

Company Presentation

July 2015



Agenda

- Leifheit at a glance
- Business development 2015 and Outlook
- Strategy “Leifheit 2020”
- Leifheit Share
- Investment case
- Annex



Leifheit Group is a leading company in the European market of branded goods for selected household areas

Leifheit-Group

Brand Business
(~80% turnover)

Volume Business
(~20% turnover)

- Distribution in international markets
- Product categories: Cleaning, Laundry Care, Kitchen goods, Wellbeing

- High-quality branded products with a high degree of consumer benefit, mid to upper price segment
- Consistent brand management
- Systematic processes for innovation and market launch

- Products in mid-price range
- Customer-specific product development
- Strong service component



Leifheit at a glance

Our product categories

Cleaning

Leifheit has an easy and convenient solution for every cleaning demand. Our high quality cleaning products can be flexible combined.



Laundry care

Whether it's laundry dryers for the house or rotary dryers for the garden, an ironing board or a steam ironing system – Leifheit ensures fresh, clean and well-kept laundry.



Kitchen goods

Opening, cooking, cutting or storing – Leifheit's kitchen accessories simplify work and keep hands and the kitchen clean.



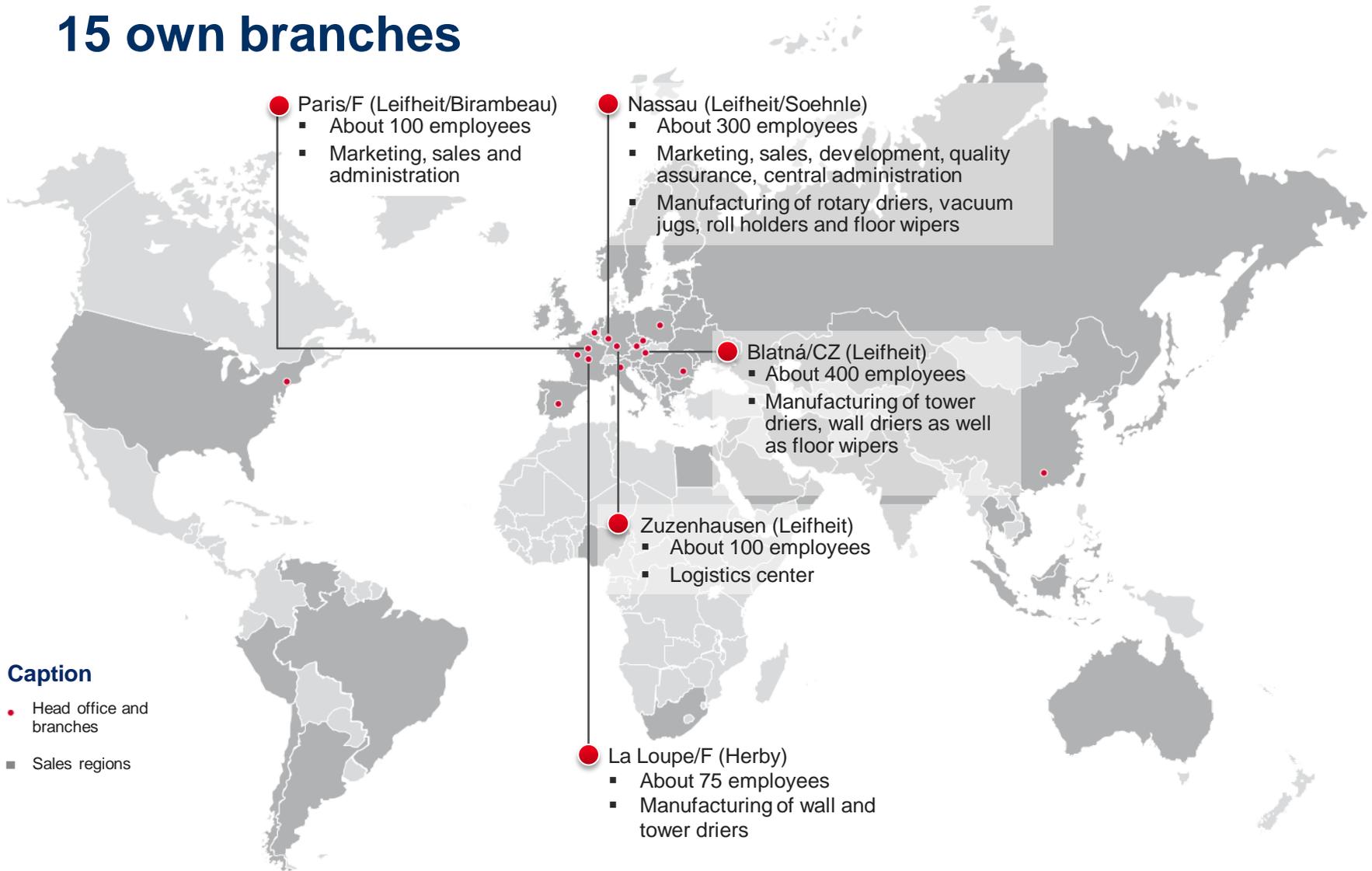
Wellbeing

Under the Soehnle brand we offer an assortment of scales that always cut a good figure - in the kitchen and the bathroom.



Leifheit at a glance

Leifheit is active in more than 80 countries with 15 own branches



Leifheit at a glance

Board of Management

Thomas Radke (53), CEO

Core competencies:

- Driving growth via strategy and business model analysis, development and implementation
- Marketing and Sales
- M&A and post-merger integration

Previous experience:

- CEO Herlitz AG
- Member of the Board of Directors Pelikan Holding AG
- General Management, Marketing and Sales positions at Carl Zeiss Vision, Procter & Gamble/Wella, Effem/Mars and Henkel KGaA



Dr Claus-O. Zacharias (61), CFO

Core competencies:

- Performance management, process optimisation and value creation concepts
- Controlling, Finance and Operations
- M&A and post-merger integration

Previous experience:

- CFO NICI GmbH
- CFO Lehnkering GmbH
- CFO tegut... Gutberlet Stiftung & Co.
- CFO Steilmann-Holding
- CFO Eismann International GmbH
- Controlling/Finance Suedzucker AG

Key Group development 2014

Group turnover € 220.7 m	Gross margin 47.7 %
EBIT € 21.5 m	EBIT-Margin 9.8 %
EBIT adjusted ¹⁾ € 16.4 m	EBIT-Margin adjusted ¹⁾ 7.4 %
ROCE 20.3 %	Investments € 6.2 m
Free Cash flow € 18.4 m	Employees 1,055

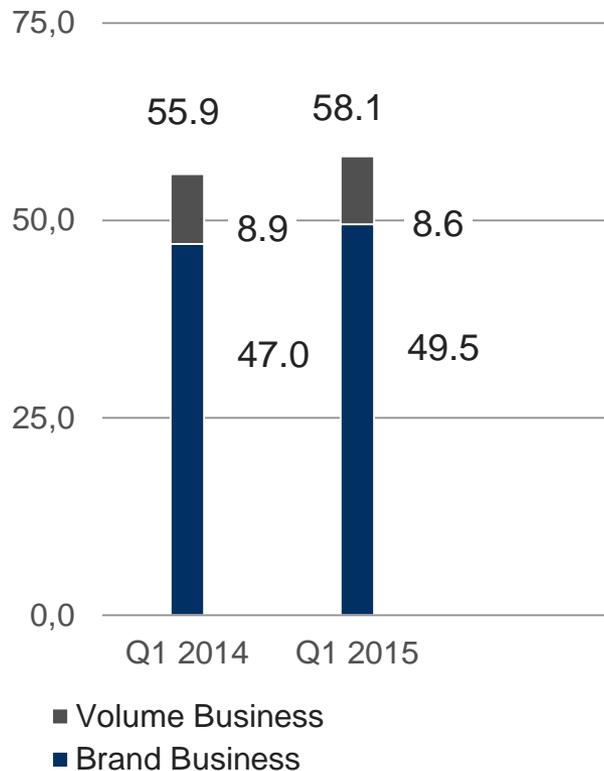
¹⁾ EBIT adjusted by positive effects from foreign currency results in the amount of € 5.1 m

Business development 2015 and Outlook

Q1: Successful start in the year 2015 with turnover growth of 3.9 % in the first quarter

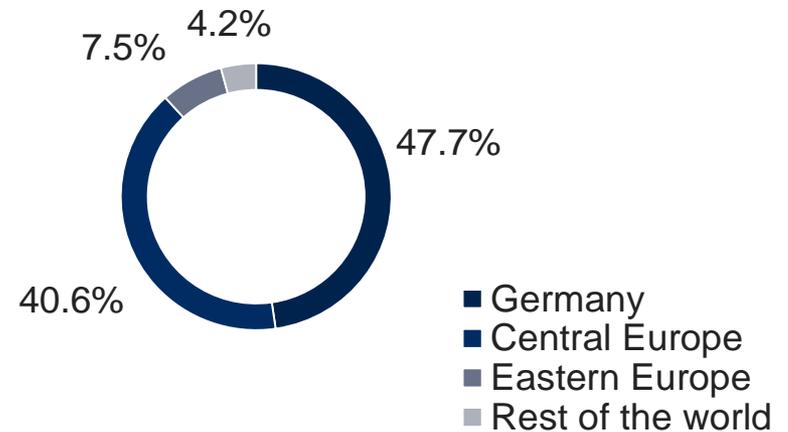
Group turnover

Q1 2015 / by segment / in € m



Group turnover

Q1 2015 / by region



- Varying regional market development.
- Most dynamic growth in Germany.
- Central Europe: Furthermore challenging economic trend in some European markets, Swiss economy loses impetus.
- Eastern Europe: High dynamics in Poland, Czech Republic and Slovakia. Furthermore declines in Russia and Ukraine.

