Investor & Analyst meeting
March 24, 2021
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Analyst meeting

March 2021
Executive Summary FY 2020

Group turnover up 16% to €272 m in 2020

Group turnover up 22.6% in Q4 2020

Germany turnover up 15% in 2020 and up 41% in Q4 2020

2020 EBIT up 90% to €18.8 m

Dividend proposal: 1.05 €, up 91% vs previous year
Good start to Q1 2021 but effects of COVID-19 pandemic continue to be noticeable

Very good start to the 2021 financial year on the sales side
- Successful start of new TV campaigns for Leifheit products in Germany and other European markets as well as for Soehnle brand
- Increased consumer demand helps expand distribution network

Nevertheless, effects of COVID-19 pandemic still clearly noticeable
- Important sales channels in key markets closed since December
- Significant rise in steel and plastic prices
- Tense situation in the sea fright sector
- Pandemic-related cost increases at Czech plant

Forecast 2021: further turnover and EBIT increase despite COVID-19
- Turnover increase of at least 5%
- Household up 6%, Wellbeing up 7%, Private Label slightly above level of 2020
- EBIT between € 20 m and € 24 m
- Free cash flow between € 10 m and € 14 m
Leifheit makes top quality household products, designed in Germany

Profi Floor Wiper
4.7 stars

CLEAN TWIST
4.6 stars

Pegasus 150
4.6 stars

Linomatic 500 Deluxe
4.5 stars

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

Leifheit Set Clean Twist Disc Mop Wischer für nabelfeuchte Reinigung, Wisch mop mit effizienter Schleudertechnologie,

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

Leifheit Wäscheschirm Linomatic 500 Deluxe mit Leineneinzug für sabure Wäsche, Wäschespinne für die ganze Familie, Wäsches tänder

Analyst meeting
March 2021
Leifheit is financially solid and pays good dividends to shareholders

Commitment to shareholders
in €

Dividend payments 1984 - 2020*

Strong financial structure
in € m

Liabilities

Cash and financial assets
Inventories
Pension reserves
Equity
Other provisions and liabilities

Non-current assets

Assets

31/12/2019 31/12/2020

215 230
50 39
46 60
52 63
70 11
57 57

215 230
52 62
67 68
96 100

Analyst meeting

Strong products and brands

Strong long-term stock performance
in %

However, our 2018 and 2019 results were disappointing… can we change that?

### Gross profit

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Profit (€ m)</th>
<th>Gross Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>109.9</td>
<td>46.4%</td>
</tr>
<tr>
<td>2018</td>
<td>102.1</td>
<td>43.6%</td>
</tr>
<tr>
<td>2019</td>
<td>101.0</td>
<td>43.1%</td>
</tr>
</tbody>
</table>

### EBIT

<table>
<thead>
<tr>
<th>Year</th>
<th>EBIT (€ m)</th>
<th>EBIT Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>18.8</td>
<td>8.0%</td>
</tr>
<tr>
<td>2018</td>
<td>13.1</td>
<td>5.6%</td>
</tr>
<tr>
<td>2019</td>
<td>9.9</td>
<td>4.2%</td>
</tr>
</tbody>
</table>
Successful turnaround in 2020 - EBIT up 90% vs. 2019

### Gross profit

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Profit (€ m)</th>
<th>Gross Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
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<tr>
<td>2018</td>
<td>102.1</td>
<td>43.6%</td>
</tr>
<tr>
<td>2019</td>
<td>101.0</td>
<td>43.1%</td>
</tr>
<tr>
<td>2020</td>
<td>122.3</td>
<td>45.0%</td>
</tr>
</tbody>
</table>

### EBIT

<table>
<thead>
<tr>
<th>Year</th>
<th>EBIT (€ m)</th>
<th>EBIT Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>18.8</td>
<td>8.0%</td>
</tr>
<tr>
<td>2018</td>
<td>13.1</td>
<td>5.6%</td>
</tr>
<tr>
<td>2019</td>
<td>9.9</td>
<td>4.2%</td>
</tr>
<tr>
<td>2020</td>
<td>18.8</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

Analyst meeting

March 2021
New strategy transforms Leifheit into a growing business

Group turnover development by quarters in %

- After years of flat revenue now double-digit growth in 2020
- Very strong 2nd half '20 with more than 20% sales growth in Q3 and Q4
- Q4 growth affected by temporary closure of key distribution channels during the high-revenue Christmas period
EBIT margin up by 270 basis points from 4.2% in 2019 to 6.9% in 2020

