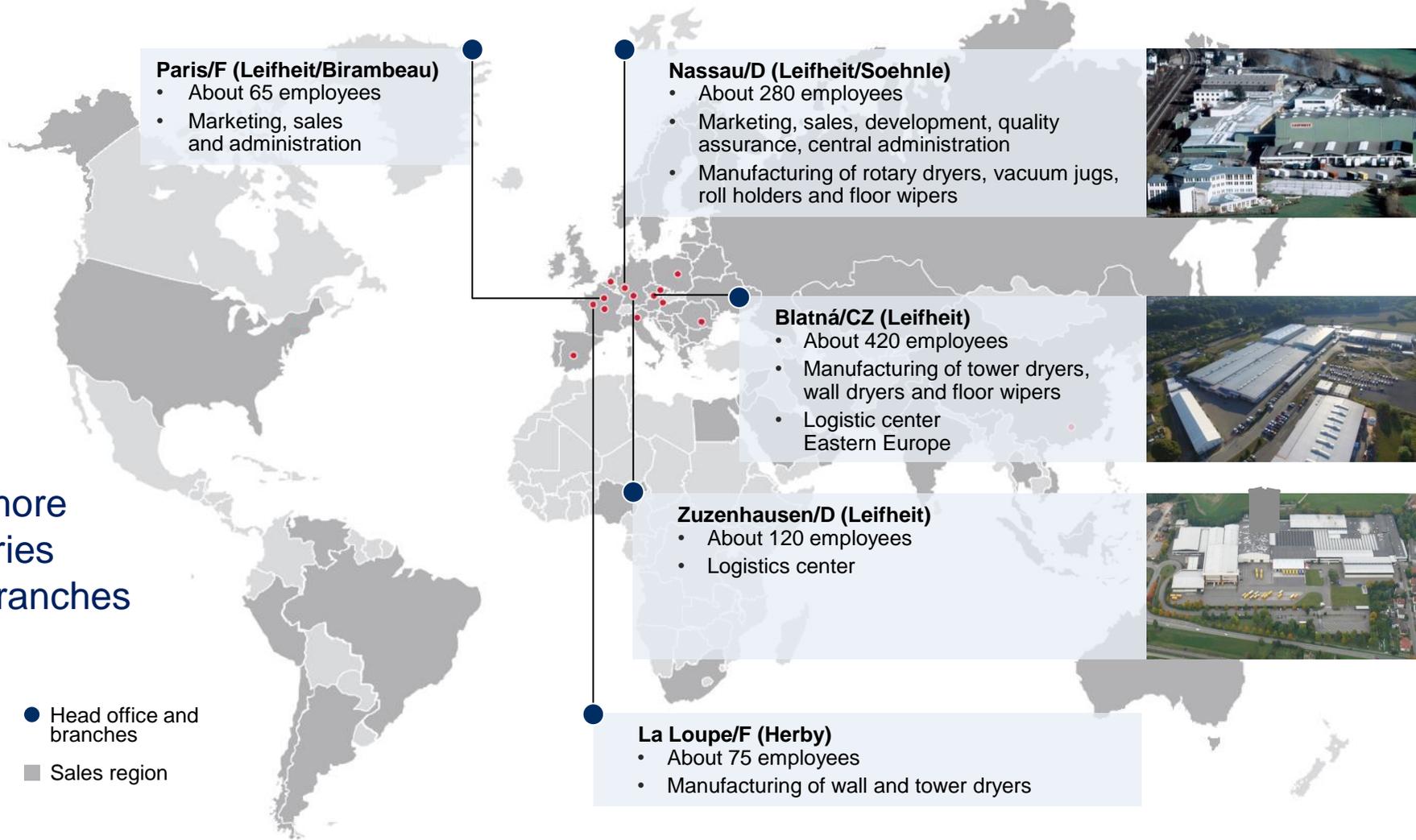
Kitchen goods

Standing Dryers



Our European production footprint ensured reliable supply to customers despite COVID-19-related supply chain challenges

