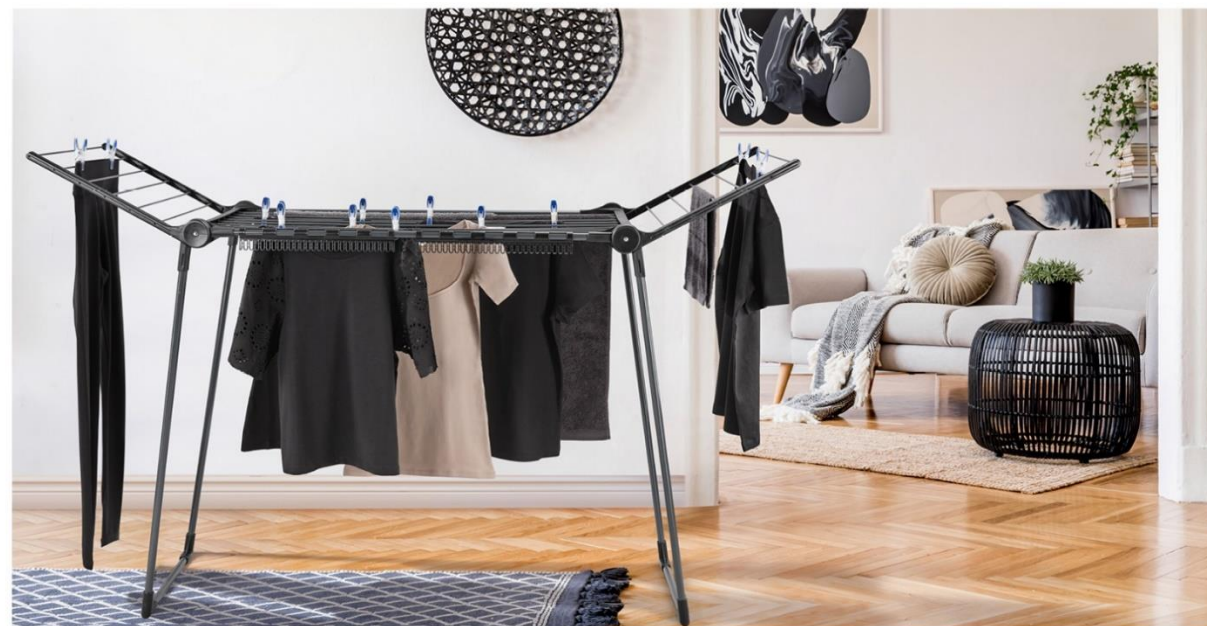




# Investor Presentation 9M 2024

12 November 2024



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# Executive Summary: Leifheit records higher profitability in 9M 2024



New, holistic corporate strategy focusing on profitable growth and cost efficiency

Group turnover at 200.8 m€ in line with expectations

Significant catch-up effects with 6.3% growth in Q3

Strong improvement in gross margin by 2.9 pp to 44.3%

Group EBIT significantly up from 5.0 m€ to 10.3 m€

Free cash flow increased by 1.3 m€ to 14.3 m€

Forecast 2024 confirmed

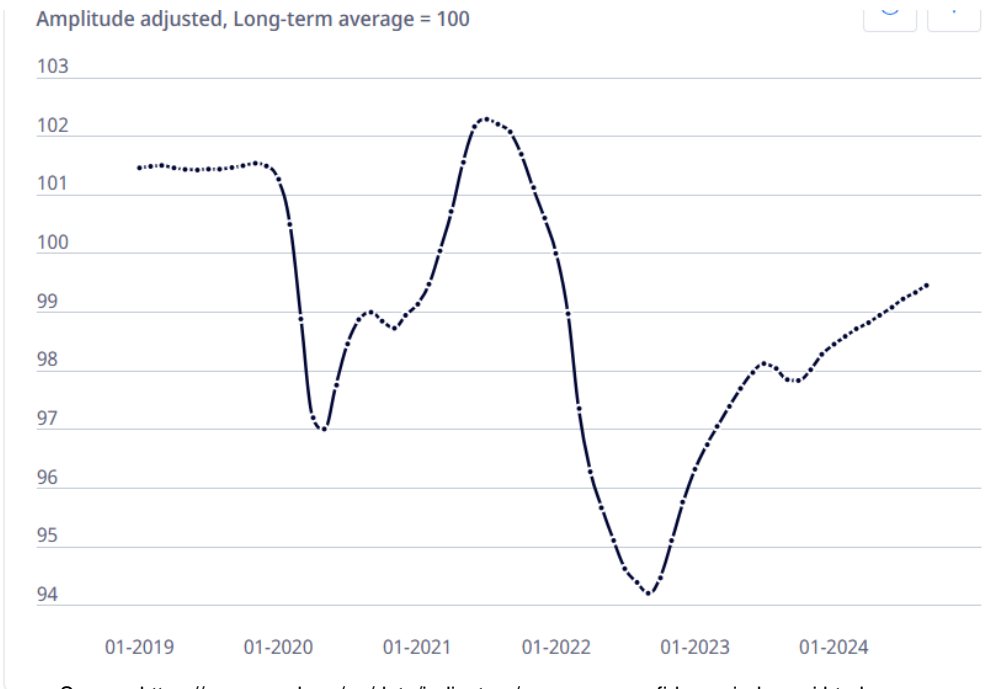
Product innovations expected to provide positive impetus in Q4

Share buyback program ongoing

# Consumer climate: slight recovery at a low level

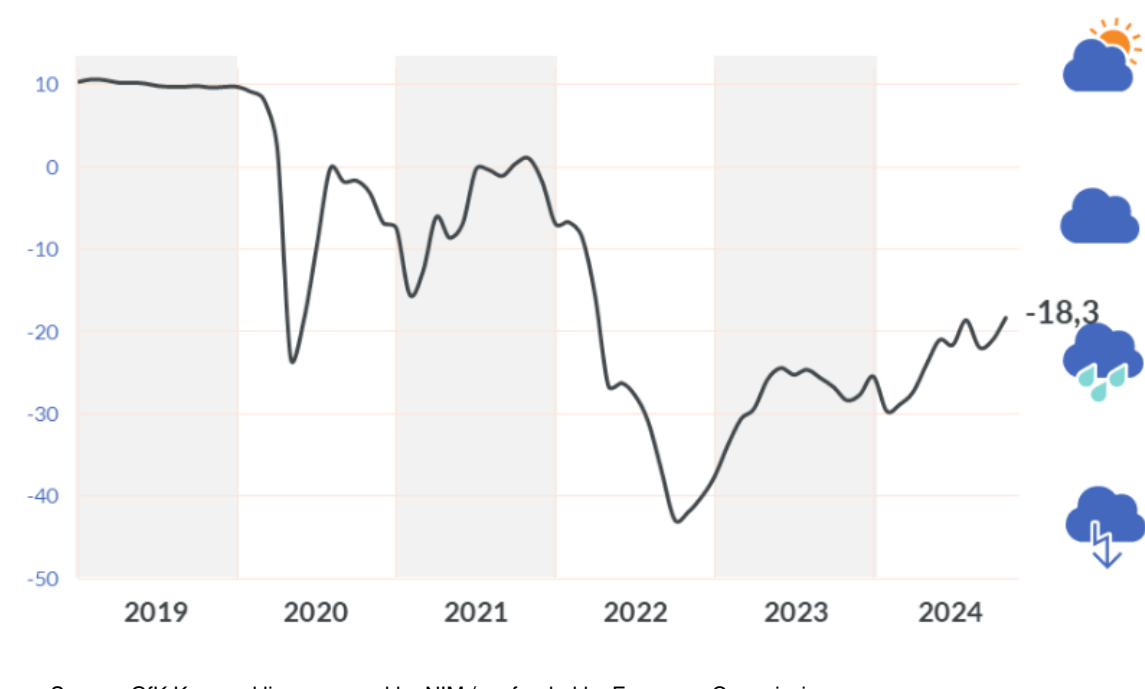
## Consumer confidence index (CCI)

September 2024, EU-27



## GfK consumer climate index

October 2024, Germany



- Both indicators show slight recovery in consumer sentiment.
- However, there is still no strong momentum for demand in the German domestic market.

# Group turnover in line with expectations – catch-up effects recorded in third quarter



## Group turnover by segment, region

in m€

	Group	Household	Wellbeing	Private Label
Turnover in m€	200.8	166.2	11.0	23.6
Growth 9M '24 vs. 9M '23	0.4%	0.3%	-10.5%	7.0%

	Germany	Central Europe	Eastern Europe	Rest of world
Turnover in m€	77.3	91.0	27.9	4.6
Growth 9M '24 vs. 9M '23	-8.7%	5.2%	12.7%	11.5%

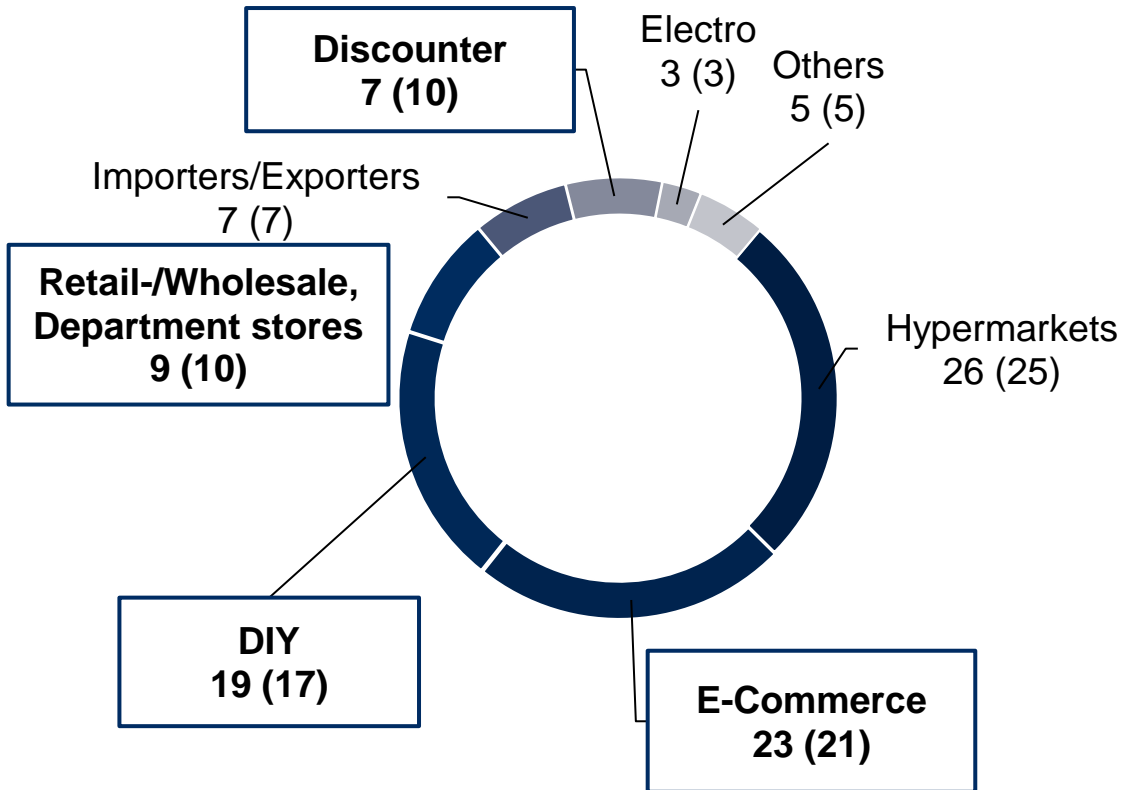
- **Q1** was negatively impacted by **low discounter promotions**
- **Strong Q3 confirms positive catch-up effects** due to focus on excellence in execution, advertising activities in the core categories of mechanical cleaning and laundry care and distribution expansion in important European core markets

# Strong E-commerce growth of +6.6% in 9M 2024



## Distribution channels

Turnover 9M 2024 in % (previous year's figures)



- **E-commerce again one of the fastest growing channel with +6.6% in 9M 2024**
- **Expanding our D2C capabilities** to enable profitable growth in key markets in Western Europe
- **Growth of 8.5% in DIY channel** in 9M 2024 due to distribution gains
- Less of promotions in the **discounter channel**
- **Retail/Wholesale, Department stores:** An important customer in the Netherlands faces financial difficulties. We are in close contact with the management.