Q1: EBIT improves to € 7.5 m partly due to foreign currency effects

€ m	Q1 2015	Q1 2014	+/- %
Turnover	58.1	55.9	3.9
Brand Business	49.5	47.0	5.1
Volume Business	8.6	8.9	-2.4
Gross margin	47.4 %	47.0 %	0.4 pps
Foreign currency results	3.2	0.1	3.1
EBIT	7.5	4,0	88.7
EBIT margin	12.9 %	7.1 %	5.8 pps
Earnings before income taxes (EBT)	7.1	3.6	99.2
Net result for the period	5.0	2.5	98.6

- Brand Business once again shows significant growth of 5.1 %
- Volume Business slightly below previous year, but only a comparatively lower fall was recorded
- Strong growth in EBIT, partly due to foreign currency effects
- Net result for the period at least double the previous year's figure

Q1: Brand Business

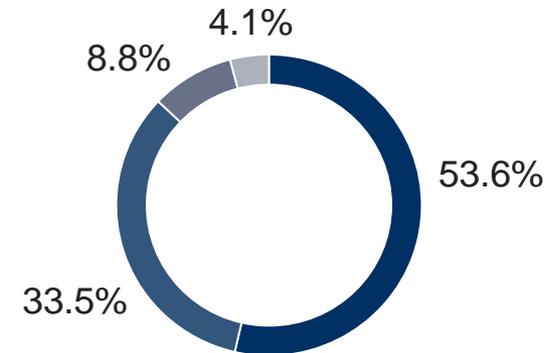
Strong increase in turnover and EBIT

€ m	Q1 2015	Q1 2014	+/- (in %)
Turnover Brand Business	49.5	47.0	5.1
Leifheit Brand	43.0	40.7	+5.4
▪ Cleaning	18.9	15.8	+19.9
▪ Laundry Care	20.3	20.8	-2,8
▪ Kitchen	3.8	4.1	-6.3
Soehnle Brand	6.5	6.3	+3.1
▪ Wellbeing	6.5	6.3	+3.1
EBIT	5.8	3.4	+58.6

- Cleaning: Window vacuum cleaner remains bestseller
- Laundry Care: Lower demand for Rotary dryers due to cold weather conditions in early springtime
- Kitchen: Declining demand in the foreign markets
- Wellbeing: Downward trend of past quarters came to an end

Turnover Brand Business

Q1 2015 / by region



- Germany
- Central Europe
- Eastern Europe
- Rest of the world



Q1: Volume Business

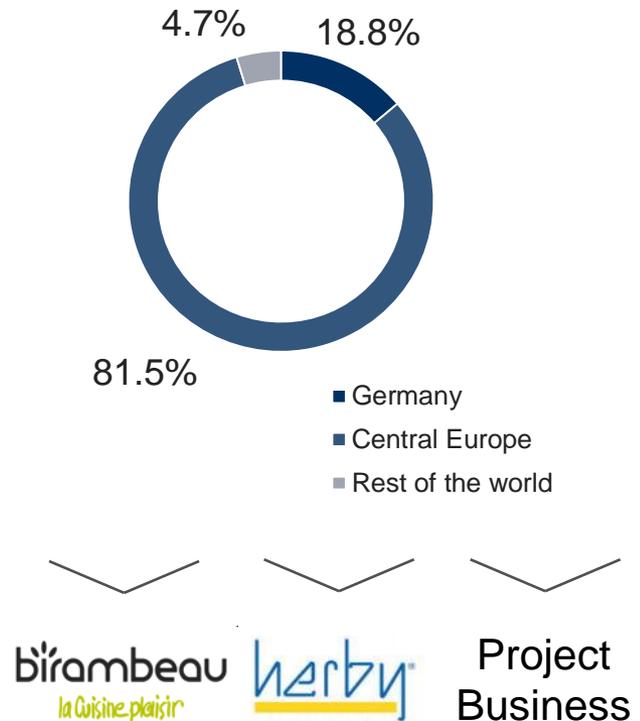
Brakes put on downward trend

€ m	Q1 2015	Q1 2014	+/- (in %)
Turnover			
Volume Business	8.6	8.9	-0.3
▪ Cleaning	0.2	0.0	>+100.0
▪ Laundry Care	3.5	3.0	+18.0
▪ Kitchen	4.3	5.3	-18.4
▪ Wellbeing	0.1	0.0	>+100.0
▪ Contract manufacturing	0.5	0.6	-3.8
EBIT	1.7	0.6	>+100.0

- Laundry Care: Market consolidation in DIY sector continues to have an effect
- Kitchen: partial de-listing by French client
- Planned decrease of contract manufacturing at Czech site

Turnover Volume Business

Q1 2015 / by region



Outlook 2015: Solid growth in Turnover, earnings forecast increased, establishment of strategy "Leifheit 2020"

<p>Economic environment 2015</p>	<ul style="list-style-type: none">▪ Increase of economic strength in parts of the Euro area, but furthermore uncertainties in Southern Europe and difficult economic environment in France and Switzerland▪ Risks in Eastern Europe/Russia in the light of the political crisis in the Ukraine▪ German trade and industry is confident for 2015, furthermore positive consumer sentiment
<p>Group development 2015</p>	<ul style="list-style-type: none">▪ Establish Group strategy "Leifheit 2020" with new strategic guidelines▪ Group: slight growth by 2 % to 3 % Brand business: solid growth by 3 % to 4 % Volume business: stable development▪ EBIT of between € 19 and 20 m expected¹⁾▪ Investments of € 9.0 m planned▪ Free cash flow of € 0.0 m estimated
<p>Group development until 2020</p>	<ul style="list-style-type: none">▪ Sustainable and profitable organic growth of 5 % to 6 % CARG²⁾▪ External growth by M&A▪ Target EBIT margin of 8 %

1) Based on the assumption that the US dollar exchange rate remains at the level seen on 31 March 2015 (FX 1.10 dollar)

2) Compound Annual Growth Rate

Strategy

“Leifheit 2020“

Strategy “Leifheit 2020” will elevate the Leifheit Group to a significantly higher level of growth and excellence

- Based on a efficient platform, reasonable margins and a sharpened profile Leifheit now focusses on growth via expansion of the product portfolio, geographical footprint as well as on external growth:
 - Strengthening the position as **the leading expert for solutions that make the everyday life at home more easy and convenient** to achieve significant **organic growth**.
 - **Addition of significant external growth** to elevate the Leifheit Group to a more compelling level of overall turnover/profit dimension:
 - **2015 – 2017 starting in Europe**
 - **2018 – 2020 expanding to the US/Asia**

Leifheit's vision for 2020



We are **your leading experts**
for **solutions** that make your
everyday life at home
more **easy and convenient.**

Visionary growth targets – basic assumptions

Leifheit Group turnover



Turnover adjusted by bathroom division divested in 2010
 Turnover adjusted by Dr Oetker Bakeware (termination of license agreement by 31 Dec 2012)

Strategy “Leifheit 2020”

Our strategic guidelines

Where and how we will grow

Derived from our vision 2020, Leifheit pursues **10 strategic guidelines** in order to strengthen competitiveness, enable growth and improved sustained profitability.