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group turnover</td>
<td>€ m</td>
<td>234.0</td>
<td>271.6</td>
</tr>
<tr>
<td>Gross margin</td>
<td>%</td>
<td>43.1</td>
<td>45.0</td>
</tr>
<tr>
<td>Foreign currency result</td>
<td>€ m</td>
<td>0.3</td>
<td>-0.9</td>
</tr>
<tr>
<td>EBIT</td>
<td>€ m</td>
<td>9.9</td>
<td>18.8</td>
</tr>
<tr>
<td>EBIT margin</td>
<td>%</td>
<td>4.2</td>
<td>6.9</td>
</tr>
<tr>
<td>Earnings before taxes (EBT)</td>
<td>€ m</td>
<td>8.5</td>
<td>17.7</td>
</tr>
<tr>
<td>Net result for the period</td>
<td>€ m</td>
<td>5.8</td>
<td>12.5</td>
</tr>
<tr>
<td>EPS</td>
<td>€</td>
<td>0.61</td>
<td>1.32</td>
</tr>
</tbody>
</table>
Growth and pandemic-related higher Working Capital affected liquidity

<table>
<thead>
<tr>
<th>in € m</th>
<th>2019</th>
<th>2020</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash flow from operating activities</td>
<td>15.9</td>
<td>4.0</td>
<td>-11.9</td>
</tr>
<tr>
<td>Cash flow from investment activities</td>
<td>-5.8</td>
<td>-9.5</td>
<td>-3.7</td>
</tr>
<tr>
<td>Cash flow from financing activities</td>
<td>-10.7</td>
<td>-6.0</td>
<td>4.7</td>
</tr>
<tr>
<td>Cash and cash equivalents at the end of reporting period</td>
<td>50.3</td>
<td>38.8</td>
<td>-11.5</td>
</tr>
<tr>
<td>Free cash flow1</td>
<td>10.1</td>
<td>-5.5</td>
<td>-15.6</td>
</tr>
<tr>
<td>Financial liabilities</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

- Strong rise in working capital due to increase of trade receivables and inventories.
- Trade receivables rose by € 13.0 m roughly in line with turnover growth in Q4 and due to customer-related receivables structure.
- Increase in inventories by € 13.9 m to ensure supply chain resilience in face of COVID-19 and planned turnover growth in Q1 2021.
- Trade payables and other liabilities also increased by m€ 6.4.
- At € 9.6 m investments above previous year (€ 6.0 m), esp. to improve efficiency and expand production capacities at Czech plant

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.

March 2021
Negative cash flow behind turnover growth (trade receivables) and increased inventories (prepare future growth and secure supplies during pandemic)

Group liquidity
31.12.2019 vs. 31.12.2020 in € m

- Increase in trade receivables as a result of turnover growth (FY 2019: decrease € 6.3 m)
- No noteworthy effects from aging of receivables in connection with COVID-19
- Increase in inventories due to consumer advertising planned for the next months and to secure supply chain during the ongoing pandemic

1 Others contains sales and income taxes in the amount of +€ 4.1 m.

Analyst meeting
March 2021
Our purpose? Happy consumers!

- Superior Products
- Long-lasting Quality
- Better Value for Money
- Known through effective Advertising
- Broad Distribution
- Profit Stability Growth
- Making life at home easy & convenient

Analyst meeting March 2021
We call our strategy “Scaling up success”

1. Create consumer demand
   - Invest in pre-tested and scalable high ROI consumer advertising on profitable best sellers
   - Launch new products only if margin > average and if supported by pre-tested advertising

2. Increase national and international distribution
   - Leverage stronger brand to attract additional retailers and e-tailers
   - Ensure good sell-out in new retail partners with co-advertising

3. Improve gross margins
   - Focus on own “made in Europe” profitable products
   - Negotiate win-win with retailers, growing their total but not their % profit.
   - Take pricing and charge for logistics complexities

4. Reduce all cost except consumer advertising
   - Reduce SKUs dramatically
   - Strict R&D discipline
   - Create fun, friendly, fast & fearless culture
   - Growing revenues leverages current structure