## 9M 2024 Financials

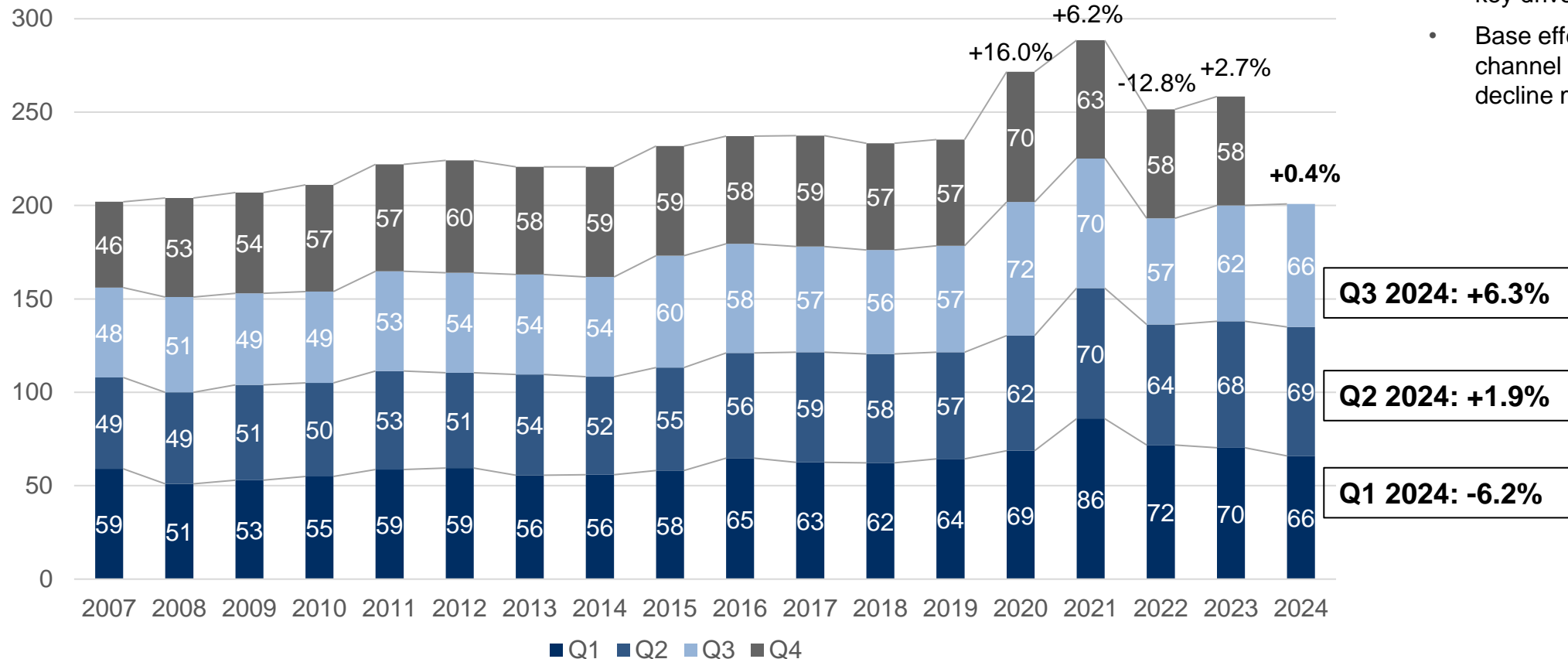


# Group turnover 9M 2024 in line with expectations



## Group turnover development by quarters

in m€



- Catch-up effects in Q2 + Q3 2024
- Growing e-commerce is a key driver
- Base effects in the discounter channel led to yoy turnover decline mainly in Q1 2024

**Q3 2024: +6.3%**

**Q2 2024: +1.9%**

**Q1 2024: -6.2%**

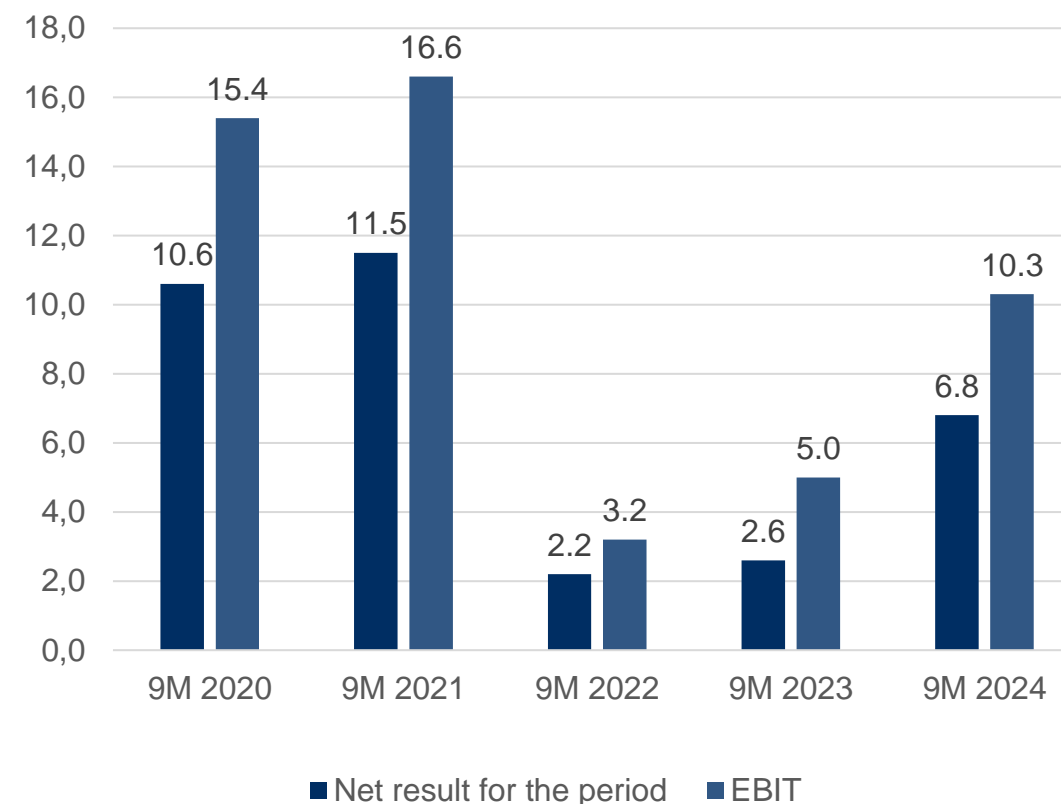


# EBIT increased due to improved gross margin, despite strategy-related one-off effects from organizational changes

		9M 2023	9M 2024	Δ
Group turnover	m€	200.0	200.8	0.4%
Gross margin	%	41.4	44.3	2.9 pps
Foreign currency result	m€	-0.4	0.3	>100.0%
EBIT	m€	5.0	10.3	>100.0%
EBIT margin	%	2.5	5.1	2.6 pps
Earnings before taxes (EBT)	m€	3.8	9.7	>100.0%
Net result for the period	m€	2.6	6.8	>100.0%
EPS	€	0.28	0.72	>100.0%

## Group earnings development

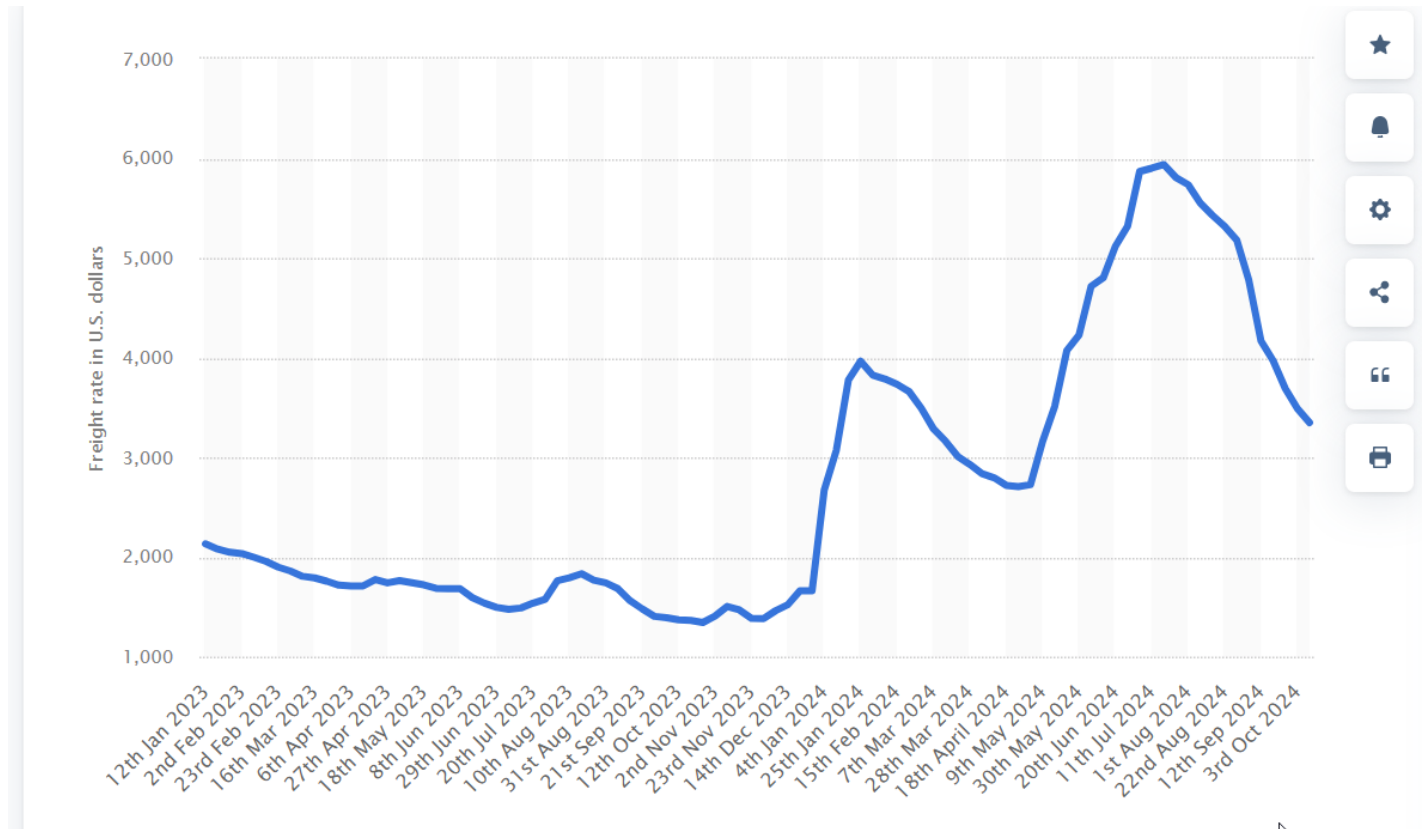
9M 2020 – 9M 2024 in m€



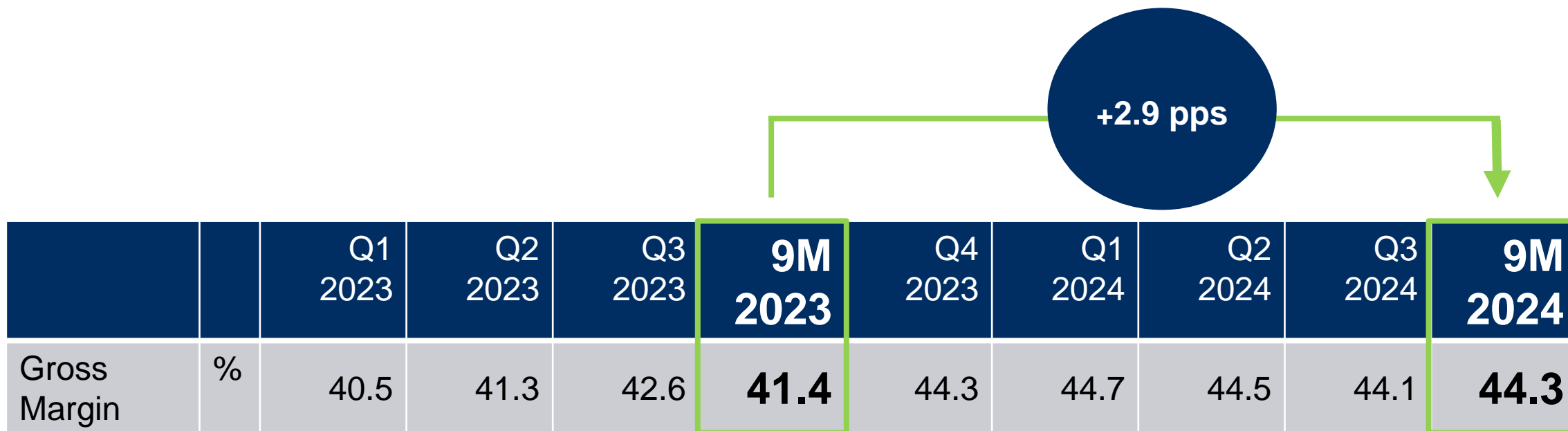
# Slight easing in sea freight rates in Q3 but still on a higher level

