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Executive Summary Q1 2021

- Group turnover up 25.5% to € 86.2 m
- Germany growing Q3 +33%, Q4 +41%, Q1 +38%
- Soehnle up 27.5% with effective TV campaign
- EBIT almost doubled yoy: up 96% to € 8.3 m
- Gross margin improved from 44.7% to 45.2%
- No cash flow improvement yet due to strongly growing turnover and hence receivables
Very good Q1 2021 – but effects of COVID-19 pandemic continue to be noticeable

**Very good start to the 2021 financial year**

- Successful start of new TV campaigns for Leifheit and Soehnle
- Fast growth in online retail compensates Covid-19 closures of brick & mortar retail

**Nevertheless, effects of COVID-19 pandemic still clearly noticeable**

- Important sales channels like DIY and electro stores 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 unchanged: 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 Mikrofaser, Wischer für Fliesen un...

Leifheit Set Clean Twist Disc Mop Wischer für nabelsaubere Reinigung, Wischmop mit effizienter Schleudertechnologie,

Leifheit Standtrockner Pegasus 150 Solid Slim, standfester Wäschetücher mit Flügeln auch für lange Kleidungsstücke, besonders schmaler Flügelwäsche Trockner passt auch durch enge Türen

Leifheit Wäscheschirm Linomatic 500 Deluxe mit Leineneinzug für saubere Wäsche, Wäschespinne für die ganze Familie, Wäscheständer
Leifheit is financially solid and pays good dividends to shareholders.

**Commitment to shareholders**

Dividend payments 1984 - 2020*

**Strong financial structure**
in € m

**Assets**

<table>
<thead>
<tr>
<th>Year</th>
<th>Cash and financial assets</th>
<th>Inventories</th>
<th>Receivables and other current assets</th>
<th>Other non-current assets</th>
<th>Non-current assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>31/12/2020</td>
<td>230</td>
<td>39</td>
<td>60</td>
<td>11</td>
<td>57</td>
</tr>
<tr>
<td>31/03/2021</td>
<td>243</td>
<td>26</td>
<td>62</td>
<td>11</td>
<td>56</td>
</tr>
</tbody>
</table>

**Liabilities**

<table>
<thead>
<tr>
<th>Year</th>
<th>Other provisions and liabilities</th>
<th>Pension reserves</th>
<th>Equity</th>
</tr>
</thead>
<tbody>
<tr>
<td>31/12/2020</td>
<td>230</td>
<td>68</td>
<td>100</td>
</tr>
<tr>
<td>31/03/2021</td>
<td>243</td>
<td>64</td>
<td>110</td>
</tr>
</tbody>
</table>

**Strong products and brands**

**Strong long-term stock performance**
in %

<table>
<thead>
<tr>
<th>Year</th>
<th>Leifheit indexed</th>
<th>SDAFX indexed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>100</td>
<td>600</td>
</tr>
<tr>
<td>2011</td>
<td>110</td>
<td>650</td>
</tr>
<tr>
<td>2012</td>
<td>120</td>
<td>700</td>
</tr>
<tr>
<td>2013</td>
<td>130</td>
<td>750</td>
</tr>
<tr>
<td>2014</td>
<td>140</td>
<td>800</td>
</tr>
<tr>
<td>2015</td>
<td>150</td>
<td>850</td>
</tr>
<tr>
<td>2016</td>
<td>160</td>
<td>900</td>
</tr>
<tr>
<td>2017</td>
<td>170</td>
<td>950</td>
</tr>
<tr>
<td>2018</td>
<td>180</td>
<td>1000</td>
</tr>
<tr>
<td>2019</td>
<td>190</td>
<td>1050</td>
</tr>
<tr>
<td>2020</td>
<td>200</td>
<td>1100</td>
</tr>
<tr>
<td>2021</td>
<td>210</td>
<td>1150</td>
</tr>
</tbody>
</table>