Operating in more than 80 countries with 14 own branches



Distribution in all relevant distribution channels



Blue Chip client base



Distribution channels

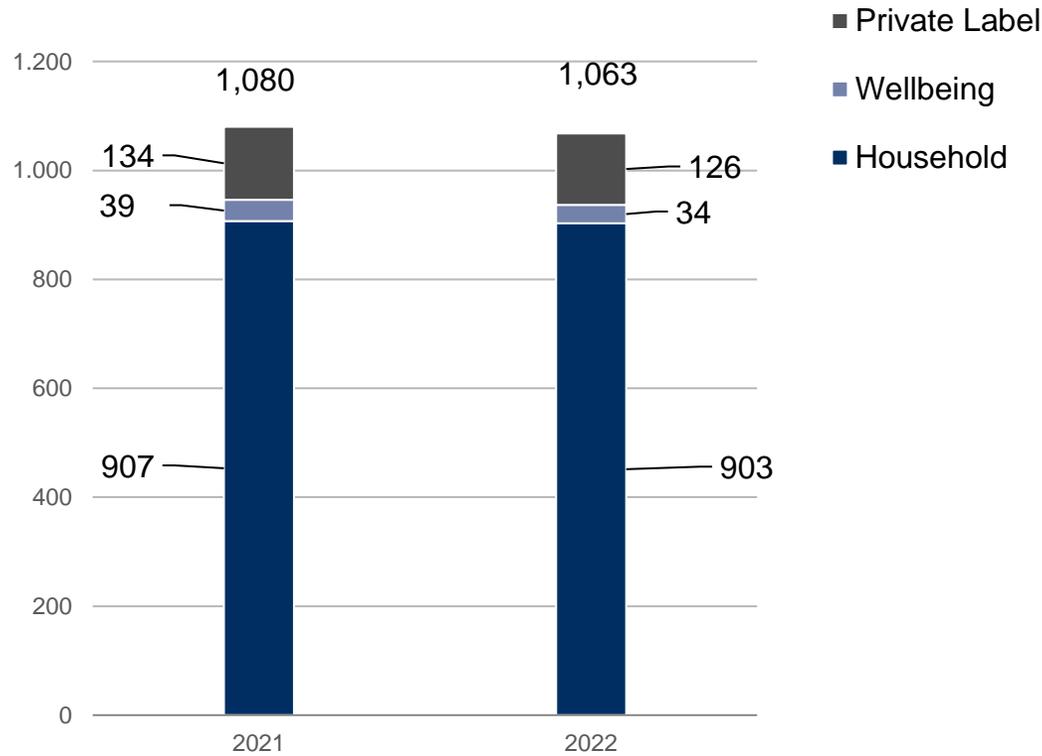
Turnover 2022 in % (previous year's figures)



We were able to react flexibly to the changed capacity utilization in production and logistics by reducing remaining vacation time and credits on working time accounts and by cutback in the numbers of temporary workers