## Global container freight rate index

in US dollars per 40-foot container (source: statista)

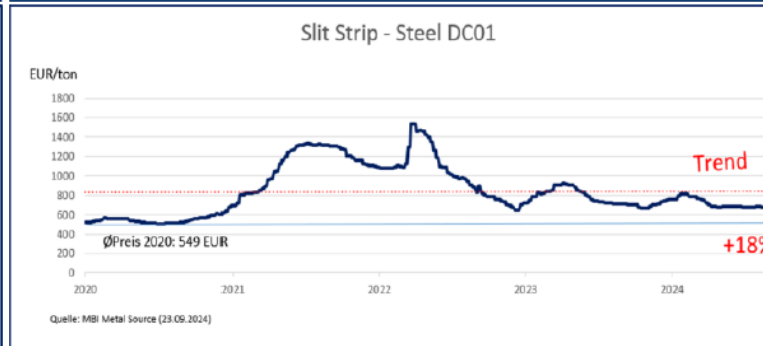
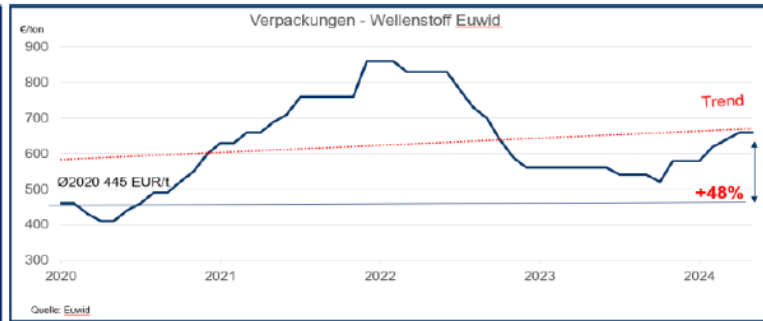
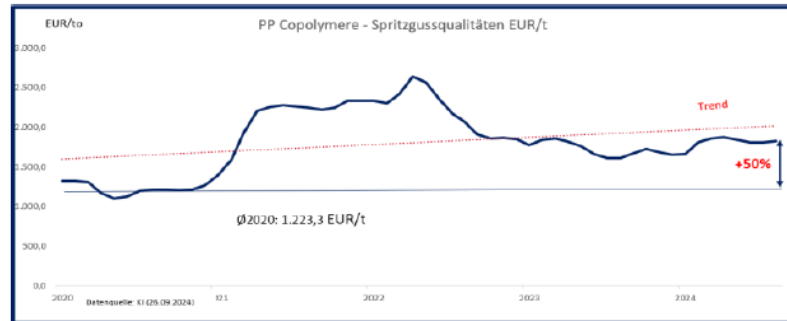


# Gross margin improvement



- **Improvement in gross margin to 44.3% in 9M 2024 (9M 2023: 41.4%)** because of
  - positive product mix effects due to the focus on profitable products
  - increasing productivity and efficiency in production and logistics
  - slight decline in procurement and energy costs, although the costs remain at a high level
- **Rise in container freight costs due to the crisis in the Red Sea led to pressure on gross margin with a time in Q3**, but gross margin improvement will be seen again in Q4

# Raw Material price development



- Average price increase of main raw materials appr. +36% vs. 2020\* (-1% vs. previous quarter)
- Some raw material costs (esp. Packaging and Aluminium) with upward trend, price level of 2019/20 will be not reached in the short term

\*Calculation basis: average price 2020 vs. price as of Sept. 2024

# Free cash flow of 14.3 m€ after 13.0 m€ in 9M 2023



in m€	9M 2023	9M 2024	Δ
Cash flow from operating activities	17.1	18.9	1.8
Cash flow from investment activities	-4.1	-4.6	-0.5
Cash flow from financing activities	-7.0	-12.8	-5.8
Free cash flow <sup>1</sup>	13.0	14.3	1.3

in m€	30/09/2023	30/09/2024	Δ
Cash and cash equivalents at the end of reporting period	42.2	42.8	0.6
Financial liabilities	-	-	-

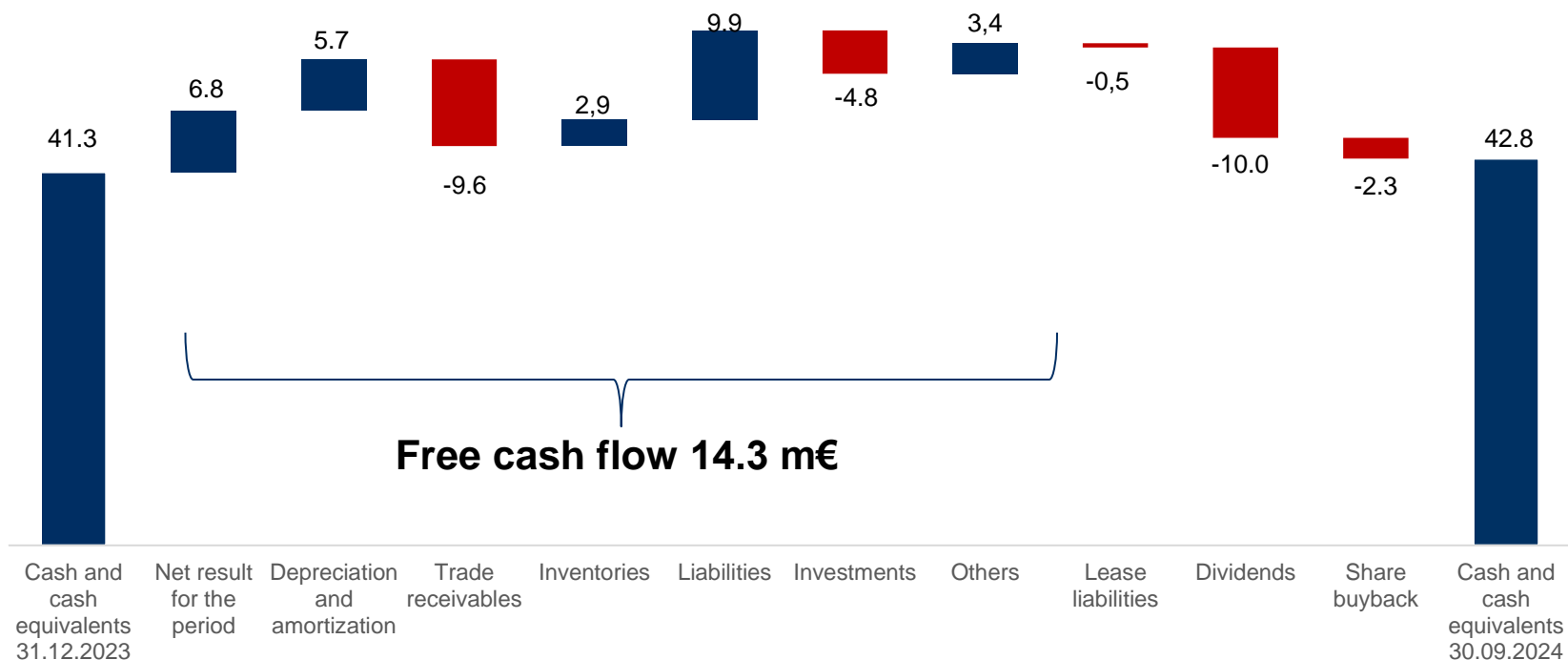
- Free cash flow up by 1.3 m€ due to improvement of net result for the period and working capital
- Cash outflow from financing activities includes payment of 10.0 m€ dividend (2023: 6.7 m€) and share buy back program (2.4 m€)
- With Group liquidity totaling 42.8 m€ and without any liabilities to banks, the company continues to have a solid liquidity position

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

# Leifheit has solid liquidity to implement the new corporate strategy

## Group liquidity

31/12/2023 vs. 30/09/2024 in m€



- Free cash flow increased in 9M 2024 to 14.3 m€ (9M 2023: 13.0 m€)
- Positive effects from the reduction in inventories, which contributed to an improvement in working capital
- Share buyback program with a total volume of up to 8.5 m€ until probably mid-December
- Total volume of shares purchased from 15 May 2024 up to 8 November 2024 amounts to 165,255 shares (2.9 m€)



## Strategy Update





### OUR PHILOSOPHY

**Our ideas to make your life easier.**

### OUR VISION

**We are the European branded leader and specialist in mechanical cleaning and drying – with highest consumer satisfaction, an entrepreneurial culture and a sustainability mindset.**

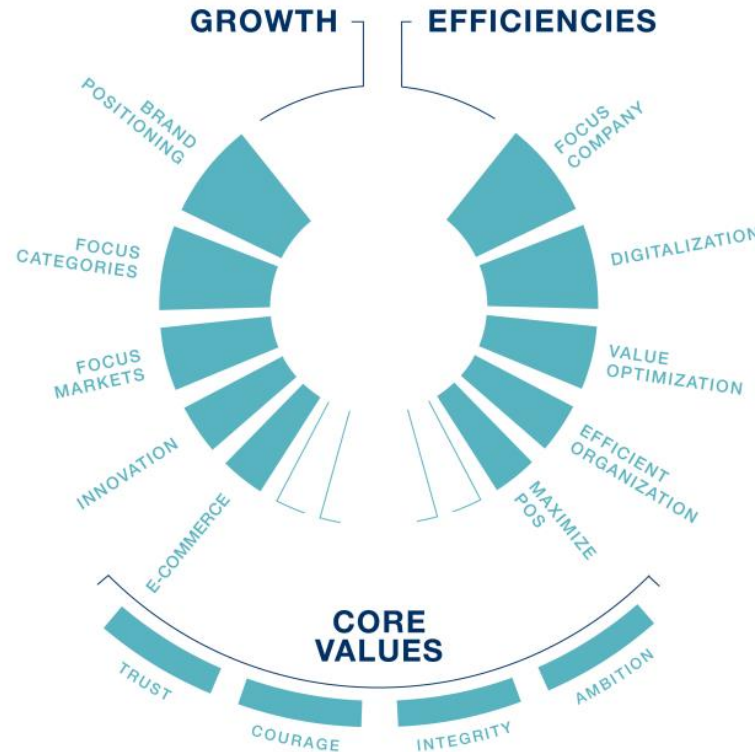




# Holistic corporate strategy with focus on profitable growth and cost efficiency

## Our growth drivers:

- Modern **brand positioning** for the Leifheit brand based on deep consumer insights.
- Concentration on our **focus categories** of mechanical cleaning and drying with high growth potential
- Focused portfolio approach to strengthen our **international sales markets and export business**.
- Strengthening our **ability to innovate** with a deep understanding of consumers and a coordinated innovation process
- Accelerated **expansion of e-commerce**.



Our strategy is based on **trust, courage, integrity and ambition**. These core values describe the values and behaviors to which we act.

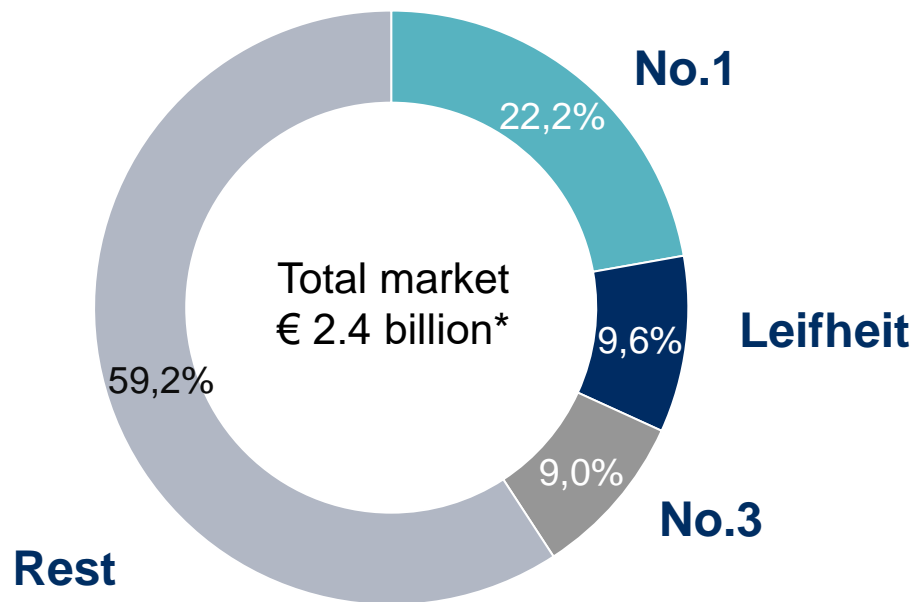
## Our Efficiency drivers:

- **Focusing the company** on drying and mechanical cleaning; clear strategies for Kitchen, Soehnle, Birambeau and Herby for sustainable success.
- Transformation and **digitalization** of processes along the entire value chain.
- **Value optimization** through cost, process and product range optimization for improved profitability.
- **Lean, efficient organizational structures** with a defined form of international collaboration, talent identification and a synchronized supply chain.
- Leveraging potential through **integrated communication at the point of sale** – online and stationary.