Focus Growth Profitability Level of Completion

- 2019 2020 2020+
- Concept Realisation Impact

KPIs

Revenue growth

Gross margin

EBIT margin

Analyst meeting

March 2021
Create consumer demand and make brands stronger

Peer group comparison Marketing spend and EBIT
2020 in % of turnover

Source: Annual reports 2020

1 Analyst meeting

March 2021
We tested massive advertising spend in several countries with strong results

Turnover development selected TV markets

Group turnover 2020 in € m

<table>
<thead>
<tr>
<th>Country</th>
<th>Turnover Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netherlands</td>
<td>+35%</td>
</tr>
<tr>
<td>Belgium</td>
<td>+20%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>+52%</td>
</tr>
<tr>
<td>Poland</td>
<td>+18%</td>
</tr>
<tr>
<td>Romania</td>
<td>+33%</td>
</tr>
</tbody>
</table>
Encouraged by strong results in TV advertising test countries we took the approach to our #1 market Germany H2

Turnover development Germany

Group turnover % change 2020 vs 2019

Q4 2020
+41%

FY 2020
+14.6%
New strategy led to positive turnaround in Germany away from the recent downward trend

Group turnover development in Germany by quarters in %

- Clear upward trend after years of flat sales
- Consumer advertising led to very strong 2nd half ‘20 with double-digit sales growth in Q3 and Q4
Encouraged by strong advertising results on brand Leifheit, we scaled up this approach to brand Soehnle in Q3

- Campaign focused on Soehnle Page Profi 300 digital kitchen scales, recently awarded a “very good” test result.
- Soehnle Page is the most-popular range of kitchen scales in Germany.
- Target group-relevant and high-reach top print titles from September to December 2020: 8 million copies, 2.74 million target group contacts.
We are successfully expanding our distribution network in 2020

Permanent listings in 1,200 additional supermarkets in the DACH region
While spending more on consumer advertising, we drive down all other cost

<table>
<thead>
<tr>
<th>% of Group turnover</th>
<th>FY 2018</th>
<th>FY 2019</th>
<th>FY 2020</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer marketing</td>
<td>0.7%</td>
<td>1.7%</td>
<td>5.5%</td>
<td>+3.8 pp</td>
</tr>
<tr>
<td>Other marketing</td>
<td>5.4%</td>
<td>4.6%</td>
<td>3.6%</td>
<td>-1.0 pp</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>2.3%</td>
<td>2.4%</td>
<td>2.1%</td>
<td>-0.3 pp</td>
</tr>
<tr>
<td>Logistics¹</td>
<td>11.0%</td>
<td>11.5%</td>
<td>10.5%</td>
<td>-1.0 pp</td>
</tr>
<tr>
<td>Administration</td>
<td>6.1%</td>
<td>6.4%</td>
<td>5.4%</td>
<td>-0.9 pp</td>
</tr>
<tr>
<td>Cost of turnover</td>
<td>56.4%</td>
<td>56.8%</td>
<td>55.0%</td>
<td>-1.9 pp</td>
</tr>
<tr>
<td>OPEX² adj. by Consumer marketing</td>
<td>94.2%</td>
<td>94.7%</td>
<td>87.7%</td>
<td>-7.0 pp</td>
</tr>
<tr>
<td>OPEX²</td>
<td>94.9%</td>
<td>96.4%</td>
<td>93.2%</td>
<td>-3.3 pp</td>
</tr>
</tbody>
</table>

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

Analyst meeting  March 2021  21
# Forecast 2021

## Turnover and earnings growth

<table>
<thead>
<tr>
<th></th>
<th>Forecast 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group turnover</td>
<td>at least +5%</td>
</tr>
<tr>
<td>Turnover Household</td>
<td>at least +6%</td>
</tr>
<tr>
<td>Turnover Wellbeing</td>
<td>at least +7%</td>
</tr>
<tr>
<td>Turnover Private Label</td>
<td>Slight increase</td>
</tr>
<tr>
<td>Group EBIT</td>
<td>20 – 24 €m</td>
</tr>
<tr>
<td>Free Cashflow</td>
<td>10 – 14 €m</td>
</tr>
</tbody>
</table>
SCALING UP SUCCESS

New winning strategy will now be scaled up to more countries, retailers, brands and product lines.
SCALING UP SUCCESS

Your questions please.
Annex
Annex

Leifheit Group structure

Household

- Laundry Care
- Cleaning
- Kitchen goods

Wellbeing

- Personal scales
- Kitchen scales

Private Label

- Kitchen goods
- Standing Dryers

Turnover by product category 2020:

- Cleaning 35.9%
- Kitchen Goods 16.7%
- Laundry Care 37.6%
- Wellbeing 9.8%

Turnover by region 2020:

- Germany 39.5%
- Central Europe 43.0%
- Eastern Europe 12.5%
- Rest of World 5.0%
- Germany 39.5%
Our European production footprint ensured reliable supply to customers in spite of COVID-19 challenges in the supply chain.
Annex

Fortunately, hypers & discounters stayed open during Covid-19 retail shut-downs

Blue Chip client base

Distribution channels

Top 10 Customers account for 50% of Leifheit's turnover

Turnover 2020:
€ 271.6 m

- Hypermarket: 27 (29)
- E-Commerce: 19 (16)
- DIY: 14 (17)
- Retail-/Whole sale, Department stores: 11 (11)
- Discounter: 9 (8)
- Importers/Exporters: 8 (8)
- Cash & Carry: 3 (3)
- Electro: 3 (3)
- Others: 6 (5)

Annex

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- Electro: 3 (3)
- Others: 6 (5)
Annex

Strong growth in Household and Wellbeing segments following large-scale advertising

Group turnover by segment

2019 vs 2020 in € m

- Turnover in Household segment up by 17.0%, strong growth in product categories Cleaning and Laundry due to successful TV campaigns and consumers’ increased need for hygiene.
- Wellbeing segment increased by 33.7%, mostly due to growth of Soehnle Medical and Airfresh ranges. Strong sales of kitchen scales following print advertising campaign.
- Private Label decreased by 0.5% compared to 2019 due to severe COVID-19 restrictions in France. However, acquisition of new customers slowed the decrease.

Group turnover by segment

2020

- Household: 78.5%
- Wellbeing: 9.8%
- Private Label: 11.7%
Turnaround in Germany through successful TV advertising campaigns

Group turnover by region

2019 vs 2020 in € m

- Germany: 14.6% growth following large-scale TV advertising campaign in H2.
- Central Europe with strong growth of 15.5%. The Netherlands and Switzerland remain most important markets for Leifheit in the region.
- Eastern Europe with double digit turnover increase of 10.3% due to increased consumer marketing investments. Particularly strong growth in Romania and Poland.

Group turnover by region

2020

- Germany: 39.5%
- Central Europe: 43.0%
- Eastern Europe: 12.5%
- Rest of the world: 5.0%
Annex

Number of employees at a stable level

Employee development
31 Dec

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Label</td>
<td>906</td>
<td>914</td>
</tr>
<tr>
<td>Wellbeing</td>
<td>148</td>
<td>137</td>
</tr>
<tr>
<td>Household</td>
<td>52</td>
<td>47</td>
</tr>
</tbody>
</table>

Employees by region
31 Dec 2020

- Germany: 36.7%
- Czech Republic: 12.9%
- France: 1.000
- Other countries: 43.1%
# Long-term financial overview

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Group turnover</strong></td>
<td>€ m</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>237.1</td>
<td>236.8</td>
<td>234.2</td>
<td>234.0</td>
<td>271.6</td>
</tr>
<tr>
<td><strong>Profitability</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gross margin</td>
<td>%</td>
<td>47.5</td>
<td>46.4</td>
<td>43.6</td>
<td>43.1</td>
</tr>
<tr>
<td>Cash flow from operating activities</td>
<td>€ m</td>
<td>21.8</td>
<td>7.2</td>
<td>10.2</td>
<td>15.9</td>
</tr>
<tr>
<td>Free cash flow</td>
<td>€ m</td>
<td>14.3</td>
<td>1.5</td>
<td>3.7</td>
<td>10.1</td>
</tr>
<tr>
<td>EBIT</td>
<td>€ m</td>
<td>22.1</td>
<td>18.8</td>
<td>13.1</td>
<td>9.9</td>
</tr>
<tr>
<td>EBIT adjusted(^1)</td>
<td>€ m</td>
<td>21.8</td>
<td>20.3</td>
<td>12.8</td>
<td>9.6</td>
</tr>
<tr>
<td>EBIT margin</td>
<td>%</td>
<td>9.3</td>
<td>8.0</td>
<td>5.6</td>
<td>4.2</td>
</tr>
<tr>
<td>EBT</td>
<td>€ m</td>
<td>20.6</td>
<td>17.7</td>
<td>11.9</td>
<td>8.5</td>
</tr>
<tr>
<td>Net result for the period</td>
<td>€ m</td>
<td>14.5</td>
<td>12.8</td>
<td>8.4</td>
<td>5.8</td>
</tr>
<tr>
<td>ROCE(^2)</td>
<td>%</td>
<td>16.3</td>
<td>12.7</td>
<td>10.5</td>
<td>8.2</td>
</tr>
</tbody>
</table>