*2020 Proposal
New strategy transforms Leifheit into a growing business

Group turnover development

in %

<table>
<thead>
<tr>
<th>Year</th>
<th>FY 2016</th>
<th>FY 2017</th>
<th>FY 2018</th>
<th>Q1 2020</th>
<th>Q2 2020</th>
<th>Q3 2020</th>
<th>Q4 2020</th>
<th>Q1 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth</td>
<td>+2.3%</td>
<td>-0.1%</td>
<td>-1.1%</td>
<td>+6.8%</td>
<td>+7.9%</td>
<td>+28.4%</td>
<td>+22.6%</td>
<td>+25.5%</td>
</tr>
</tbody>
</table>

New growth strategy
EBIT and Earnings per share almost doubled vs year before. Gross margin further improved

<table>
<thead>
<tr>
<th></th>
<th>Q1 2020</th>
<th>Q1 2021</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group turnover</td>
<td>€ m</td>
<td>68.7</td>
<td>86.2</td>
</tr>
<tr>
<td>Gross margin</td>
<td>%</td>
<td>44.7</td>
<td>45.2</td>
</tr>
<tr>
<td>Foreign currency result</td>
<td>€ m</td>
<td>-0.2</td>
<td>0.3</td>
</tr>
<tr>
<td>EBIT</td>
<td>€ m</td>
<td>4.3</td>
<td>8.3</td>
</tr>
<tr>
<td>EBIT margin</td>
<td>%</td>
<td>6.2</td>
<td>9.7</td>
</tr>
<tr>
<td>Earnings before taxes (EBT)</td>
<td>€ m</td>
<td>4.0</td>
<td>8.2</td>
</tr>
<tr>
<td>Net result for the period</td>
<td>€ m</td>
<td>2.9</td>
<td>5.8</td>
</tr>
<tr>
<td>EPS</td>
<td>€</td>
<td>0.31</td>
<td>0.61</td>
</tr>
</tbody>
</table>
Growth-related higher Working Capital affected liquidity

<table>
<thead>
<tr>
<th>in € m</th>
<th>Q1 2020</th>
<th>Q1 2021</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash flow from operating activities</td>
<td>-9.6</td>
<td>-11.4</td>
<td>-1.8</td>
</tr>
<tr>
<td>Cash flow from investment activities</td>
<td>-1.6</td>
<td>-0.8</td>
<td>0.8</td>
</tr>
<tr>
<td>Cash flow from financing activities</td>
<td>-0.2</td>
<td>-0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Cash and cash equivalents at the end of reporting period</td>
<td>39.0</td>
<td>26.5</td>
<td>-12.5</td>
</tr>
<tr>
<td>Free cash flow¹</td>
<td>-11.1</td>
<td>-12.2</td>
<td>-1.1</td>
</tr>
<tr>
<td>Financial liabilities</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

- Turnover-related increase in working capital had an impact on cash flow in Q1 2021.
- Trade receivables rose by € 26.3 m due to turnover growth in Q1.
- Increase in inventories by € 2.3 m to ensure supply chain resilience in face of COVID-19 and expected turnover growth in 2021.
- We expect to see a significant improvement in the cash flow situation over the next few months and plan to reduce working capital yoy over the year 2021.

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.
Negative cash flow behind turnover growth (trade receivables), increased inventories (prepare future growth and secure supplies during pandemic) and seasonal effects

Group liquidity
31.12.2020 vs. 31.03.2021 in € m

- Increase in trade receivables as a result of turnover growth
- No noteworthy effects from aging of receivables in connection with COVID-19
- Increase in inventories due planned growth and to secure supply chain during the ongoing pandemic

Analyst meeting
May 2021
Our purpose? Happy consumers!