# Potential in Core – Mechanical cleaning & drying



## Market shares mechanical cleaning & drying



**Big potential to increase market share in core categories**

**Core business 3x growth:**

**Leifheit Drying | Cleaning: + 5%**

**non-core: - 3%**

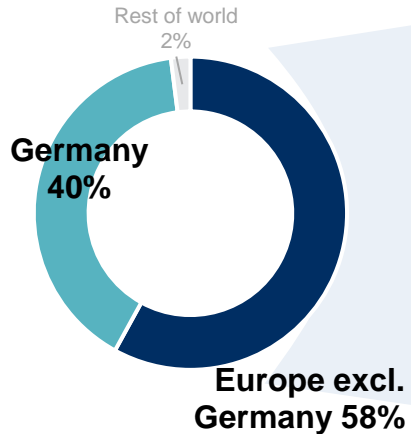
Net Sales CAGR 2014-2023

**Accelerate Core business growth 2025-2027**

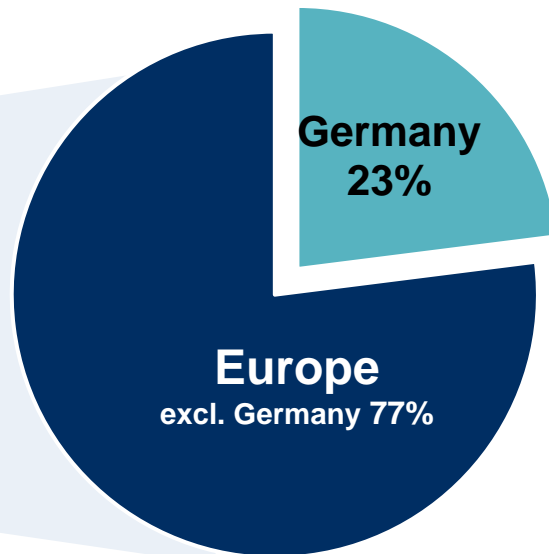
# Potential in Europe outside Germany



**Leifheit Group  
turnover 2023**



**Market for mechanical  
cleaning & drying**

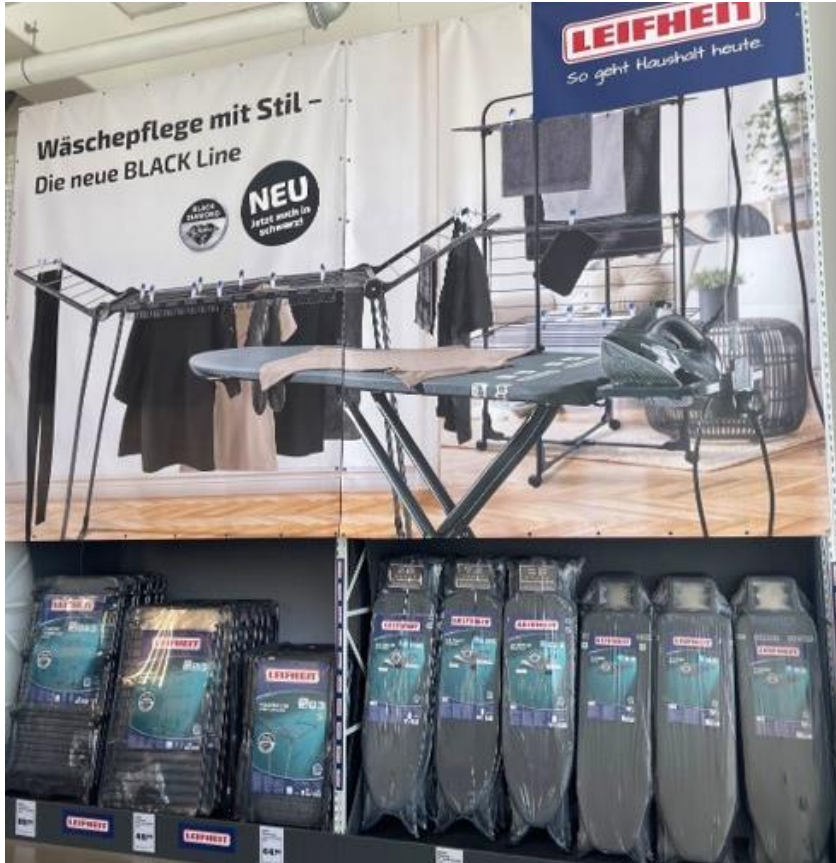


**Expand successful model in core markets**

**Defined country clusters with growth and profit targets**

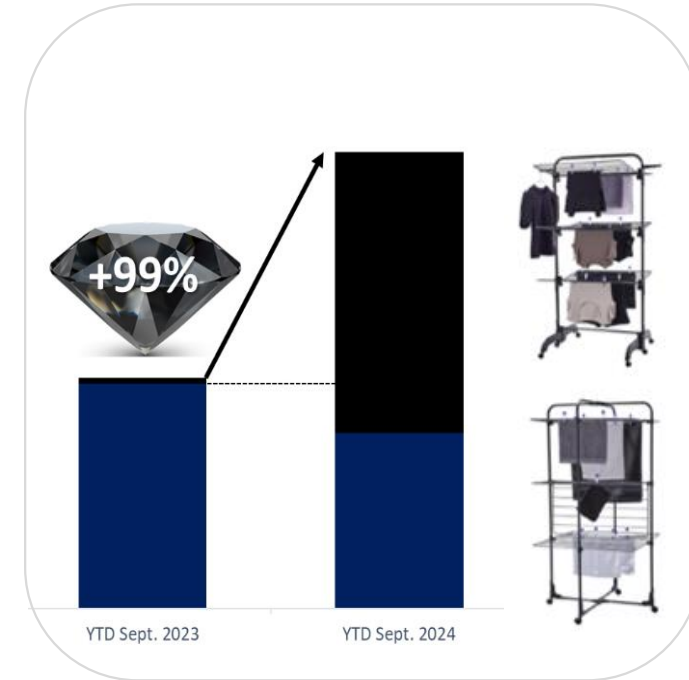
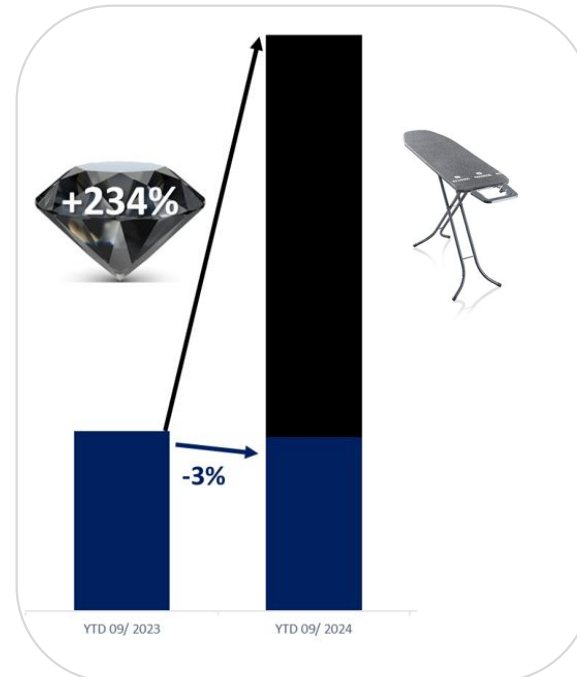
**E-commerce entry model**

# Strong focus on Innovation to drive growth and profitability



## Ironing Boards and Tower Dryers

on top sales volumes in %



## Successful Black Line 2023/2024

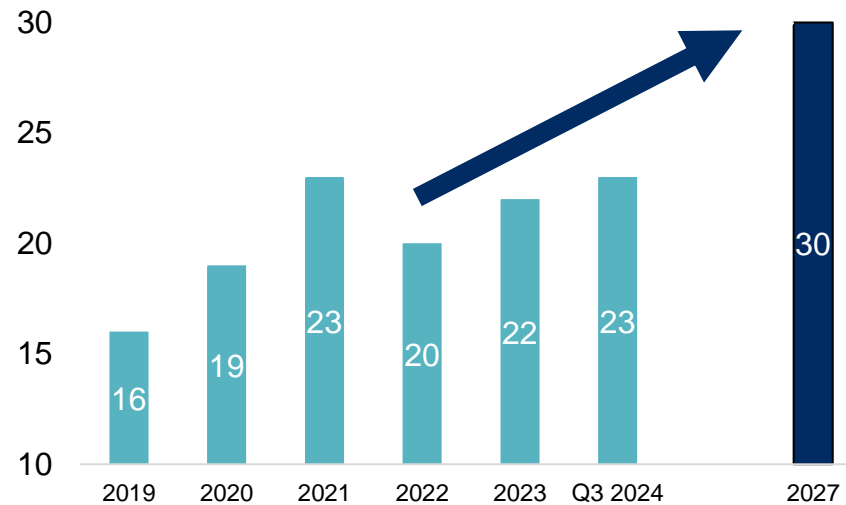
# New E-commerce & digital model as growth accelerator and success model



Strategic goal:

**30%** E-commerce share of Group turnover in 2027

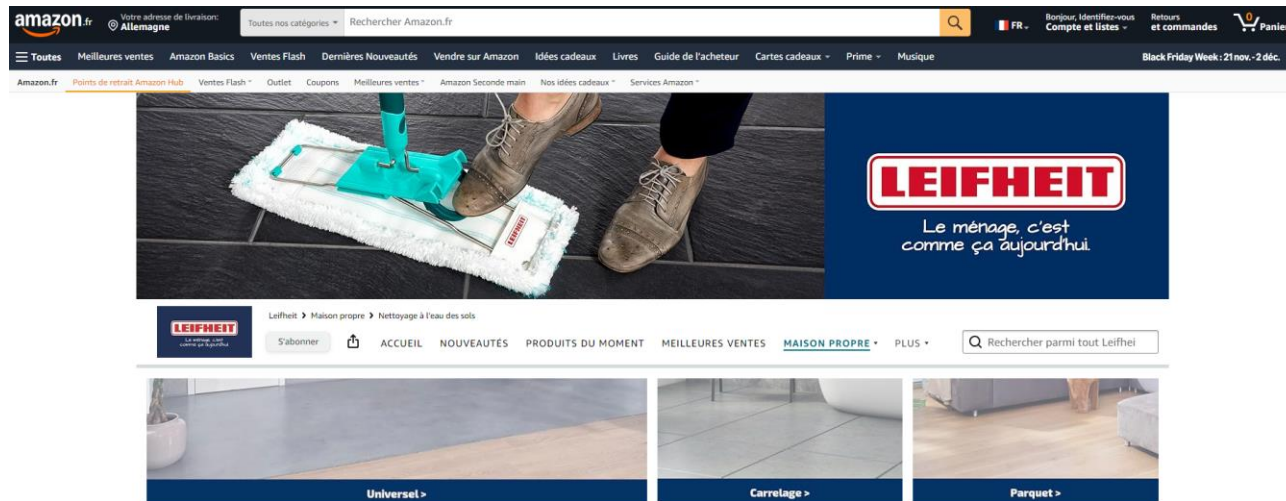
Share of E-commerce in Group turnover in %



# Pilot France D2C 2024



- Efficient logistic from new D2C logistic hub
- New distribution via additional marketplaces
- Strong investment into Performance Marketing