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\(^1\) Adjusted by foreign currency results  
\(^2\) Definition of ROCE changed in 2019, ROCE 2018 adjusted for comparability reasons
## Annex

### Long-term financial overview

<table>
<thead>
<tr>
<th>Per share¹</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net result for the period²</td>
<td>€</td>
<td>1.53</td>
<td>1.35</td>
<td>0.88</td>
<td>0.61</td>
</tr>
<tr>
<td>Free cash flow</td>
<td>€</td>
<td>1.51</td>
<td>0.16</td>
<td>0.39</td>
<td>1.06</td>
</tr>
<tr>
<td>Dividend²</td>
<td>€</td>
<td>1.05</td>
<td>1.05</td>
<td>1.05</td>
<td>0.55</td>
</tr>
<tr>
<td>Special dividend</td>
<td>€</td>
<td>0.40</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Investments</td>
<td>€ m</td>
<td>7.8</td>
<td>7.8</td>
<td>6.6</td>
<td>6.0</td>
</tr>
<tr>
<td>Depreciation</td>
<td>€ m</td>
<td>6.2</td>
<td>6.4</td>
<td>6.9</td>
<td>8.2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>31/12/16</th>
<th>31/12/17</th>
<th>31/12/18</th>
<th>31/12/19</th>
<th>31/12/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>No.</td>
<td>1,093</td>
<td>1,137</td>
<td>1,119</td>
</tr>
<tr>
<td>Balance sheet total³</td>
<td>€ m</td>
<td>239.4</td>
<td>224.9</td>
<td>221.8</td>
</tr>
<tr>
<td>Equity</td>
<td>€ m</td>
<td>104.6</td>
<td>98.5</td>
<td>101.8</td>
</tr>
<tr>
<td>Equity ratio</td>
<td>%</td>
<td>43.7</td>
<td>43.8</td>
<td>45.9</td>
</tr>
<tr>
<td>Liquidity</td>
<td>€ m</td>
<td>69.5</td>
<td>57.2</td>
<td>50.9</td>
</tr>
</tbody>
</table>

¹ Scrip issue in June 2017, 2013 – 2016 adjusted
² 2020: Proposal to the AGM
³ Not including repurchased treasury shares
Annex

Experienced Management

Henner Rinsche
CEO + CFO

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
Vice President Finance

Previous experience
• Responsible for Finance, Controlling, IT/Business processes and internal Sales services since 1 April 2020
• 2012 – 2020 Head of Controlling at Leifheit AG

Core competencies
• IT, Finance & Controlling
Annex

Committed to shareholder returns

Long-term dividend development

Dividend per share / in €

Dividend yield $^{1,2}$

<table>
<thead>
<tr>
<th>Year</th>
<th>Dividend</th>
<th>Year</th>
<th>Dividend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>2.4%</td>
<td>2016</td>
<td>5.1%</td>
</tr>
<tr>
<td>2019</td>
<td>2.3%</td>
<td>2015</td>
<td>5.6%</td>
</tr>
<tr>
<td>2018</td>
<td>5.9%</td>
<td>2014</td>
<td>3.9%</td>
</tr>
<tr>
<td>2017</td>
<td>3.8%</td>
<td>2013</td>
<td>5.3%</td>
</tr>
</tbody>
</table>

Dividend for 2020: 1.05 €$^2$

$^1$ Based on the particular closing price at year-end
$^2$ Dividend 2020: proposal to the AGM

Analyst meeting

March 2021

35
Annex

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 vaccum cleaner Nemo

Window vaccum cleaners

Isolating mugs Flip 600 + 350 ml

Cordless vaccum wiper Regulus Aqua PowerVac

Cordless vaccum Regulus PowerVac 2in1

Steam Mop CleanTenso

Laundry dryers Pegasus

Analyst meeting

March 2021
Annex

Soehnle awards (selection)