Where

... defines our segmentation approach

How

... defines how we will grow

Our strategic guidelines

Where we will grow:

1. Consumer

- Target all females and males who use and/or shop household products for in-home use (indoor/outdoor)
- Address users who are prepared to buy brand products in the middle to upper price segment as well as value related users who are more price-conscious

2. Brands and categories

- **Focus Leifheit brand on Clean & Care** in the middle to upper price segment, cover additional basic price points with (a) second brand(s), target: significant growth
- Deliver **acquisitions** in Clean & Care categories
- Position **Soehnle** closer to the brand core, target: significant growth
- Revise **Kitchen** business model and search for a new brand, target: moderate growth

3. Regions and countries

- Develop and design for European markets
- First, exploit European growth opportunities (PL/Iberia/Nordics/UK/rest of EE), as of 2015
- Second, become intentional in exploiting US / Asia growth opportunities, as of 2018

4. Customers

- Be distributed wherever our target group wants to shop: globally and in all distribution channels
- Further strengthen e-commerce position

Our strategic guidelines

How we will grow:

5. Product quality

- Ensure that product quality needed to compete as a branded goods supplier is always in place

6. Best in class user focus

- Strengthen focus on consumer needs and in depth understanding of easiness and convenience
- Define additional search fields
- Deliver the “Design factory” for our industries

7. Innovative and leading solutions for target users

- Deliver additional product systems with easy and convenient “hero” products in the center
- Deliver products that are characterized by a brand specific, appealing design

8. Innovative and leading solutions for dealers

- Enable dealers to differentiate with tailor-made solutions
- Deliver a full category approach for “Clean & Care”
- Elevate POS-Excellence across all distribution channels – online and offline = Digitally led

9. Value chain efficiency

- Continuous improvement of value chain efficiency: Focus on initiative development and order generation/fulfillment processes
- Ongoingly drive out all non-value adding cost

10. Culture and employees

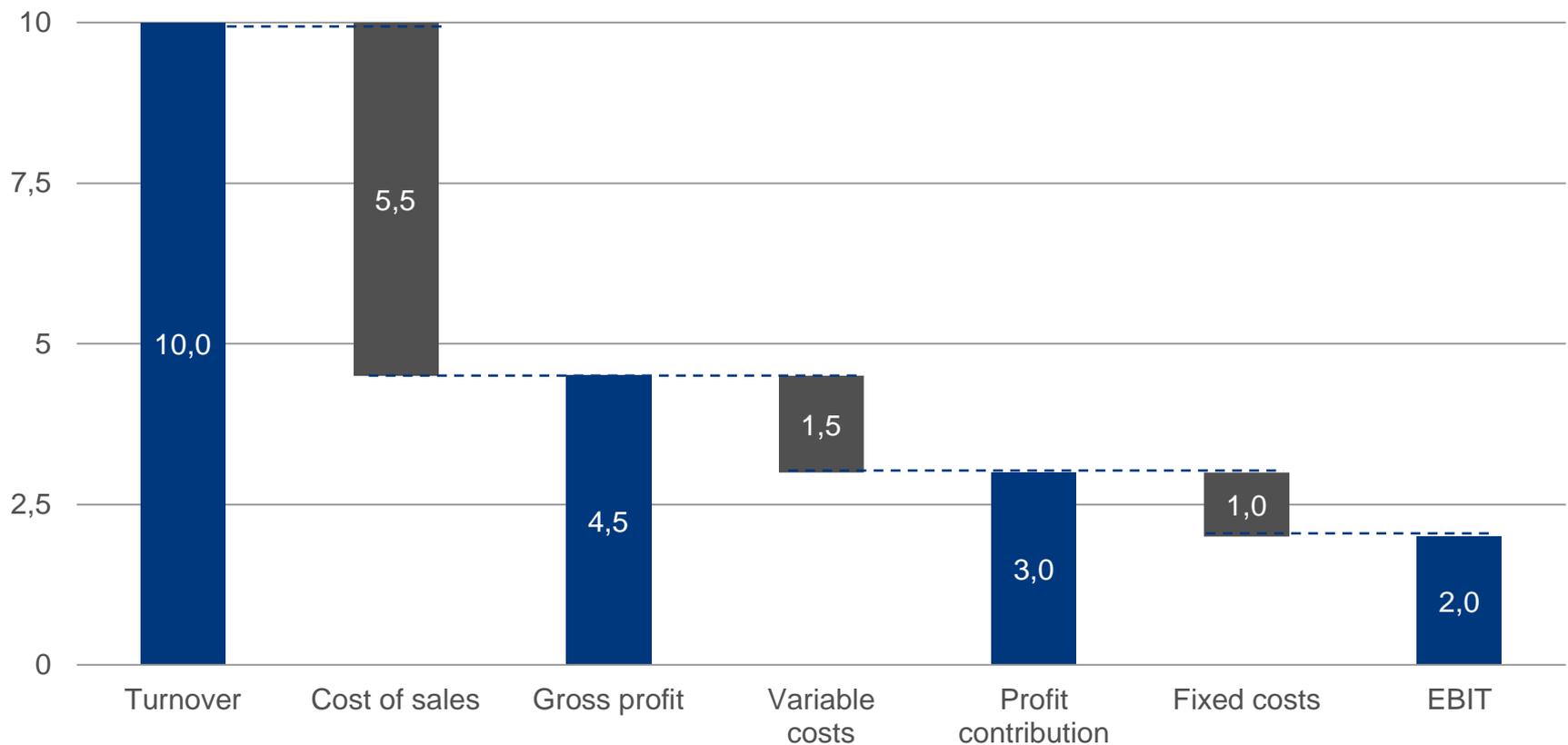
- Drive appropriate cultural change
- Properly develop our employees

Strategy "Leifheit 2020"

Company structure geared for growth: structure for approx. € 280 m turnover

€ 10 m Turnover growth ~ € 2,0 m EBIT

in € m



Summary

- **New Leifheit group strategy “Leifheit 2020” is set to drive towards an organic turnover growth and additional external growth in a two step approach**
- We will follow a **full category approach in Clean & Care categories**:
The **Leifheit brand** will be THE premium expert for the selected **Clean & Care** categories at home, supplemented by (a) second brand(s) covering a more basic price point.
- The **Soehnle brand** will be significantly strengthened from the core.
- The **Kitchen products** will be transferred into another brand.
- We will strengthen our **business model**:
 - We are committed to **user focus – consumer/user is boss**
 - **Innovation**: We will deliver fewer but bigger initiatives (consumer and trade) via **increased R&D and Marketing power**.
 - **Digitalization**: Digital will **take the lead** in future initiative and go-to-market developments
 - **Efficiency**: Order generation and – fulfilment as well as initiative development will be taken **to the next efficiency level**

Summary

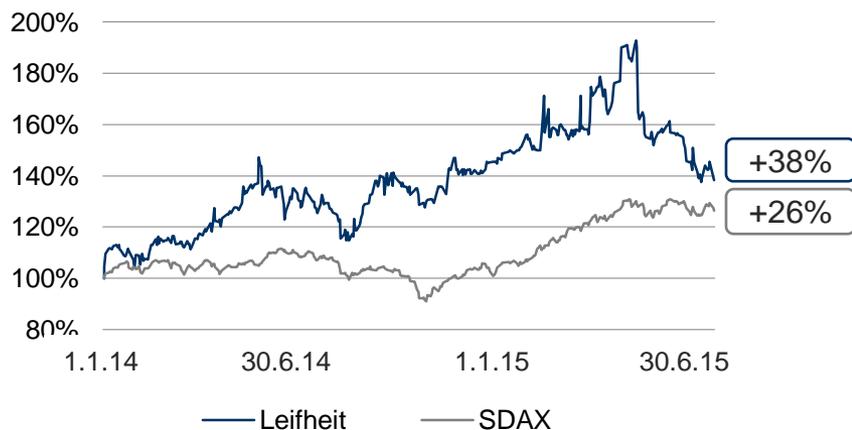
- Our **M&A strategy will deliver** the following objectives:
 - Further elevate the Leifheit Group to more compelling level of overall turnover/profit dimension
 - Expand our geographical footprint
 1. Europe
 2. US/Asia
- **External growth options** in our core categories have been examined quite intensively:
 - 100 potential M&A targets, 50 targets further explored