08 – 10 2024

D2C Ecommerce in France increased by

**270%**

vs. previous year period



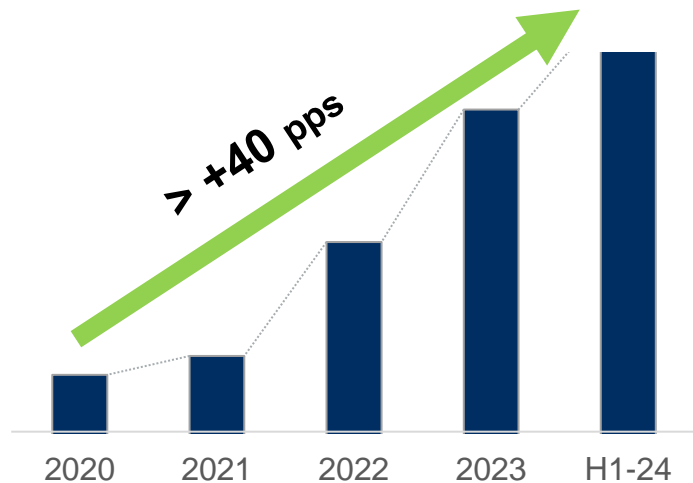
# Value optimization: Steps towards lean and efficient production and logistics have been taken

## Actions:

- Implementation of synchronic production cells and production lines
- Introduction of D2C dedicated assortment

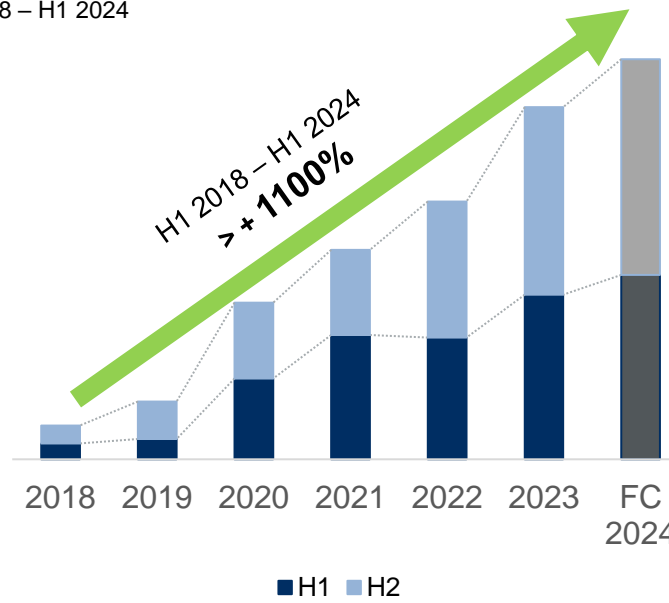
Productivity production site\*

2020 – H1 2024 in %



Productivity Logistics D2C\*\*

2018 – H1 2024



\* Good products per line, worker and hour

\*\* Parcels per worker and hour

# Efficient organization: Steps towards lean and efficient organizational structures have been taken



## New sales and marketing organization

- Follows the strategy with a view to the focus markets and e-commerce growth drivers:
  - Global Sales Function
  - Global E-Commerce Function
  - New Global S&CM to maximize POS
  - New Global Marketing organization
- New organization generates efficiencies and cost savings at the same time



## New central European logistics hub

- Optimization of logistics by shortening transport routes, optimized productivity and expansion of D2C capabilities



# Investment Highlights



**Strong vision:**  
become European branded leader  
and specialist in mechanical  
cleaning and drying

1

**Strong Brand**  
with big potential for geographical  
expansion

2

**Focus strategy**  
for sustainable growth with focus  
on core competences, Europe and  
e-com | digital acceleration

3

**Lean and efficient production  
and logistics**  
to support profitability and cash

4

**Attractive cash generation**  
for shareholder return via attractive  
dividend policy and share buy  
back program 2024

5

**Strong financial base**  
to support future investments,  
growth and capital returns

6



## Outlook 2024



# 2024 forecast confirmed – still challenging market environment ahead

	Forecast 2024
Group turnover	slightly above the previous year
Turnover Household	slightly above the previous year
Turnover Wellbeing	slightly below the previous year
Turnover Private Label	slightly above the previous year
Group EBIT	<b>in a corridor of 11 m€ to 13 m€</b> (previous: corridor of 10 m€ to 12 m€)
Free Cashflow	<b>about 12 m€</b> (previous: about 10 m€)

- Continued weak economy and subdued consumer sentiment



**Your questions, please.**



# **Annex**

# Experienced Management Board



**Alexander Reindler**  
CEO

### Previous experience

- Brings more than 25 years of international experience in leading positions in marketing, sales and management
- Formerly responsible for the global Health Care Business at Beiersdorf AG

### Core competencies

- General Management, brand building & implementation of change strategies



**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

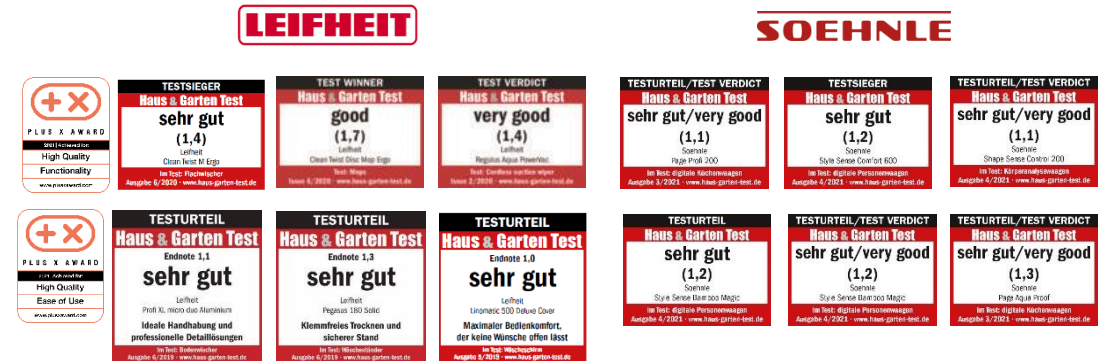
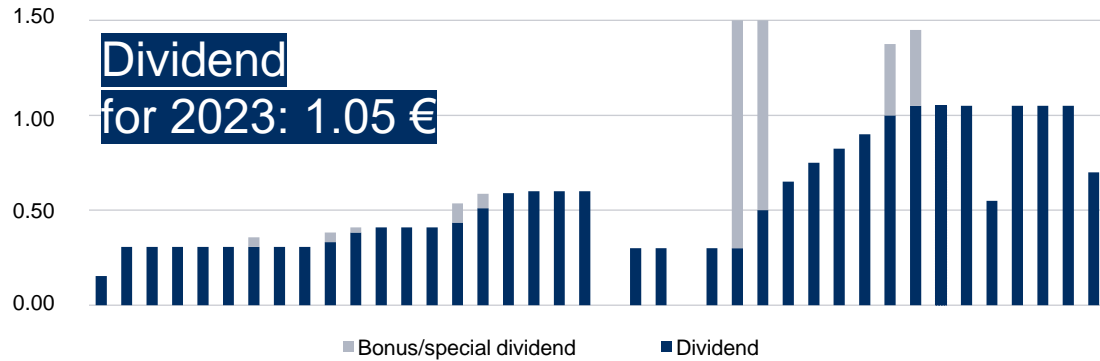
### Previous experience

- Responsible 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

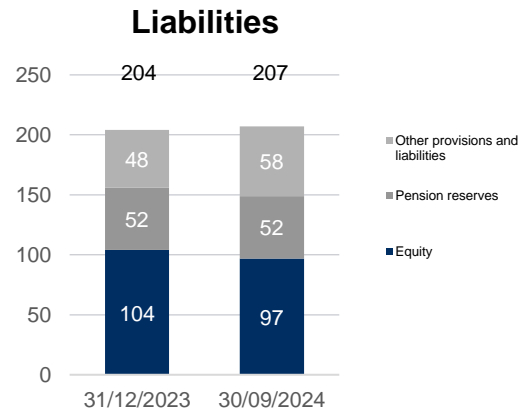
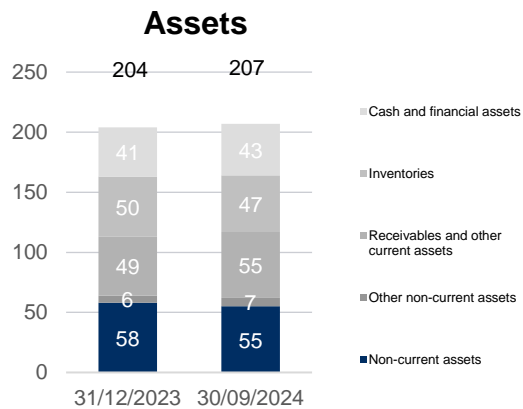
### Core competencies

- IT, Finance & Controlling

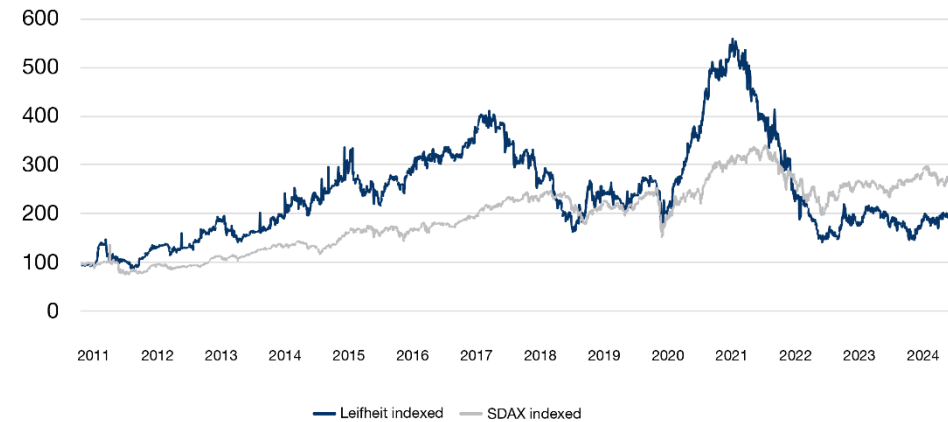
# Leifheit is financially solid and pays reliable dividends to shareholders