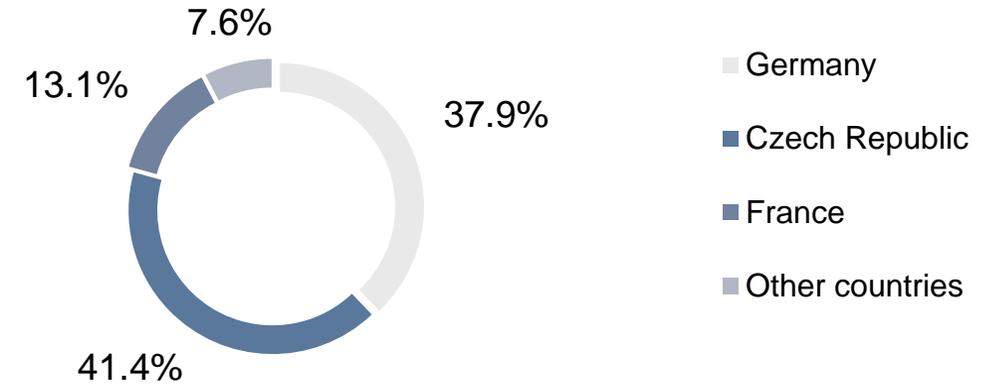
Employee development

31 December 2022



Employees by region

31 December 2022

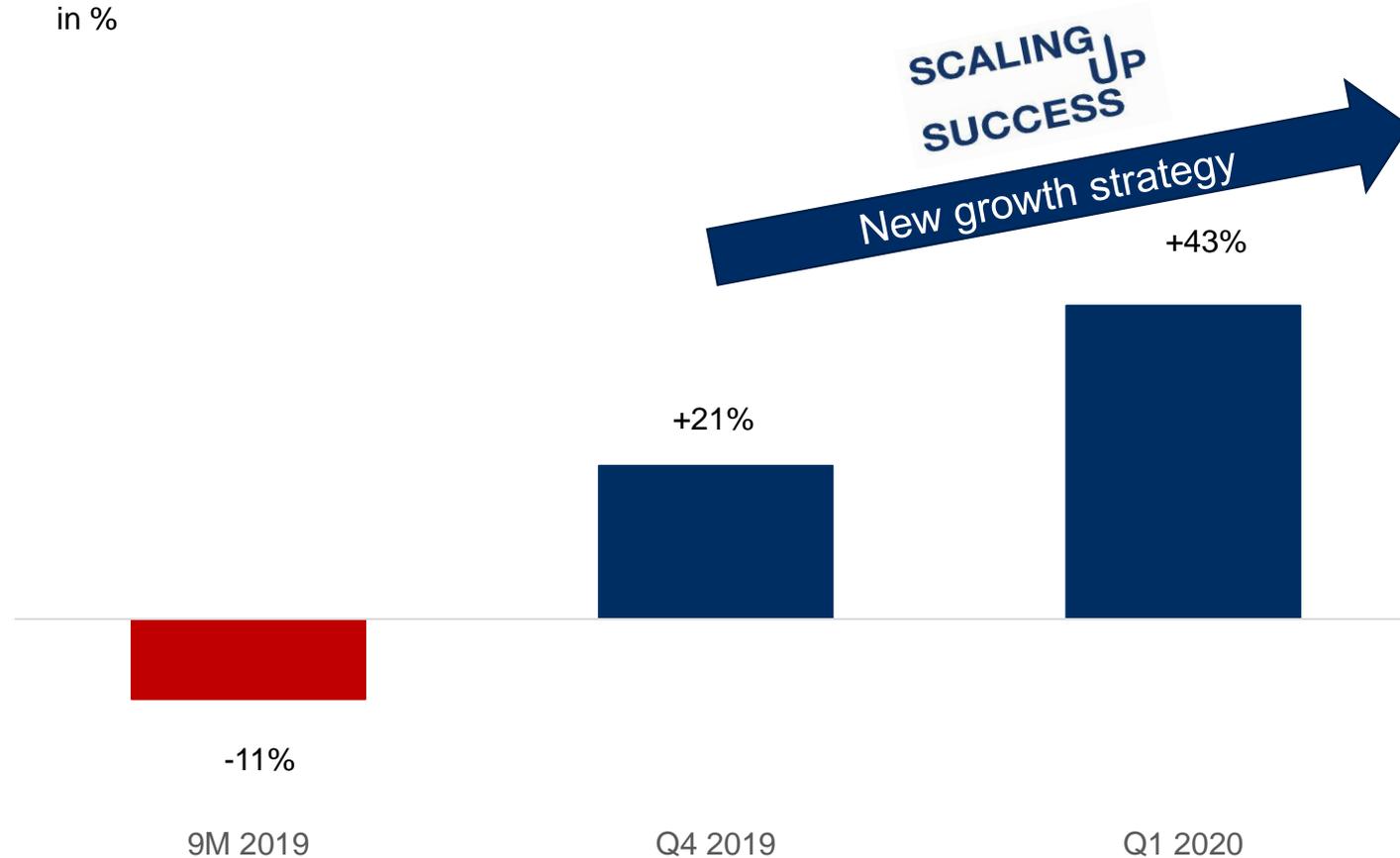


Scaling-Up Success, i.e. heavy TV ad spend, was tested before COVID-19 in the Netherlands with remarkable results