Leifheit Share

Leifheit share performance

Short-term performance

Period: 1 January 2014 to 30 June 2015



Long-term performance

Period: 1 January 2010 to 30 June 2015



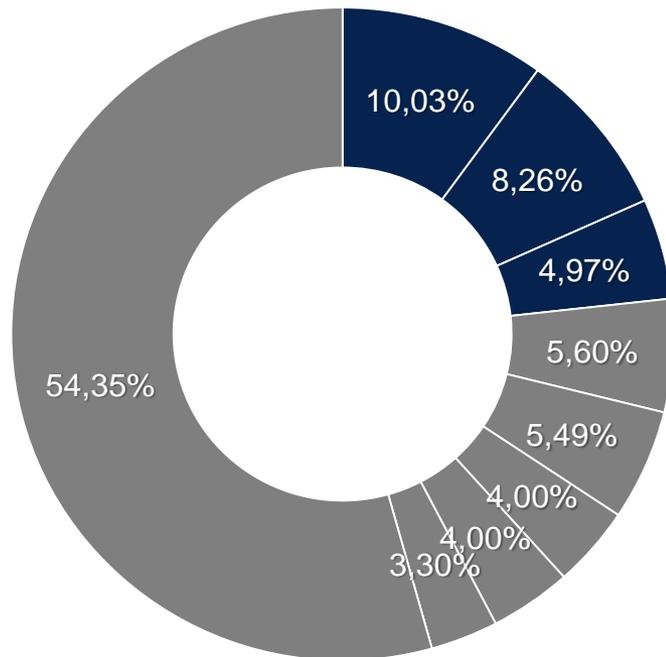
Master data

ISIN:	DE0006464506
Ticker:	LEI
Trading segment:	Prime Standard
Share capital:	€ 15,000,000,-
Number of shares:	5,000,000 no-par value ordinary bearer shares
Stock market launch:	3 October 1984
Designated Sponsor:	Oddo Seydler

Free float significantly increased

Shareholder structure

as at July 2015



- MKV Verwaltungs GmbH, Grünwald (D)
- Joachim Loh, Haiger (D)
- Treasury Shares
- Capital Income Builder, Los Angeles (USA)
- Carmignac Gestion S.A., Paris (F)
- Union Investment Privatfonds GmbH, Frankfurt (D)
- MainFirst SICAV, Senningerberg (LUX)
- Invesco Limited, Hamilton (BMU)
- Share ownership under reporting threshold of 3 %

■ Non free float shareholders¹⁾ 23.3 %
 ■ Free float¹⁾ 76.7 %

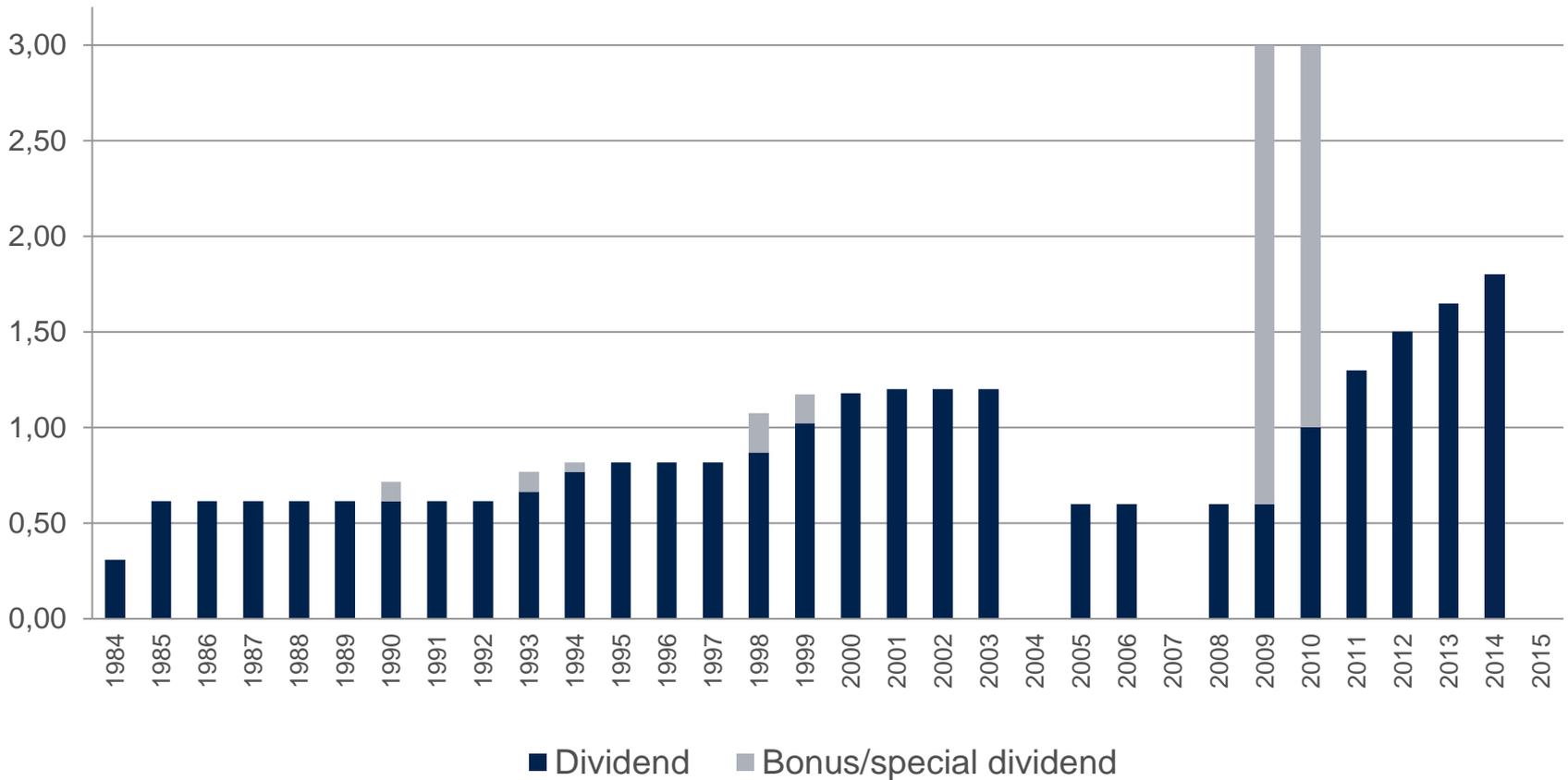
1) Definition of German stock exchange for indices

Leifheit at a glance

Dividend € 1.80 per share for business year 2014

Long-term dividend development

Dividend per share in €



Analysts recommendation

Date	Recommendation	Target price	Institute
07/06/2015	buy	60.00 EUR	Berenberg Bank
05/15/2015	hold	50.00 EUR	Oddo Seydler Bank AG
05/13/2015	buy	60.00 EUR	Berenberg Bank
05/08/2015	buy	56.00 EUR	GSC Research GmbH
04/30/2015	buy	60.00 EUR	Bankhaus Lampe Research
04/24/2015	buy	60.00 EUR	Bankhaus Lampe Research
02/18/2015	buy	55.00 EUR	Bankhaus Lampe Research
02/02/2015	hold	48.00 EUR	Oddo Seydler Bank AG

This list contains the analyst reports available to us and has been drawn up to the best of our knowledge. Leifheit cannot give an assurance that the list represents a full overview of all analyst reports available on the market. Any forecasts, opinions, estimates, projections or predictions made by the analysts are theirs alone and do not represent the forecasts, opinions, estimates, projections or predictions of Leifheit or its management. Leifheit assumes no liability for the accuracy of the information therein. This list is provided for information only and is not a solicitation to buy, hold or sell shares.

**Why is
Leifheit AG a good
equity investment?**

Brand, profitability, dividend plus next level of growth

Strong brands

- ▶ Well known, high consumer confidence
- ▶ Leading positions: Germany and many European countries
- ▶ High-quality supplier, middle and upper price range

Solid set up

- ▶ Noncyclical business: Leifheit brands are used every day
- ▶ Well prepared to exploit e-commerce potential
- ▶ Efficient cost structure, sustainable margins, high equity ratio, no financial debt, strong cash position, high cash flow

Attractive dividend

- ▶ Distribution of ca. 75% of max (free cash flow, net income) planned and backed by solid cash flows