## Strong financial structure in m€



## Solid long-term stock performance

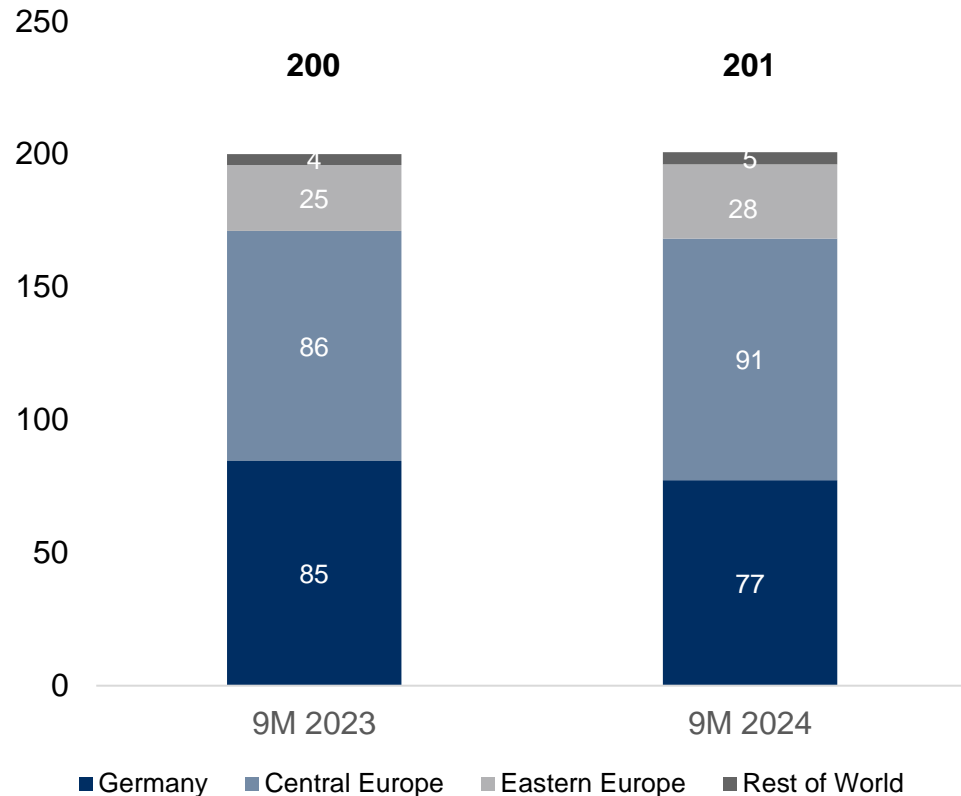


# Central and Eastern Europe with remarkable turnover growth, Germany still influenced by shifts in sales



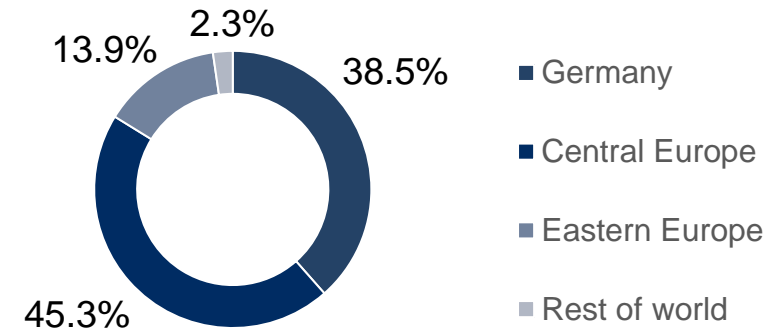
## Group turnover by region

in m€



## Group turnover by region

9M 2024 in %



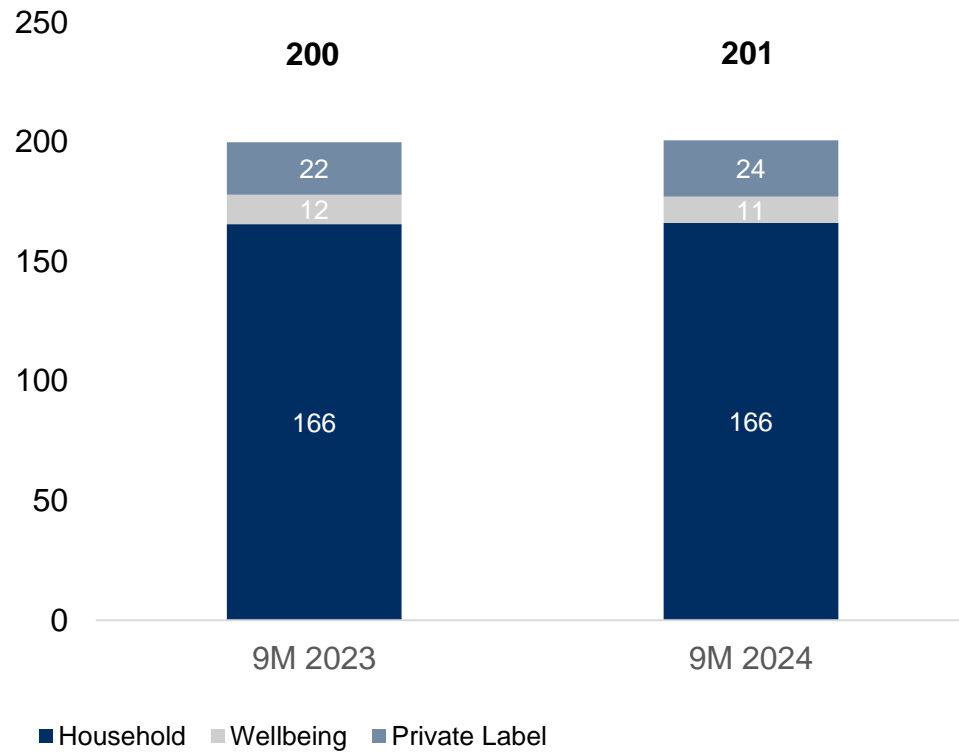
- **Germany down by -8.7%,** Changed ordering processes in e-commerce led to shifts in sales, missing discounter promotions in Q1 2024
- **Central Europe up by +5.2%,** Important markets Belgium, France and Spain with significant growth due to positive e-commerce development and distribution expansion
- **Eastern Europe strongly up by +12.7%,** Several countries with double-digit growth rates



# Slight turnover growth across segments in 9M 2024 as expected, but on track for 2024 turnover forecast

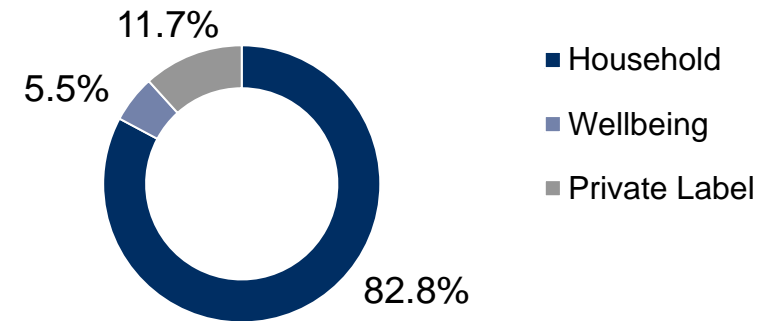
## Group turnover by segment

in m€



## Group turnover by segment

9M 2024 in %



- **Household segment up by 0.3%**, launch of further products from the successful BLACK LINE contributed to slight growth in the core category laundry care
- **Wellbeing segment down by -10.5%** against the background of product range adjustments
- **Private Label segment up by 7.0%**, Birambeau and Herby both with turnover growth

# Leifheit Group structure



**Household**

**LEIFHEIT**

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Laundry Care

Cleaning

Kitchen Goods

**Wellbeing**

**SOEHNLE**

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Kitchen + Personal Scales

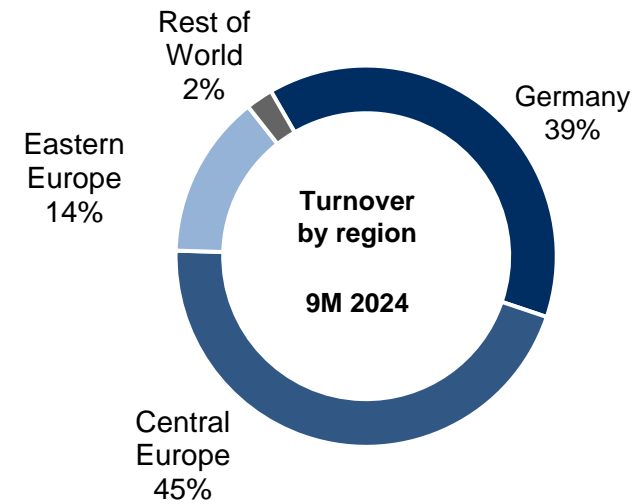
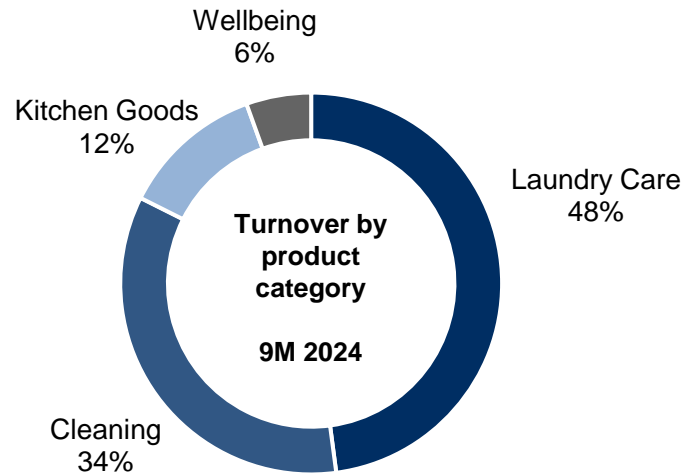
**Private Label**

**BIRAMBEAU** **herby**

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Kitchen Goods

Standing Dryers

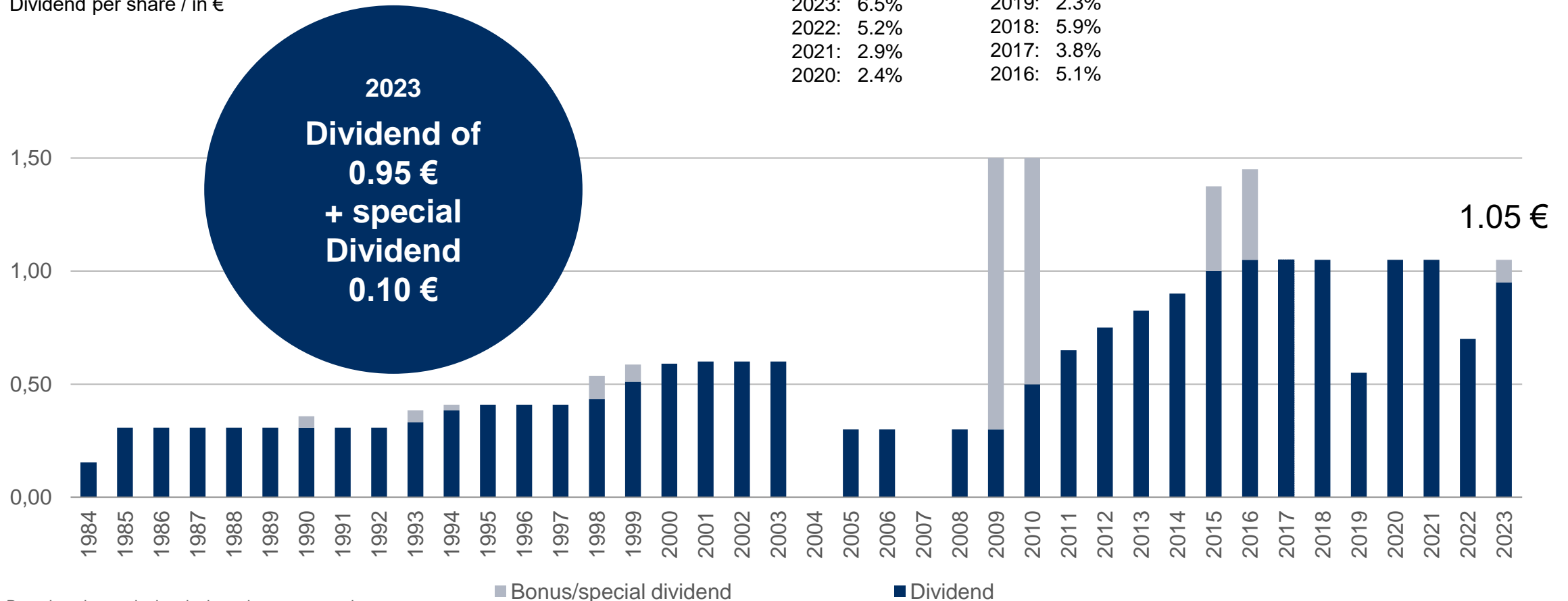


# Committed to shareholder returns



## Long-term dividend development

Dividend per share / in €



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

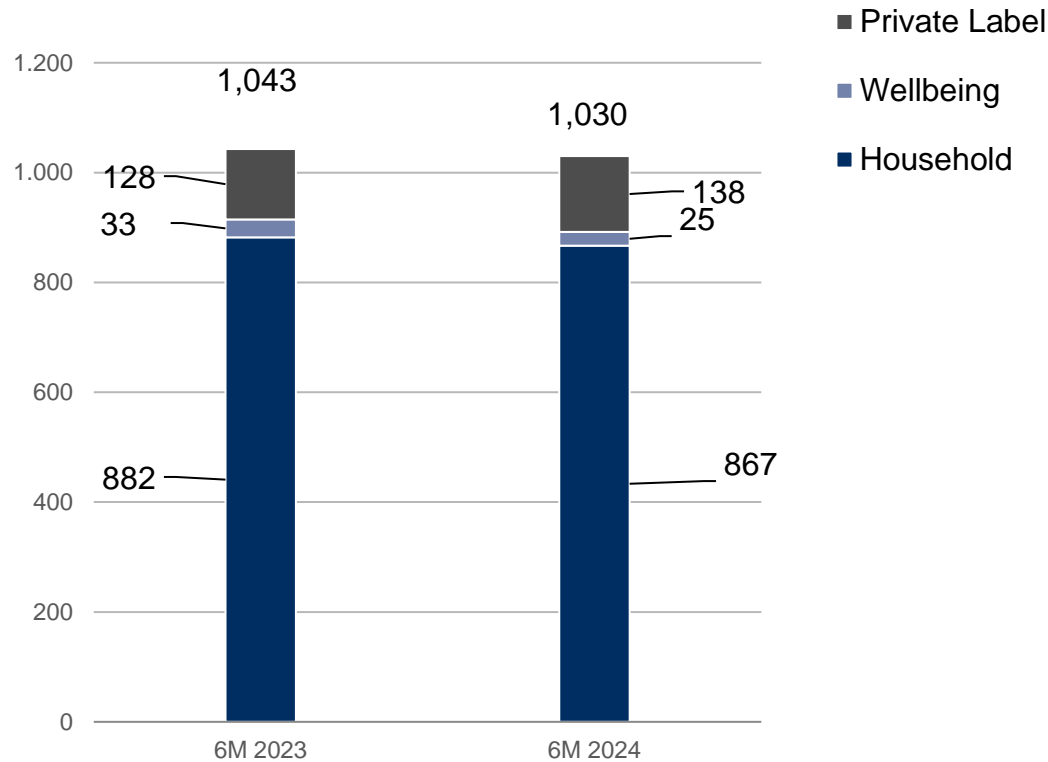
2023:	6.5%	2019:	2.3%
2022:	5.2%	2018:	5.9%
2021:	2.9%	2017:	3.8%
2020:	2.4%	2016:	5.1%