Turnover development Netherlands

in %



Long-term financial overview



| | | 2018 | 2019 | 2020 | 2021 | 2022 |
|-------------------------------------|----|-------|-------|-------|-------|-------|
| Group turnover | m€ | 234.2 | 234.0 | 271.6 | 288.3 | 251.5 |
| Profitability | | | | | | |
| Gross margin | % | 43.6 | 43.1 | 45.0 | 42.3 | 38.7 |
| Cash flow from operating activities | m€ | 10.2 | 15.9 | 4.0 | 16.4 | 14.0 |
| Free cash flow | m€ | 3.7 | 10.1 | -5.5 | 9.6 | 8.8 |
| EBIT | m€ | 13.1 | 9.9 | 18.8 | 20.1 | 2.8 |
| EBIT margin | % | 5.6 | 4.2 | 6.9 | 7.0 | 1.1 |
| EBT | m€ | 11.9 | 8.5 | 17.7 | 19.3 | 2.3 |
| Net result for the period | m€ | 8.4 | 5.8 | 12.5 | 14.2 | 1.2 |
| ROCE ¹ | % | 10.5 | 8.2 | 14.1 | 13.8 | 1.8 |

¹ Definition of ROCE changed in 2019, ROCE 2018 adjusted for comparability reasons

Long-term financial overview



| | | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|-----|------------|------------|------------|------------|-------------------|
| Per share | | | | | | |
| Net result for the period, EPS ² | € | 0.88 | 0.61 | 1.32 | 1.49 | 0.13 |
| Free cash flow | € | 0.39 | 1.06 | -0.57 | 1.00 | 0.92 |
| Dividend | € | 1.05 | 0.55 | 1.05 | 1.05 | 0.70 ² |
| Special dividend | € | -- | -- | -- | -- | |
| Investments | m€ | 6.6 | 6.0 | 9.6 | 7.3 | 5.4 |
| Depreciation | m€ | 6.9 | 8.2 | 8.5 | 7.8 | 7.5 |
| | | 31/12/2018 | 31/12/2019 | 31/12/2020 | 31/12/2021 | 31/12/2022 |
| Employees | No. | 1,119 | 1,106 | 1,098 | 1,080 | 1,063 |
| Balance sheet total¹ | m€ | 221.8 | 214.6 | 230.0 | 238.8 | 216.1 |
| Equity | m€ | 101.8 | 96.2 | 100.4 | 111.3 | 112.5 |
| Equity ratio | % | 45.9 | 44.8 | 43.7 | 46.6 | 52.0 |
| Liquidity | m€ | 50.9 | 50.3 | 38.8 | 38.1 | 36.3 |