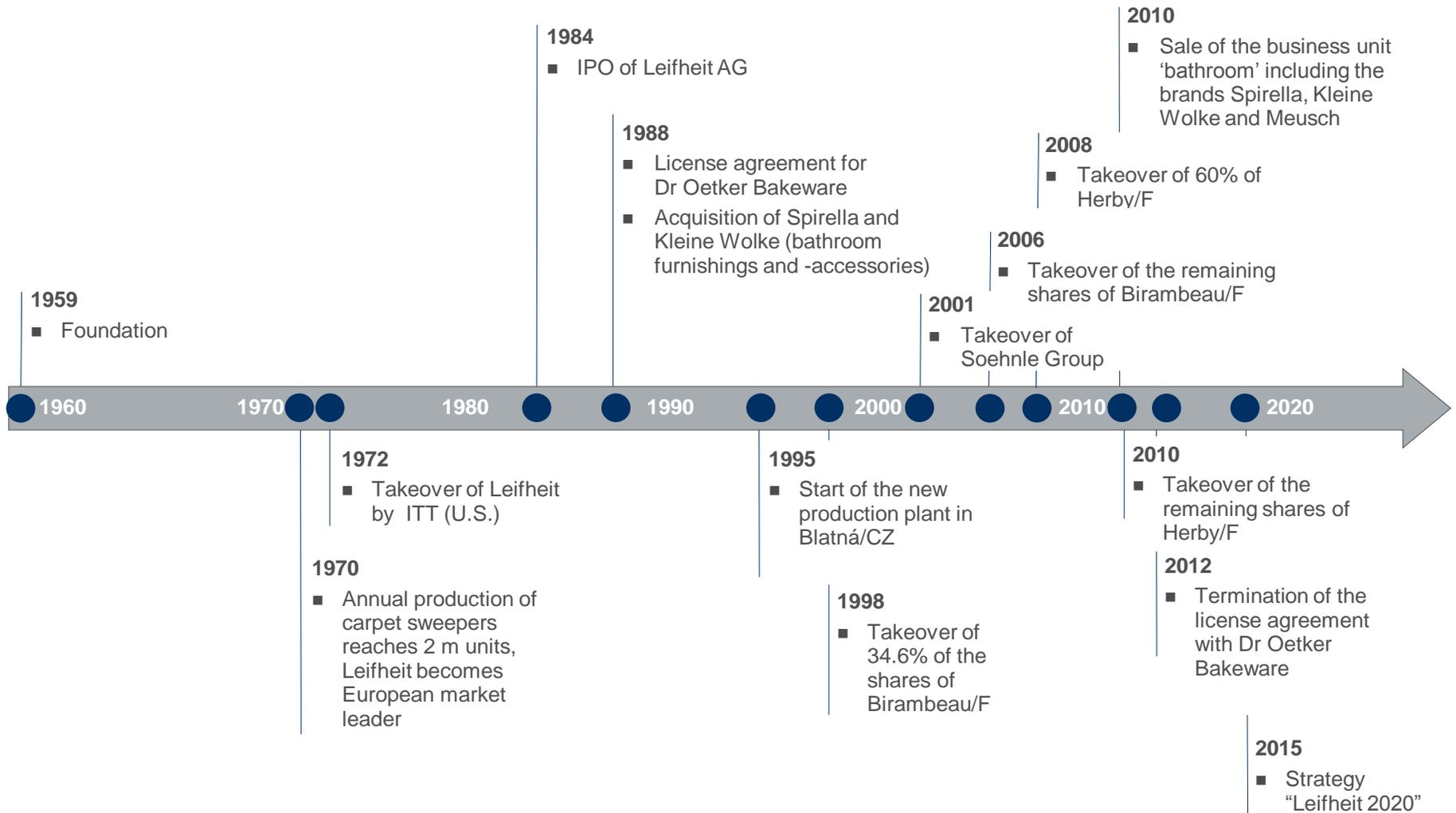
Significant growth potential

- ▶ Offline/online conversion of well suited assortment
- ▶ Strategy "Leifheit 2020" will transform the company on the next level of sales, margin and growth:
 - organically by focus on core categories, consumers, innovation, digital, efficiency
 - externally by focus on core categories

Leifheit is known to deliver communicated goals

Annex

55 years „always a better idea“



Successful restructuring led to efficiency, improvement of margins and sharpened profile of product categories...

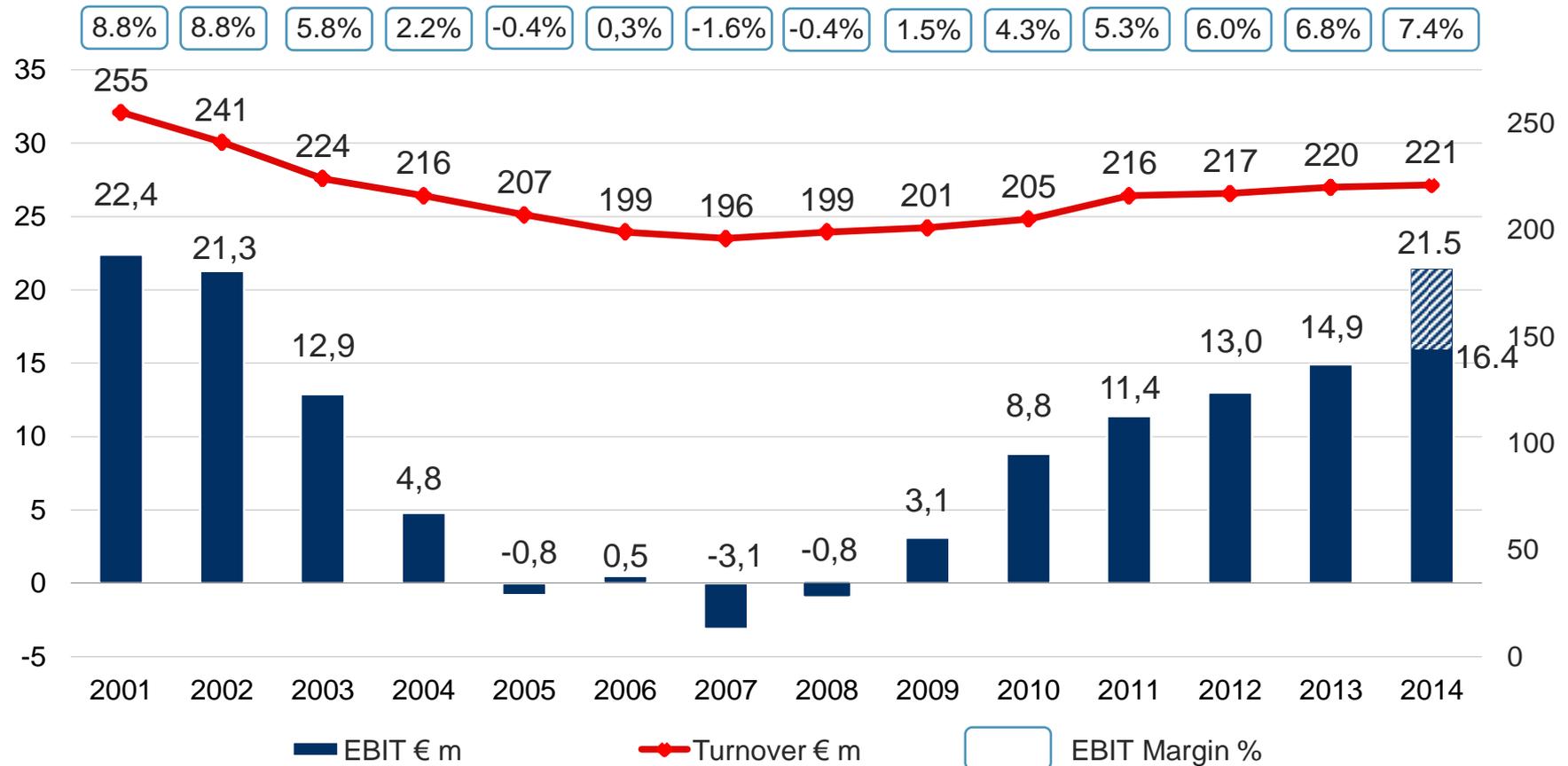


2008¹⁾ 2014

<p>Brand provider with a focus on clever and innovative household products in the core categories:</p> <ul style="list-style-type: none"> - Cleaning - Laundry Care - Kitchen - Wellbeing 	<p>Concentration of resources on strategic business areas</p> <ul style="list-style-type: none"> - Sale of Soehnle Professional - Sale of the business unit ‚bathroom‘ - Change of ladders segment against pressure steam ironing - Termination of the license agreement with Dr Oetker Bakeware 	<p>Control of change processes within the organization</p> <ul style="list-style-type: none"> - General Principle - Leadership - Transparency - Employees - Innovation - Systems & Processes 	<p>Standardized management processes – measurable, transparent and success-oriented</p> <ul style="list-style-type: none"> - Continuous benchmarking - Profitable growth - Cost efficiency - Capital efficiency - Cash generation 	<p>Result of the group positioning, portfolio optimization, change management and performance orientation</p> <ul style="list-style-type: none"> - Solid cash flows - No financial liabilities 	<p>Focus on Brand Business</p> <p>Organic growth:</p> <ul style="list-style-type: none"> I. Convergence on strategic focus markets II. Intensify E-commerce III. Strengthening of R&D/Innovation power IV. Brand and communication strategy with a focus on POS <p>External growth:</p> <ul style="list-style-type: none"> V. M&A
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1) 2008 – today, settled and rolling processes
 Roadshow presentation | July 2015 | p. 33

... and led to significant growth in earnings



Turnover and EBIT adjusted by bathroom division (divested in 2010),

Turnover adjusted by Dr Oetker Bakeware (termination of license agreement by 31.12.2012)

EBIT 2011 adjusted by one-off consolidation effects of € 2.5 m from obtaining control over Leifheit CZ a.s.