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

# Increased efficiency and productivity led to reduction in number of employees

## Employee development\*

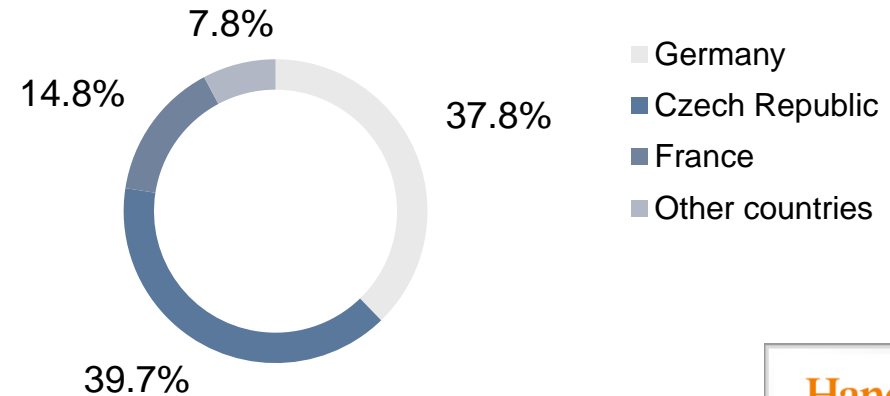
6M 2024 (average number)



\* Only own staff, without temporary workers

## Employees by region\*

6M 2024 (average number)



# Distribution in all relevant distribution channels

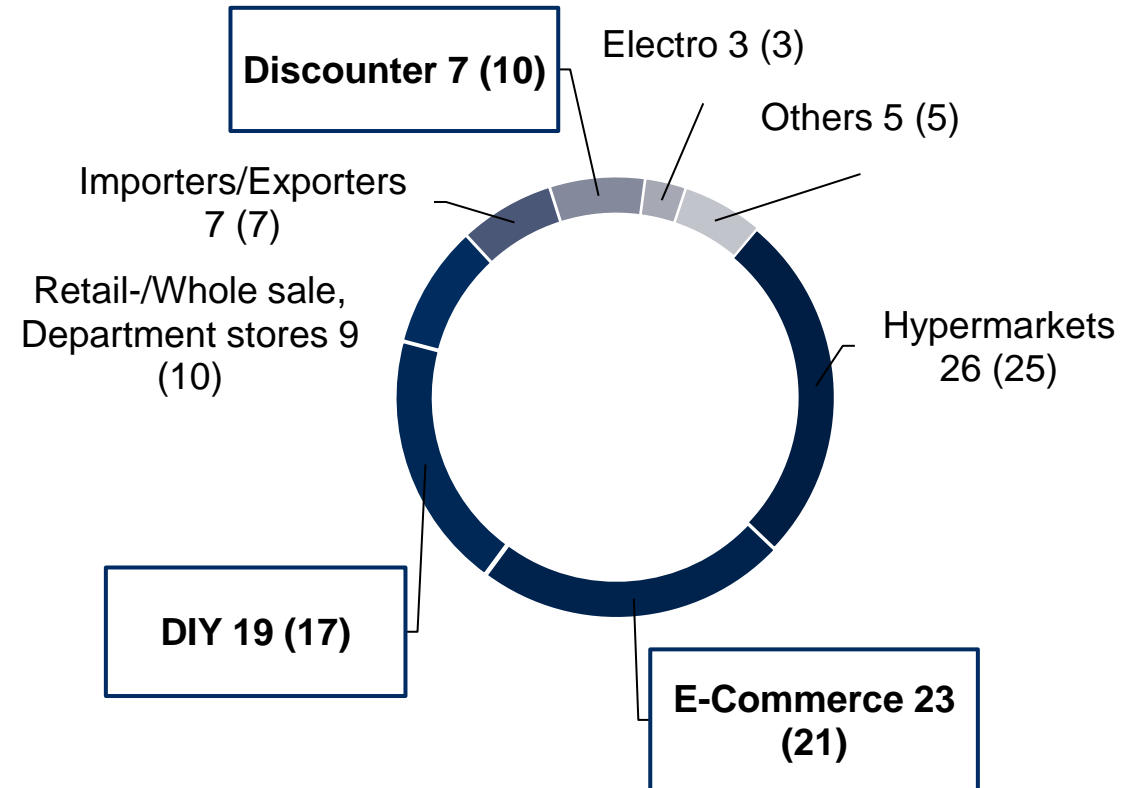


## Blue Chip client base



## Distribution channels

Turnover 9M 2024 in % (previous year's figures)



# Long-term financial overview



		2019	2020	2021	2022	2023
<b>Group turnover</b>	m€	234.0	271.6	288.3	251.5	258.3
<b>Profitability</b>						
Gross margin	%	43.1	45.0	42.3	38.7	42.1
Cash flow from operating activities	m€	15.9	4.0	16.4	14.0	20.8
Free cash flow	m€	10.1	-5.5	9.6	8.8	12.1
EBIT	m€	9.9	18.8	20.1	2.8	6.0
EBIT margin	%	4.2	6.9	7.0	1.1	2.3
EBT	m€	8.5	17.7	19.3	2.3	4.7
Net result for the period	m€	5.8	12.5	14.2	1.2	3.2
ROCE	%	8.2	14.1	13.8	1.8	4.5

# Long-term financial overview



		2019	2020	2021	2022	2023
<b>Per share</b>						
Net result for the period, EPS <sup>2</sup>	€	0.61	1.32	1.49	0.13	0.34
Free cash flow	€	1.06	-0.57	1.00	0.92	1.27
Dividend	€	0.55	1.05	1.05	0.70	0.95 <sup>2</sup>
Special dividend	€	--	--	--	--	0.10 <sup>2</sup>
<b>Investments</b>	m€	6.0	9.6	7.3	5.4	8.9
<b>Depreciation</b>	m€	8.2	8.5	7.8	7.5	9.0
		31/12/2019	31/12/2020	31/12/2021	31/12/2022	31/12/2023
<b>Employees</b>	No.	1,106	1,098	1,080	1,063	1,020
<b>Balance sheet total<sup>1</sup></b>	m€	214.6	230.0	238.8	216.1	203.6
<b>Equity</b>	m€	96.2	100.4	111.3	112.5	103.8
<b>Equity ratio</b>	%	44.8	43.7	46.6	52.0	51.0
<b>Liquidity</b>	m€	50.3	38.8	38.1	36.3	41.3

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

<sup>2</sup> Dividend proposal

# Leifheit makes top quality household products



Profi Floor Wiper  
4.6 stars



Leifheit rückenschonender Bodenwischer Profi XL micro Duo mit Aluminiumstiel 140cm, Wischmopp zum Lösen mit Fußklick, mit Bezug...  
★★★★☆ ~ 1.728

Profi XL Set  
4.5 stars



Leifheit Set Wischtuchpresse Profi XL mit Bodenwischer 146cm und Rollen, 1x Mikrofaser Bezug für alle...  
★★★★☆ ~ 10.402

Pegasus 150 black  
4.7 stars



Leifheit Standtrockner Pegasus 150 Solid Black Edition, standfester Wäscheständer mit Flügeln auch für lange...  
★★★★☆ ~ 11.534

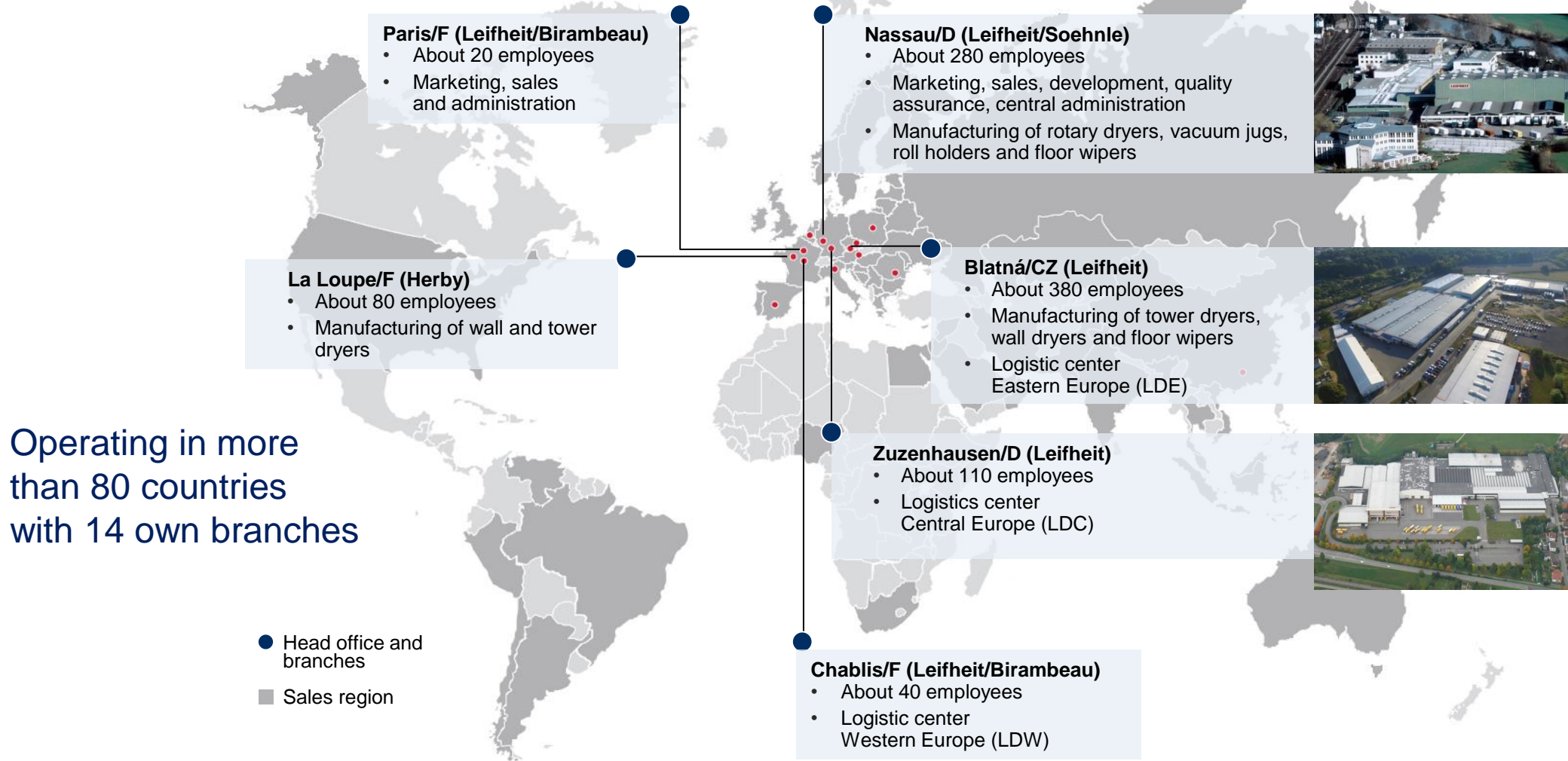
Linomatic 600 Deluxe  
4.7 stars



Leifheit Wäscheschirm Linomatic 600 Deluxe Cover mit Leineneinzug für saubere Wäsche, Wäschespinne für die...  
★★★★☆ ~ 8.836



# Our European production and logistic footprint ensures efficient and reliable supply to customers



Operating in more than 80 countries with 14 own branches

# Leifheit awards (selection)



**Testsieger**  
93 %

Leifheit AirBoard Deluxe XL Plus VDE

Vergleich.org

**2. Platz**  
GUT (1,5)

Leifheit Profi micro duo

Vergleich.org

**TEST VERDICT**  
**Haus & Garten Test**  
Final score 1.1  
**very good**

Leifheit  
Profi XL, mehr als Aluminium  
convenient handling and  
professional detailed solution

Im Test: Floor wiper  
Issue 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  
Issue 6/2019 - www.haus-garten-test.de