Kitchen Scales
Page Profi + Page Profi 300

Personal Scales
Style Sense Compact 300 + Safe 300

Air Humidifier
Airfresh Hygro 500

Body analysis scales
Shape Sense Connect 100 + 200

Blood pressure monitors
Systo Monitor 200 + 300

Analyzer meeting
March 2021
Annex

Leifheit – more than 60 years of passion for housework

1959
- Foundation

1960
- Takeover of 60% of Herby/F

1970
- Annual production of carpet sweepers reaches 2 m units, Leifheit becomes European market leader
- Takeover of Leifheit by ITT (U.S.)

1972
- License agreement for Dr Oetker Bakeware
- Acquisition of Spirella and Kleine Wolke (bathroom furnishings and accessories)

1975
- Start of the new production plant in Blatná/CZ

1978
- Takeover of 34.6% of the shares of Birambeau/F

1980
- IPO of Leifheit AG

1984
- Takeover of the remaining shares of Herby/F

1985
- Termination of the license agreement with Dr Oetker Bakeware

1988
- Sale of the business unit "bathroom" including the brands Spirella, Kleine Wolke and Meusch

1989
- Acquisition of Spirella and Kleine Wolke (bathroom furnishings and accessories)

1990
- Takeover of 60% of Herby/F

1995
- Takeover of Soehnle Group
- New Strategy "Scaling up Success"

2001
- Capital increase from company funds

2002
- Takeover of the remaining shares of Herby/F

2006
- Takeover of the remaining shares of Birambeau/F

2008
- Sale of the business unit "bathroom" including the brands Spirella, Kleine Wolke and Meusch

2010
- New Strategy "Scaling up Success"
- Capital increase from company funds
Annex

European competitors by category

Cleaning
- Spontex
- Tonkita
- Swiffer
- Vileda
- Rival
- Kärcher

Laundry care
- Vileda
- Brabantia
- Artweger
- Wenko
- Gimi
- Juwel
- Stewi
- Metaltex
- Rörets
- Blome

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

Wellbeing
- Bosch
- Laica
- Tanita
- ADE
- Sanitas
- Homedics
- Beurer
- Withings
- Terraillon
- Withings
Annex

Significant free float and international investors

Shareholder structure

February 2021

- 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), 10.44%
- Teslin Capital Management BV/Gerlin NV, Maarsbergen (NL), 5.05%
- MainFirst SICAV, Senningerberg (LUX), 5.02%
- Blackmoor Ownership Holdings Master Limited, London (UK), 3.52%
- The Capital Group Companies, Inc., Los Angeles (USA), 3,03%
- Voting rights under notification threshold: 47.73%

Non free float shareholders¹ 25.21%
Free float¹² 74.79%

¹ Definition of German stock exchange for indices
² Including shareholdings of the management board
## Financial calendar and contact

### Dates 2021

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 May 2021</td>
<td>Quarterly statement for the period ending 31 March 2021</td>
</tr>
<tr>
<td>2 Jun 2021</td>
<td>Annual General Meeting</td>
</tr>
<tr>
<td>11 Aug 2021</td>
<td>Financial report for the first half-year ending 30 June 2021</td>
</tr>
<tr>
<td>11 Nov 2021</td>
<td>Quarterly statement for the period ending 30 September 2021</td>
</tr>
</tbody>
</table>

### Contact

**Corporate Communications / Investor Relations**

- **Phone:** +49 2604 977-218
- **Email:** ir@leifheit.com

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

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

Most Valuable Company
Sep 2020
Deutschland Test / Focus Money

1st place
Home appliances
100.0 points

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 Most Sought-after Products & Services
Jan 2020
IMWF Institut / FAZ-Institut

2nd place
Household items
99.5 points

Study analyses social listening data in 438 million online sources for over 20,000 companies. Relevant criteria include quality, customer satisfaction and value for money.

Highest Level of Trust
Oct 2020
Deutschland Test / Focus Money

1st place
Home appliances
100.0 points

Study looks at customer statements for 17,000 brands from 280 industries regarding reliability, quality, trust and recommendations in 438 million online sources and thus makes a comprehensive assessment of customers’ trust in companies.

Germany’s Best Customer Hotline
Aug 2020
IMWF Institut / FAZ-Institut

1st 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.