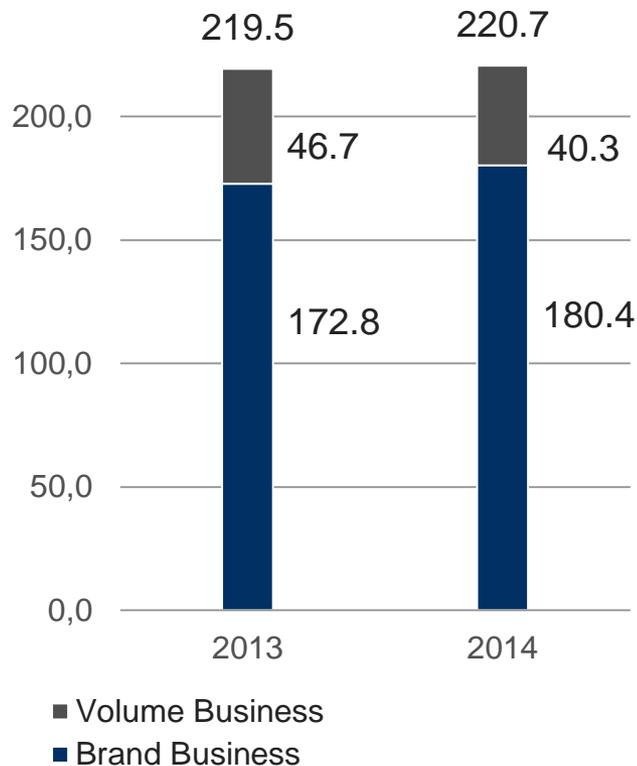
EBIT 2012 adjusted by one-off effects of € 1.2 m from sale of assets relating to termination of license agreement Dr Oetker Bakeware

EBIT 2014 includes positive effects from foreign currency results in the amount of € 5.1 m, EBIT margin 2014 adjusted by this effect

Stable development of group turnover (+0.5 %)

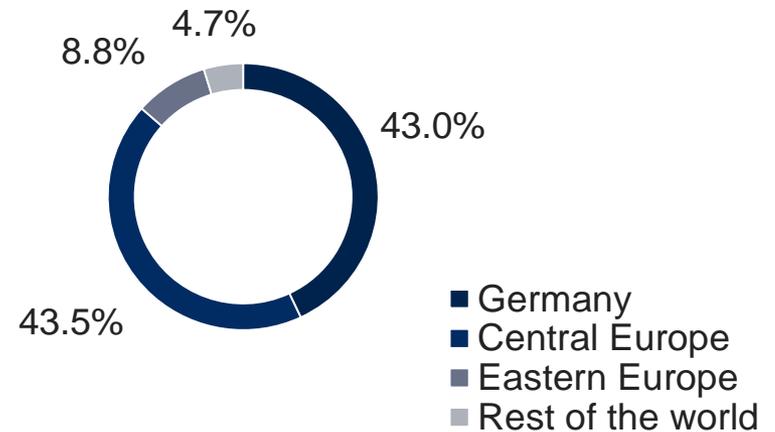
Group turnover

2014 / by segment / in € m



Group turnover

2014 / by region



- Varying regional market development.
- Stable domestic demand in Germany.
- Central Europe: Positive stimulus from Spain and Italy. Challenging economic trend in France.
- Eastern Europe: High dynamics in Poland, Czech Republic and Slovakia. Declines in Russia and Ukraine as expected.

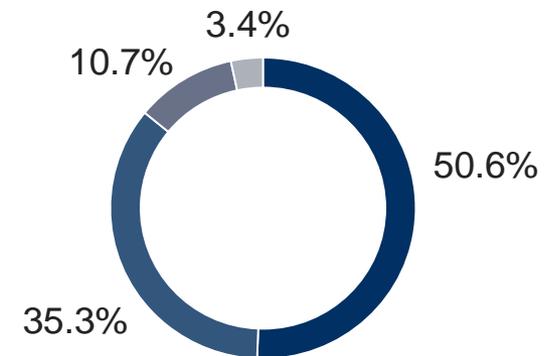
Brand Business further strengthened – positive fourth quarter, especially in cleaning category

€ m	2014	2013	+/- (in %)
Turnover Brand Business	180.4	172.8	+4.4
Leifheit Brand	154.9	143.8	+ 7.8
▪ Cleaning	61.2	54.3	+12.7
▪ Laundry Care	76.9	73.0	+5.5
▪ Kitchen	16.8	16.5	+2.1
Soehnle Brand	25.5	29.0	-12.2
▪ Wellbeing			
EBIT	16.2	10.7	+51.5

- Cleaning: Window vacuum cleaner remains bestseller
- Laundry Care: Rotary dryers and innovative AIR ironing board series stimulate turnover
- Kitchen: Preserving range develops positively
- Wellbeing suffers from strong price competition and lack of special offers abroad
- Brand Business achieves ~76 % of Group EBIT (2013: ~72 %)

Turnover Brand Business

2014 / by region



- Germany
- Central Europe
- Eastern Europe
- Rest of the world



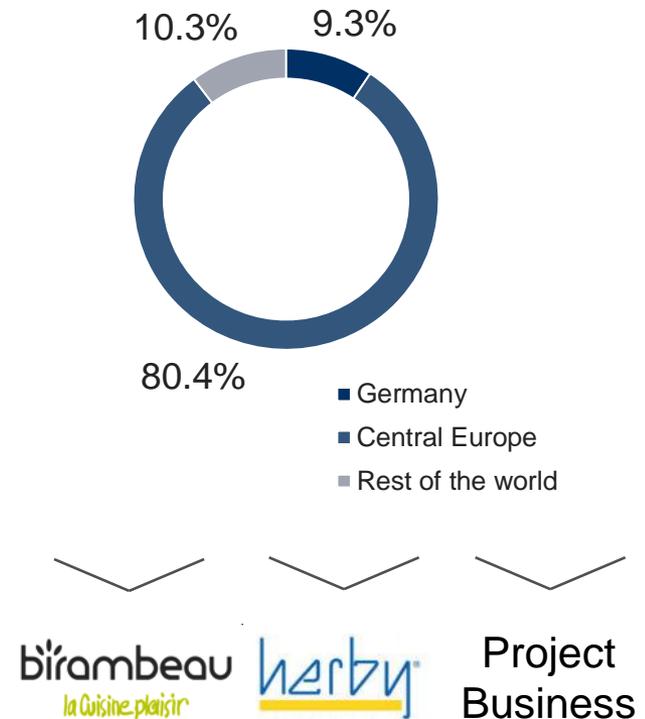
Volume Business: Decline reflects focus on “brand and margin”

in € m	2014	2013	+/- (in %)
Turnover			
Volume Business	40.3	46.7	-13.8
▪ Cleaning	0.4	0.1	>+100.0
▪ Laundry Care	12.8	14.6	-12.2
▪ Kitchen	25.3	28.8	-12.4
▪ Wellbeing	0.1	1.0	-90.1
▪ Contract manufacturing	1.7	2.2	-22.8
EBIT	5.2	4.2	+25.7

- As expected, strategic focus on “brand and margin” leads to decline in turnover in Volume Business
- Laundry Care: Market consolidation in DIY sector continues to have an effect
- Kitchen: partial de-listing by French client
- Planned decrease of contract manufacturing at Czech site

Turnover Volume Business

2014 / by region



Significant increase in profitability

		2014	2013	+/- %
Group turnover ¹⁾	€ m	220.7	219.5	+0.5
Gross margin	%	47.7	44.9	+2.8 pps
EBIT	€ m	21.5	14.9	+44.3
Foreign currency result	€ m	5.1	-2.0	>100
EBIT adjusted ²⁾	€ m	16.4	16.9	-2.6
EBIT margin	%	9.8	6.8	+3.0 pps
EBIT margin adjusted ²⁾	%	7.4	7.7	-0.3 pps
Earnings before income taxes (EBT)	€ m	19.8	13.3	+48.7
Net result for the period	€ m	14.1	10.2	+37.7
ROCE	%	20.3	12.6	+7.7 pps

- Disproportional growth in earnings due to improved gross margin and extraordinary high foreign currency results
- Significant rise in ROCE by 7.7 pps mainly due to increased EBIT