¹ Not including repurchased treasury shares

² 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

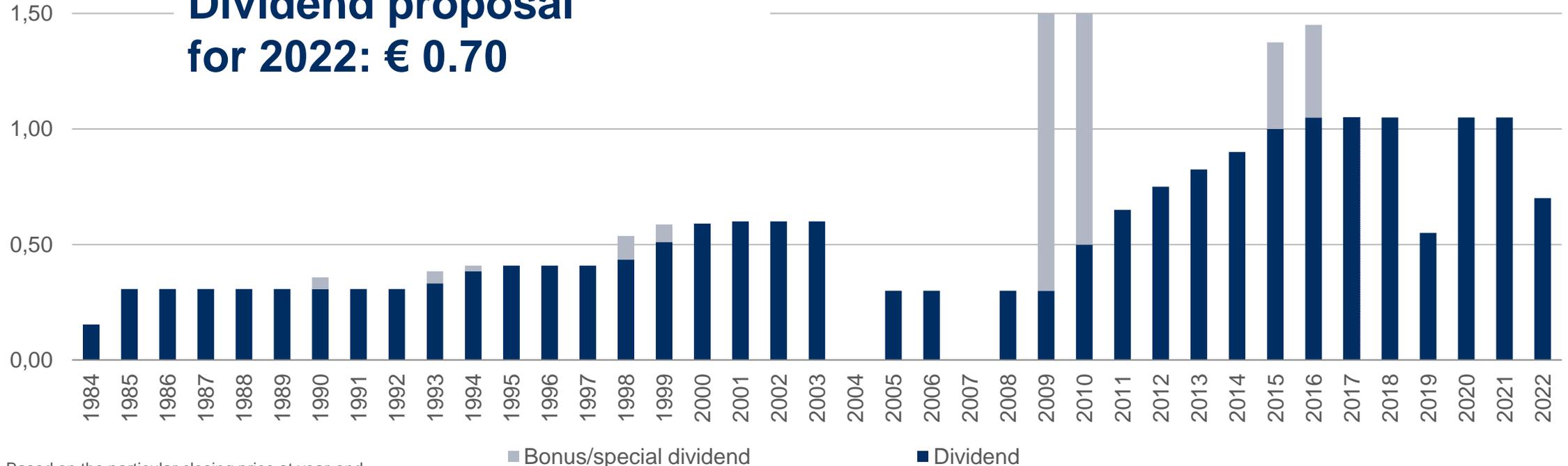
Committed to shareholder returns



Long-term dividend development

Dividend per share / in €

Dividend proposal for 2022: € 0.70



Dividend yield ¹

| | | | |
|-------|------|-------|------|
| 2022: | 5.2% | 2018: | 5.9% |
| 2021: | 2.9% | 2017: | 3.8% |
| 2020: | 2.4% | 2016: | 5.1% |
| 2019: | 2.3% | 2015: | 5.6% |

¹ Based on the particular closing price at year-end

² 2022 proposal to the AGM

Leifheit awards (selection)



Testsieger
93 %
Leifheit AirBoard Deluxe XL Plus VDE
Vergleich.org



Floor wiper
Profi micro duo

TEST VERDICT
Haus & Garten Test
Final score 1.1
very good
Leifheit
Profi XL, mehr das Abwischen
convenient handling and
professional detailed solution
Im Test: Profi wiper
Ausgabe 6/2019 www.haus-garten-test.de

Floor wiper
Profi micro duo

TEST WINNER
Haus & Garten Test
good
(1,7)
Leifheit
Clean Twist Disc Mop Ergo
Im Test: Mop
Ausgabe 6/2019 www.haus-garten-test.de



CLEAN TWIST
Disc Mop Ergo



Rotary dryers
Linomatic

Testsieger
GUT (1,8)
Leifheit Linomatic Deluxe 500
Im Test: Wäschetrockner
Vergleich.org

TESTURTEIL
Haus & Garten Test
Endnote 1.0
sehr gut
Leifheit
Linomatic 400 Cover
Maximaler Bedienkomfort,
der keine Wünsche offen lässt
Im Test: Trockner
Ausgabe 6/2019 www.haus-garten-test.de

TESTURTEIL
Haus & Garten Test
Endnote 1.2
sehr gut
Leifheit
Linomatic 400 easy
Platzsparend und praktisch,
sehr leichtgängig und stabil
Im Test: Trockner
Ausgabe 6/2019 www.haus-garten-test.de

TEST VERDICT
Haus & Garten Test
good
(1,6)
Leifheit
Nemo
Whisper and soft vacuum cleaner Nemo
Im Test: Fensterwischer
Ausgabe 2/2019 www.haus-garten-test.de



Window vacuum
cleaner Nemo



Window vacuum
cleaners

Alles Beste
Empfehlung
Leifheit Dry & Clean

TESTURTEIL
Haus & Garten Test
Endnote 1.3
sehr gut
Leifheit
Set Dry/Clean
Sehr ansprechende Technik,
beste Wahl für saubere Fenster
Im Test: Fensterwischer
Ausgabe 3/2019 www.haus-garten-test.de

Stiftung Warentest
GUT (2,4)
Fensterwischer
Classic
Im Test:
11 Fensterwischer
Ausgabe 4/2019
www.test.de



Cordless vacuum wiper
Regulus Aqua PowerVac

TEST VERDICT
Haus & Garten Test
very good
(1,4)
Leifheit
Regulus Aqua PowerVac
Zwei Cordless wischer wiper
Ausgabe 2/2019 www.haus-garten-test.de