CLEAN TWIST  
Disc Mop Ergo



Rotary dryers  
Linomatic

**Testsieger**  
GUT (1,8)

Leifheit Linomatic Deluxe 500

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 5/2019 - www.haus-garten-test.de

**TESTURTEIL**  
**Haus & Garten Test**  
Endnote 1.2  
**sehr gut**

Leifheit  
Linomatic 400 easy

Pplatzsparend und praktisch,  
sehr leichtgängig und stabil

Im Test: Trockner  
Ausgabe 6/2019 - www.haus-garten-test.de



**TEST VERDICT**  
**Haus & Garten Test**  
**very good**  
(1,4)

Leifheit  
Regulus Aqua PowerVac

2018 Cordless stickfloor wiper  
Issue 2/2018 - www.haus-garten-test.de

Cordless vacuum wiper  
Regulus Aqua PowerVac



Laundry dryers  
Pegasus

**Sieger**  
Preis-Leistung  
GUT (1,8)

Leifheit Pegasus 150

Vergleich.org

**TEST VERDICT**  
**Haus & Garten Test**  
Final score 1.3  
**very good**

Leifheit  
Pegasus 150 Solid

perfect drying with  
a safe standing

Im Test: Trockner  
Issue 6/2019 - www.haus-garten-test.de

**2. Platz**  
SEHR GUT (1,4)

Leifheit 8157 Pegasus 200 Solid Deluxe Mobile

Vergleich.org



CLEAN TWIST  
M Ergo

**TEST WINNER**  
**Haus & Garten Test**  
**very good**  
(1,4)

Leifheit  
Clean Twist M Ergo

Im Test: Mop  
Issue 6/2019 - www.haus-garten-test.de



Window vacuum  
cleaner Nemo

**TEST VERDICT**  
**Haus & Garten Test**  
**good**  
(1,6)

Leifheit  
Nemo

White and both vacuum cleaner Nemo

Im Test: Fensterstauger  
Issue 2/2019 - www.haus-garten-test.de

**PLUS X AWARD**  
High Quality  
Ease of Use

**PLUS X AWARD**  
High Quality  
Functionality



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: Fensterstauger  
Ausgabe 3/2019 - www.haus-garten-test.de

**Stiftung Warentest**  
GUT (2,4)

**test**  
Fensterstauger  
Classic  
Im Test:  
11 Fensterstauger  
Ausgabe 4/2019  
www.test.de



Cordless vacuum  
Regulus PowerVac 2in1

**PLUS X AWARD**  
BESTES  
PRODUKT  
DES JAHRES  
2018

**testsieger.de**  
1,9  
08/2018  
gut

Redaktions-Wertung  
Leifheit Regulus PowerVac 2in1

**TEST VERDICT**  
**Haus & Garten Test**  
Final score 1.9  
**Good**

Leifheit  
Regulus PowerVac 2in1

Good particle absorption and high  
charging efficiency

Im Test: Staubsauger  
Issue 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 11910 CleanTenso

**PLUS X AWARD**  
2018 ausgezeichnet für:  
High Quality  
Design  
Funktionalität

**TESTSIEGER**  
**Haus & Garten Test**  
Endnote 1.2  
**sehr gut**

Leifheit  
Clean Tenso 11910

Hochwertiger Helfer  
mit sehr guter Funktion

Im Test: Dampfbodenauger  
Ausgabe 3/2019 - 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)

**SEHR GUT** 92,6 %

Vergleichstest  
14 Thermobecher  
Sehr gut: 10 gut  
www.etm-testmagazin.de

**TEST WINNER**  
**Haus & Garten Test**  
**very good**  
(1,4)

Leifheit  
Insulating Jug Harmonic

Im Test: Thermobecher  
Issue 2/2020 - www.haus-garten-test.de



Isolating jug  
Columbus



Salad spinner  
Comport Line

**Alles Beste**  
Empfehlung

Leifheit Salatspinner

**TESTURTEIL**  
**Haus & Garten Test**  
**gut**  
(1,8)

Leifheit  
Salatspinner ComportLine

Im Test: Salatspinner  
Ausgabe 3/2020 - 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



Body analysis scales  
Shape Sense Connect 100 + 200

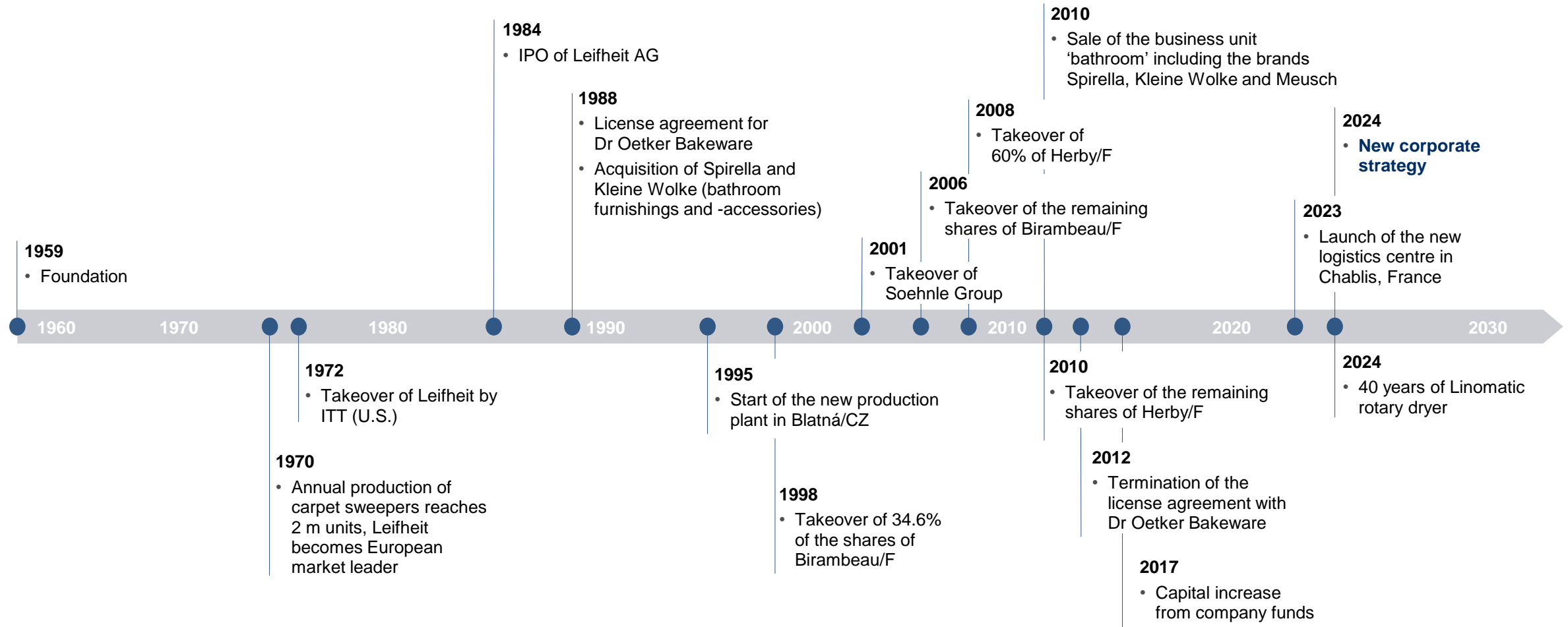


Blood pressure monitors  
Systo Monitor 200 + 300



Page Aqua Proof  
Kitchen Scale

# Leifheit – 65 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

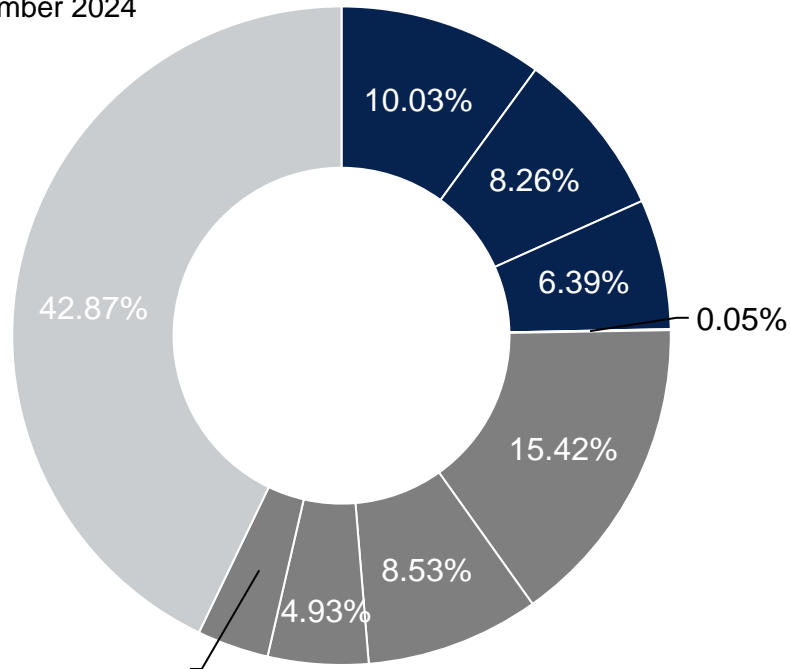
Bosch Laica Tanita  
ADE Homedics Beurer  
Sanitas Withings Terrailon

# Significant free float and international investors



## Shareholder structure

November 2024



- Non free float shareholders<sup>1</sup> 24.73%
- Free float<sup>1,2</sup> 75.27%

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

<sup>2</sup> 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	6.39%
Employee shares subject to a lock-up period	0.05%
Alantra EQMC Asset Management, SGIIC, SA, Madrid (ES)	15.42%
Gerlin Participaties Coöperatief U.A., Maarsbergen (NL)	8.53%
MainFirst SICAV, Senningerberg (LUX)	4.93%
Blackmoor Ownership Holdings Master Limited, London (UK)	3.52%
Voting rights under notification threshold	42.87%

# ESG: Strategic sustainability goals

## Focus on climate neutrality till 2030<sup>1</sup>



- 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 CO<sub>2</sub> 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 emissions<sup>1</sup> by means of certified projects for climate protection

Read more at our **sustainability report 2023**  
[www.leifheit-group.com/en/investor-relations/reports-and-presentations/](http://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)

<sup>1</sup> Scope 1 and scope 2 emissions

# 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:<sup>1</sup>  
Avoiding and reducing carbon emissions, supporting climate protection projects

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

Open, positive corporate culture driven by performance and teamwork

HR strategy geared towards employer attractiveness

Focus on employee safety and health

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 measures to ensure compliant and ethical conduct

Combating corruption and bribery as integral part of CMS

Protecting personal data according to the high standards of the GDPR



Read more at our **sustainability report 2023**

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

<sup>1</sup> Scope 1 and scope 2 emissions



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

We are pleased that our efforts towards sustainability are being noticed and rewarded by consumers.

- We were awarded the “**Germany’s Best Sustainability**” seal once again in 2023 for the third year running. The study was conducted by the IMWF Institut für Management- und Wirtschaftsforschung with research support from the Hamburg Institute of International Economics (HWWI) on behalf of Focus Money and Deutschland Test. The study analyses social listening data for some 19,600 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.
- As in the two previous years, the FAZ-Institut also once again awarded Leifheit the “**Excellent Sustainability**” certificate. The study analysed social listening data for some 20,000 companies and brands in a similar manner.
- In addition, Leifheit was awarded the “**Maximum Trust 2023**” award once again, achieving the highest ranking in the household products category. The study was conducted by the IMWF Institut für Management- und Wirtschaftsforschung on behalf of Focus Money and Deutschland Test.
- In the “**Sustainability Champions**” study conducted in cooperation with the daily newspaper Die Welt, the Leifheit and Soehnle brands were rated “very sustainable” in the “Household goods/kitchen utensils” sector. The result is based on a consumer survey in which a total of 1,291 companies from 78 sectors were assessed.

# Financial calendar and contact



## Financial calendar 2024 / 2025

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**25 - 27 November 2024**

Deutsche Börse – German Equity Forum 2024, Frankfurt

**9 April 2025**

Annual Reports 2024  
Analyst Conference

**7 May 2025**

Quarterly statement for the period ending 31 März 2025

**28 May 2025**

Annual General Meeting

**7 August 2025**

Half-year report 2025

**6 November 2025**

Quarterly statement for the period ending 30 September 2025

## Contact

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Corporate Communications / Investor Relations

Phone: +49 2604 977-218

E-Mail: [ir@leifheit.com](mailto:ir@leifheit.com)

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

**LEIFHEIT**

Aktiengesellschaft

Postfach 11 65  
D-56377 Nassau