1) Turnover 2013 adjusted by discontinued business with Dr. Oetker Bakeware,

2) Adjusted by foreign currency result

Strong rise in Group liquidity to € 62.8 m

in € m	2014	2013	+/-
Cash flow from operating activities	24.5	22.9	1.6
Cash flow from investment activities	-9.1	0.5	-9.6
Cash flow from financing activities	-7.8	-7.2	-0.6
Effects of exchange rate differences	0.2	1.0	-0.8
Net change in cash and cash equivalents	7.9	17.2	-9.3
Cash and cash equivalents at the end of the reporting period	58.8	51.0	7.8
Short-term securities	4.0	1.0	3.0
Group liquidity	62.8	52.0	10.8
Free cash flow ¹⁾	18.4	19.5	-1.1

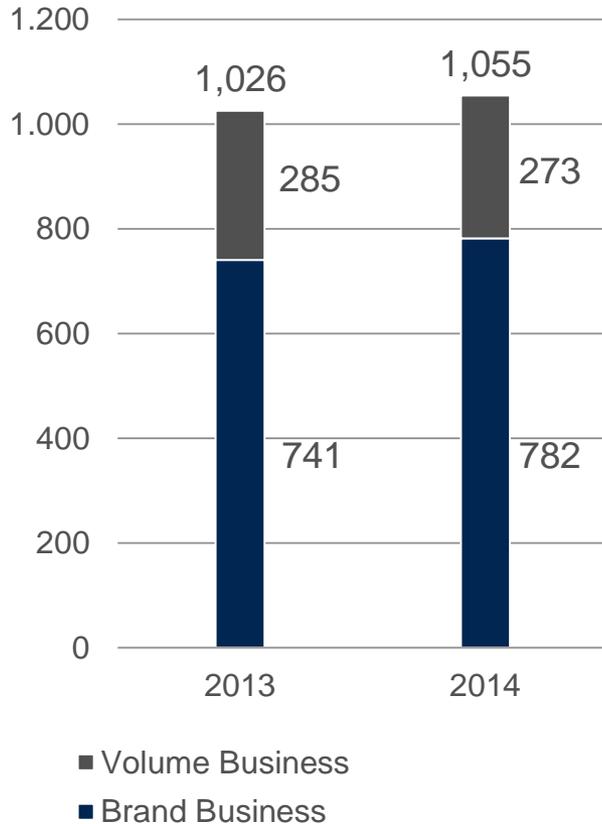
- Higher cash flow from operating activities due to higher net result for the period (€ 14.1 m), depreciations in the amount of 6.3 Mio €, increase of receivables by 2.0 Mio €, increase of inventories by € 1.8 m and the increase of trade payables and other liabilities by € 8.5 m.
- Reduced cash flow from investment activities particularly due to higher investments in tangible and intangible assets of € 6.2 m (2013: € 3.6 m) and cash outflow for investments in financial assets of € 3.0 m (2013: € -2.3 m)

1) Sum of cash flow from operating activities and cash flows from investing activities, adjusted for deposits and withdrawals in financial assets and the sale of division.

More capacities in R&D and marketing, expansion of production through enhanced insourcing

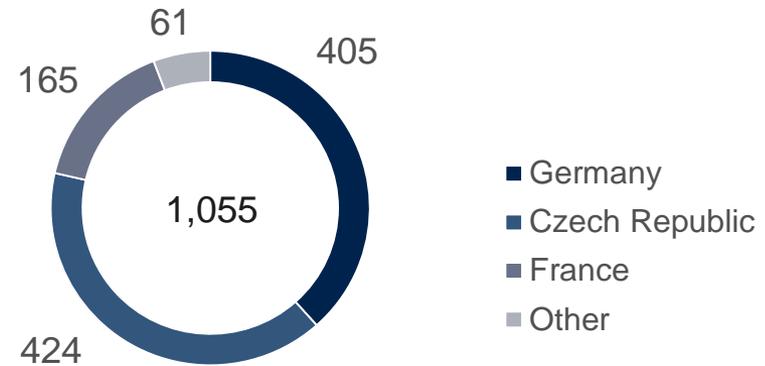
Employee development

as at 31 Dec 2013 / 31 Dec 2014



Employees

by region / as at 31 Dec 2014



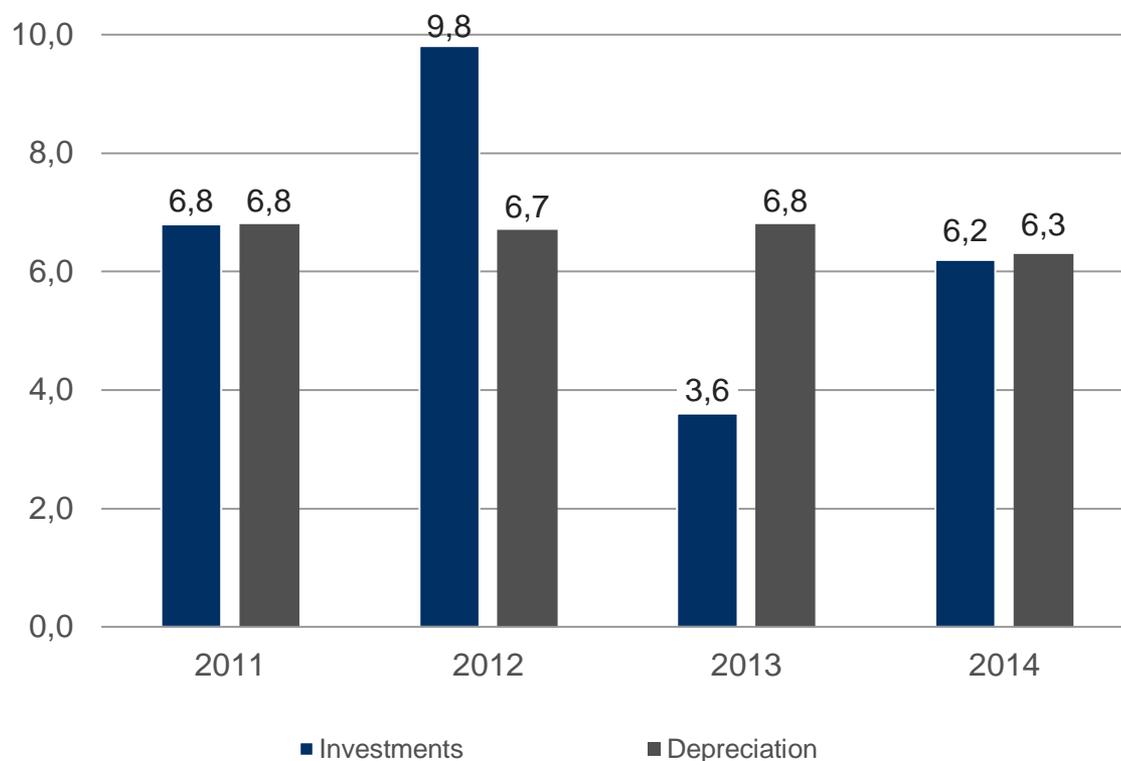
- Increase in the number of employees at Czech site Blatná due to expansion of production
- Tending to strengthening of capacities in R&D and marketing
- Leifheit once again „Top Employer Midsized Germany 2015“



Investments 2014 on a normal level

Investments vs. depreciation

in € m



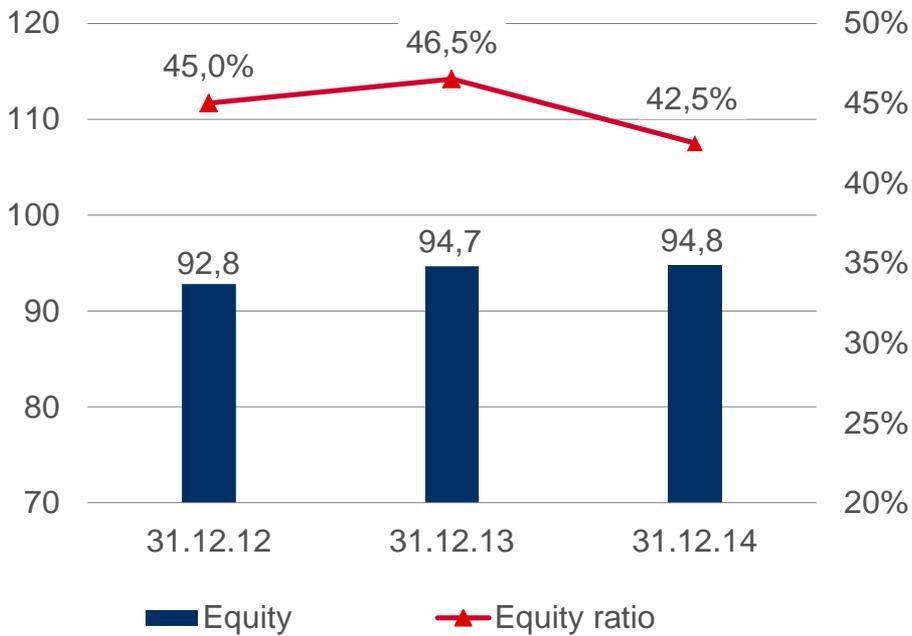
Investments:

- € 5.1 m (2013: € 3.3 m) investments in tangible assets largely related to tools for new products, machinery and factory and office equipment
- € 1.0 m (2013: € 0.3 m) investments in intangible assets (mainly software)
- Investments in
Brand business: € 5.5. m
Volume business: € 0.7 m
- Linking the distribution logistics for Eastern Europe at Czech plant in Blatná will lead to higher investments in 2015
- Future annual investments will remain stable at ~€ 6.0 m

Furthermore solid equity ratio

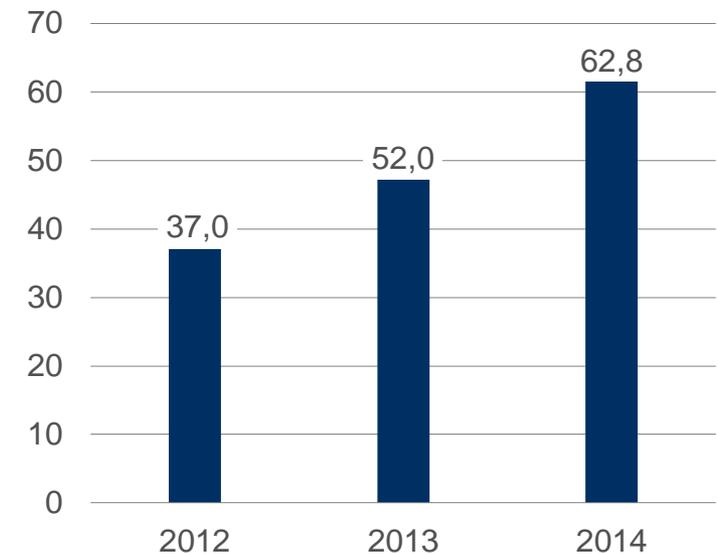
Equity/-ratio

in € m



Cash, cash equivalents and short-term financial assets

in € m



Working Capital remains stable at a good level

Working Capital

in percentage of turnover



- Working Capital remained stable at a good level of 17.8 %
- Receivables and inventories above the year-end figures 2013 due to seasonal factors
- Liabilities rose relating to the balance sheet date

1) 2010 ultimately without consolidation of Leifheit CZ a.s.

Long-term development

		2010	2011	2012	2013	2014
Turnover	€ m	210.9	222.1	224.2	220.9	220.7
▪ Group adjusted ¹⁾	€ m	205.2	215.8	217.4	219.5	220.7
▪ Brand Business ¹⁾	€ m	158.5	164.2	170.9	172.8	180.4
▪ Volume Business	%	46.7	51.6	46.5	46.7	40.3
Profitability						
▪ Gross margin	%	42.4	43.0	43.6	44.9	47.7
▪ Cash flow from operating activities	€ m	12.0	12.8	8.2	22.9	24.5
▪ Free cash flow	€ m	5.7	7.7	-1.4	19.5	18.4
▪ EBIT	€ m	8.8	13.9	14.2	14.9	21.5
▪ EBIT adjusted ²⁾	€ m	8.8	11.4	13.0	16.9	16.4
▪ EBIT margin	%	4.2	5.1	5.8	6.8	9.8
▪ EBT	€ m	6.0	12.2	12.2	13.3	19.8
▪ Net result for the period	€ m	5.5	12.1	9.4	10.2	14.1
▪ ROCE	%	7.8	9.7	10.2	12.6	20.3

1) Turnover adjusted for discontinued business with Dr. Oetker Bakeware

2) EBIT 2011 adjusted by one-off consolidation effects from obtaining control over Leifheit CZ a.s.

EBIT 2012 adjusted by one-off effects from sales of assets relating to termination of license agreement Dr Oetker Bakeware

EBIT 2014 adjusted by extraordinary effects from foreign currency result (€ 5.1 m)

Long-term development

		2010	2011	2012	2013	2014
Per Share						
▪ Net result ¹⁾	€	1.15	2.55	1.97	2.16	2.97
▪ Free cash flow ¹⁾	€	1.20	1.63	-0.28	4.11	3.88
▪ Dividend	€	1.00	1.30	1.50	1.65	1.80
▪ Special dividend	€	2.00	--	--	--	--
Investments in tangible assets	€ m	4.4	5.4	9.3	3.3	5.2
Depreciation in tangible assets	€ m	5.4	5.3	5.3	5.5	5.3
		31.12.10	31.12.11	31.12.12	31.12.13	31.12.14
Employees						
▪ Group	Pers.	1,141	1,032	1,025	1,026	1,055
▪ Brand business	Pers.	751	726	741	741	782
▪ Volume business	Pers.	390	306	284	285	273
Balance sheet total ²⁾	€ m	207.0	198.9	205.9	203.8	223.3
Equity ²⁾	€ m ¹	101.5	98.9	92.8	94.7	94.8
Equity ratio ²⁾	%	49.0	49.7	45.0	46.5	42.5

1) Not including treasury shares

2) from 2012 in accordance with IAS 19 (revised in 2011)

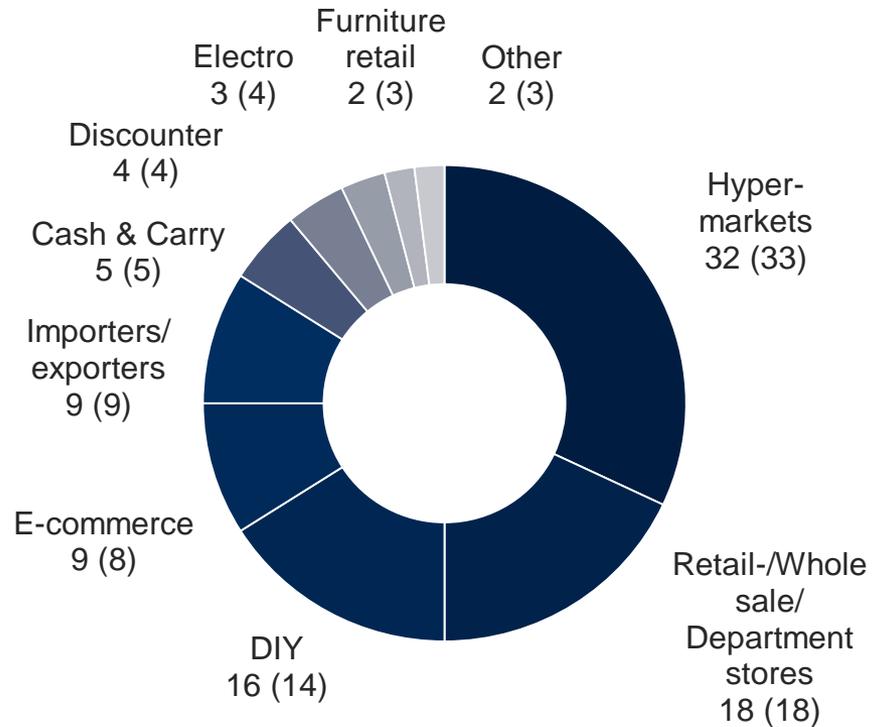
Distribution in every important distribution channel

TOP-10 clients



Turnover by distribution channel

2014 in % (previous year)



European Competitors by Category



Annex: Main sites

Headquarter, logistics and production facilities

Nassau/Germany: headquarter, marketing, sales, R&D, administration

Company grounds:	61,000 square meters
Built-up area:	26,000 square meters
Employees:	approx. 300
Fabrication:	automatic production lines, injection molding production
Main product groups:	dryers (Linomatic), cleaning and kitchen products



Zuzenhausen/Germany: logistic center

Company grounds:	85,000 square meters
Built-up area:	41,000 square meters
Employees:	approx. 100
Storage Capacity:	approx. 48,000 pallets
Distribution Capacity:	1,000 cubic meters



Blatná/Czech republic: main production facility

Company grounds:	108,000 square meters
Built-up area:	20,000 square meters
Employees:	approx. 400
Fabrication:	Metal production with power-coating, injection molding production, textile production
Main product groups:	dryers, ironing boards, cleaning products
Investments 2015:	€ 3 m planned in distribution logistics for Eastern Europe



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Annex

Dates

Dates 2015

12 August 2015

Financial report for the first half-year 2015

11 November 2015

Quarterly financial report for the period ending
30 September 2015



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