Laundry dryers
Pegasus

TEST VERDICT
Haus & Garten Test
Final score 1.3
very good
Leifheit
Pegasus 150 Solid
perfect drying with
a safe standing
Im Test: Trockner
Ausgabe 6/2019 www.haus-garten-test.de

Sieger
Preis-Leistung
GUT (1,8)
Leifheit Pegasus 150
Im Vergleich: Wäschetrockner
Vergleich.org

2. Platz
SEHR GUT (1,4)
Leifheit 8157 Pegasus
200 Solid Deluxe Mobile
Im Vergleich: Wäschetrockner
Vergleich.org



CLEAN TWIST
M Ergo

TEST WINNER
Haus & Garten Test
very good
(1,4)
Leifheit
Clean Twist M Ergo
Im Test: Mop
Ausgabe 6/2019 www.haus-garten-test.de

Alles Beste
Empfehlung
Leifheit Salatspinner
Im Test: Salatspinner
Ausgabe 3/2020 www.haus-garten-test.de



Salad spinner
Comport Line

TESTURTEIL
Haus & Garten Test
gut
(1,8)
Leifheit
Salatspinner ComportLine
Im Test: Salatspinner
Ausgabe 3/2020 www.haus-garten-test.de

TESTURTEIL
Haus & Garten Test
gut
(1,8)
Leifheit
Isolierbecher Flip 350ml
Im Test: Thermobecher
Ausgabe 1/2020 www.haus-garten-test.de



TESTSIEGER
Haus & Garten Test
sehr gut
(1,2)
Leifheit
Isolierbecher Flip 600ml
Im Test: Thermobecher
Ausgabe 3/2020 www.haus-garten-test.de

Isolating mugs
Flip 600 + 350 ml

ETM TESTMAGAZIN
Leifheit Isolierbecher Flip
350 ml dark blue (03247)
Leifheit
SEHR GUT 92,6 %
Vergleichstest
14 Thermobecher
Sehr gut: 16,4 %
11/2020
www.etm-testmagazin.de



Cordless vacuum
Regulus PowerVac 2in1

PLUS X AWARD
BESTES
PRODUKT
DES JAHRES
2018
Redaktions-Wertung
Leifheit Regulus PowerVac 2in1
www.plusaward.de

TEST VERDICT
Haus & Garten Test
Final score 1.9
Good
Leifheit
Regulus PowerVac 2in1
Good particle absorption and high
charging efficiency
Im Test: Staubsauger
Ausgabe 9/2019 www.haus-garten-test.de

Alles Beste
Empfehlung
Leifheit 11925 Regulus PowerVac



Steam Mop CleanTenso

testsieger.de
1,5
08/2018
sehr gut
Redaktions-Wertung
Leifheit 11925 CleanTenso

PLUS X AWARD
2018 ausgezeichnet für:
High Quality
Design
Funktionalität

TESTSIEGER
Haus & Garten Test
Endnote 1.2
sehr gut
Leifheit
Clean Tenso 11925
Hochwertiger Helfer
mit sehr guter Funktion
Im Test: Dampfbödenwischer
Ausgabe 9/2019 www.haus-garten-test.de

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

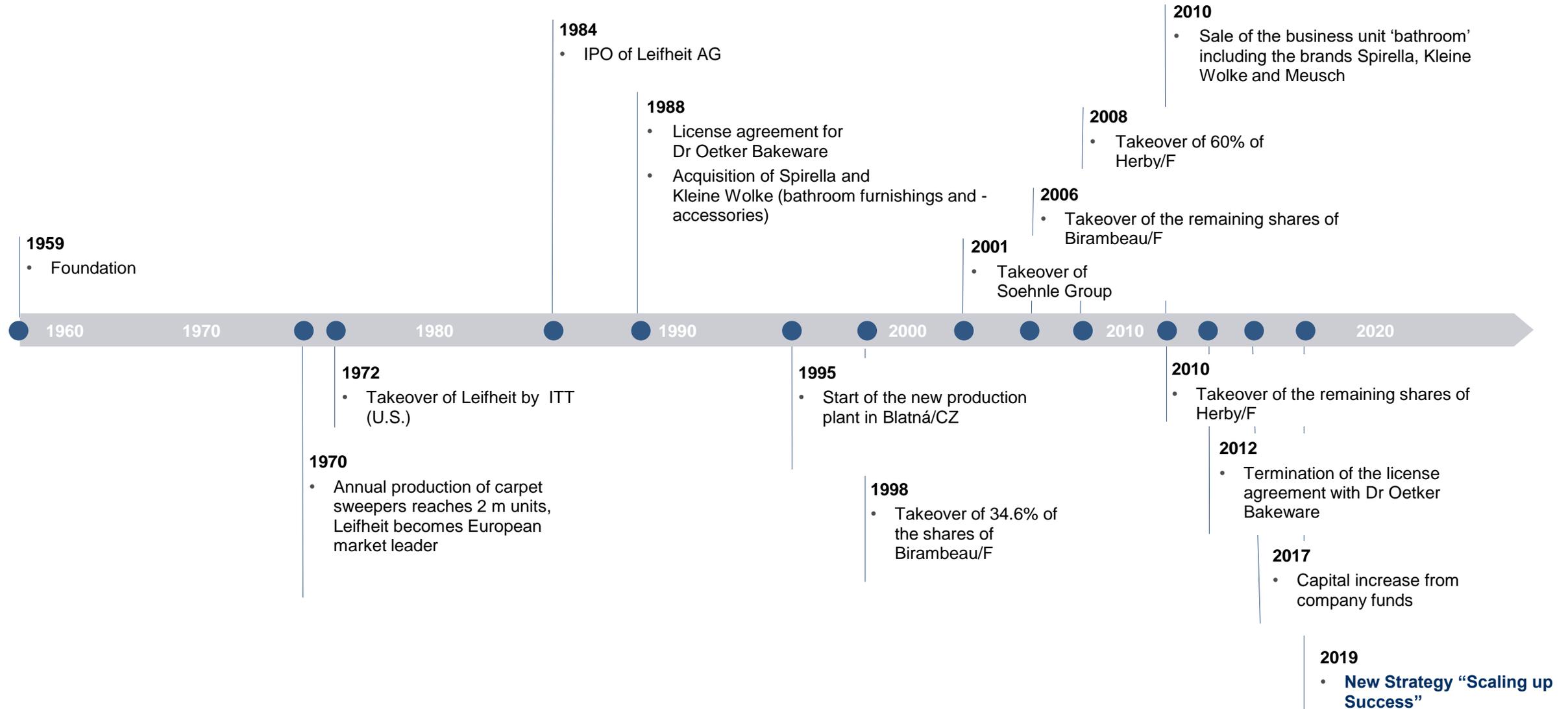


Blood pressure monitors
Systo Monitor 200 + 300



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

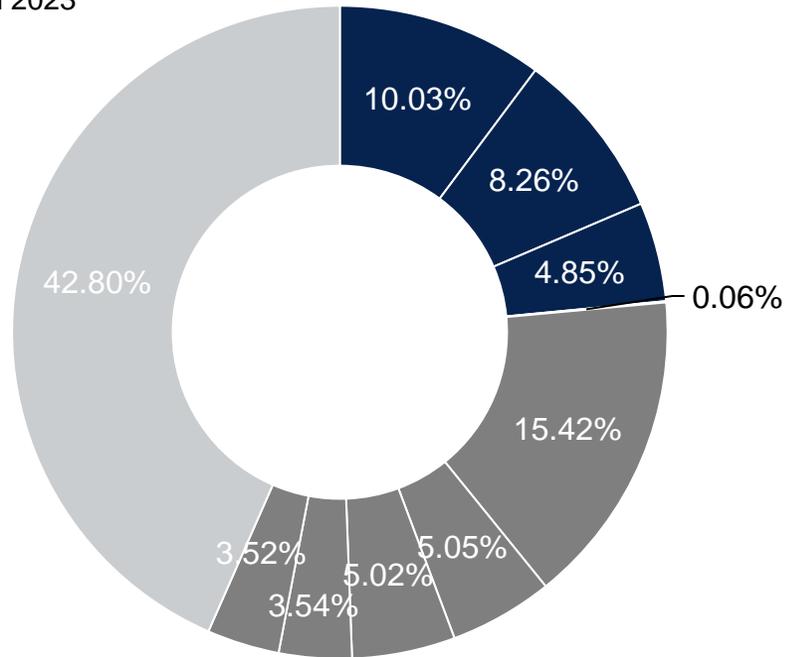
Bosch Laica Tanita
ADE Homedics Beurer
Sanitas Withings Terrailon

Significant free float and international investors



Shareholder structure

March 2023



- Non free float shareholders¹ 26.87%
- Free float^{1,2} 73.13%

¹ Definition of German stock exchange for indices

² Including shareholdings of the management board

- MKV Verwaltungs GmbH, Grünwald (GER), 10.03%
- Ruthild Loh, Haiger (GER), 8.26%
- Leifheit AG Nassau (GER), treasury shares, 4.85%
- Employee shares subject to a lock-up period 0.06%
- 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%
- Morgan Stanley & Co. Internat. plc, Wilmington, Delaware (USA) 3.54%
- Blackmoor Ownership Holdings Master Limited, London (UK), 3.52%
- Voting rights under notification threshold 42.80%

Our ESG Principles



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



Environment

Climate-neutral by 2030*:
Prevent, reduce, offset
CO₂ emissions

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 offer 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 meas-
ures 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 2022**

www.leifheit-group.com/en/investor-relations/reports-and-presentations/

* Scope 1 and Scope 2 emissions

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

- Leifheit was awarded the “**Germany’s Best Sustainability**” seal by Focus and Focus-Money in 2022 for the second year running. The study analyses social listening data for some 19,000 companies and brands. It examines aspects of ecological, economic and social sustainability. The results show who is committed to sustainability from the consumer’s point of view.
- Leifheit was awarded the “**Maximum Trust 2022**” seal by Deutschland Test and achieved the highest ranking in the household products category. The study was conducted by IMWF Institut für Management- und Wirtschaftsforschung on behalf of Focus Money and Deutschland Test.
- The FAZ-Institut also awarded Leifheit the “**Excellent Sustainability**” certificate back in 2021 following a similar analysis of data from around 21,000 companies. In 2022, the FAZ-Institut even ranked us among the “**Best of the Best**”. The meta-study looked at four individual studies: “Germany’s Fairest” (product service, value for money, customer satisfaction, employer fairness, sustainability), “Top Employers” (innovation, digitalisation, sustainability, career, pay, corporate culture), “Most Trustworthy Companies” (trust, management, profitability, sustainability, product service, employer) and “Digital Pioneers” (digitalisation, innovation, profitability, employer). In all of them, we achieved top scores.
- The “**Fair Company**” Award Leifheit received in 2022 demonstrates our strength as a fair and attractive employer. The Initiative honors companies that offer young people fair working conditions and prospects for development. The assessment for the award is carried out by the Handelsblatt newspaper and Germany’s Institut für Beschäftigung und Employability as a research partner based on a questionnaire that is based on extensive analyses on the subject of fairness and on what today’s young professionals and the general public expect from a fair, attractive employer.
- In 2022, Leifheit received the award “**Germany’s best vocational training company**” for the 5th time in a row. The award was based on a study conducted by IMWF Institut für Management- und Wirtschaftsforschung GmbH on behalf of Deutschland Test and the business magazine Focus Money.
- According to a study conducted by the Deutsche Institut für Service-Qualität (DISQ) on behalf of ntv, the Leifheit online shop was one of “**Germany’s best online shops 2022**”. The study involved a consumer survey examining customer satisfaction in the areas of value for money, range of products, customer services, website, ordering process and payments terms, as well as shipping and returns.
- For the Germany test seal “**Excellent customer service 2022**”, which Leifheit received in 2022, Focus and Focus Money together with Deutschland Test examined a good 22,000 companies and brands from 250 industries.



Financial calendar and contact



Dates 2023

11 May 2023

Publication Quarterly Statement (Q1)

7 June 2023

Annual General Meeting

10 August 2023

Publication Half-yearly Financial Report

9 November 2023

Publication Quarterly Statement (Q3)

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