- Better Value for Money
- Long-lasting Quality
- Known through effective Advertising
- Broad Distribution
- Superior Products

Profit Stability Growth

Demand

Making life at home easy & convenient

Analyst meeting

May 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+

**KPIs**

- Revenue growth
- Gross margin
- EBIT margin

---

Analyst meeting

May 2021
Create consumer demand and make brands stronger

Peer group comparison Marketing spend and EBIT
in % of turnover

EBIT margin

Marketing spend

Leifheit 2019

1 Source: Annual reports 2020

P&G
Unilever
Leifheit Q1 2021
Beiersdorf

Analyst meeting
May 2021
In 2020 we tested massive advertising spend in several countries with strong results

Turnover development selected TV markets

<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>
In Q1 2021 we again achieved strong results in countries with massive TV spending.

Turnover development selected TV markets

<table>
<thead>
<tr>
<th>Country</th>
<th>Group turnover Q1 2021 in € m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>+31%</td>
</tr>
<tr>
<td>Italy</td>
<td>+46%</td>
</tr>
<tr>
<td>France</td>
<td>+54%</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>+24%</td>
</tr>
<tr>
<td>Romania</td>
<td>+22%</td>
</tr>
</tbody>
</table>
Encouraged by strong results in TV advertising test countries, we took the approach to our #1 market Germany H2/2020 & Q1/2021.
New strategy led to positive turnaround in Germany away from the recent downward trend

Group turnover development in Germany

in %

-4.4 | 2.5 | 0.7 | -4.1 | -0.4 | -2.3 | 32.8 | 40.7 | 38.3

SCALING UP SUCCESS
New growth strategy
Encouraged by strong advertising results on brand Leifheit, we scaled up this approach to Soehnle

Turnover development Soehnle scales product category in %

- Print campaign in Q3 2020 focused on Soehnle Page Profi 300 digital kitchen scales, which was awarded with “very good” test result.
- TV campaign in Q1 2021 focused on Soehnle Style Sense Safe 300 personal scale, also rated “very good”.

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2016</td>
<td>-8.2</td>
</tr>
<tr>
<td>FY 2017</td>
<td>-14.2</td>
</tr>
<tr>
<td>FY 2018</td>
<td>-4.7</td>
</tr>
<tr>
<td>FY 2019</td>
<td>-13.6</td>
</tr>
<tr>
<td>Q1 2020</td>
<td>1.7</td>
</tr>
<tr>
<td>Q2 2020</td>
<td>36.3</td>
</tr>
<tr>
<td>Q3 2020</td>
<td>30.2</td>
</tr>
<tr>
<td>Q4 2020</td>
<td>32.2</td>
</tr>
<tr>
<td>Q1 2021</td>
<td>51.6</td>
</tr>
</tbody>
</table>

New growth strategy
We are successfully expanding our distribution network

Permanent listings in 1,200 additional supermarkets in the DACH region
While spending more on consumer advertising, we continue to 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>3M 2020</th>
<th>3M 2021</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>5.0%</td>
<td>6.5%</td>
<td>+1.5 pp</td>
</tr>
<tr>
<td>Other marketing</td>
<td>5.4%</td>
<td>4.6%</td>
<td>3.6%</td>
<td>3.8%</td>
<td>3.6%</td>
<td>-0.2 pp</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>2.3%</td>
<td>2.4%</td>
<td>2.1%</td>
<td>1.7%</td>
<td>1.6%</td>
<td>-0.1 pp</td>
</tr>
<tr>
<td>Logistics¹</td>
<td>11.0%</td>
<td>11.5%</td>
<td>10.5%</td>
<td>9.8%</td>
<td>9.6%</td>
<td>-0.2 pp</td>
</tr>
<tr>
<td>Administration</td>
<td>6.1%</td>
<td>6.4%</td>
<td>5.4%</td>
<td>6.6%</td>
<td>5.3%</td>
<td>-1.3 pp</td>
</tr>
<tr>
<td>Cost of turnover</td>
<td>56.4%</td>
<td>56.8%</td>
<td>55.0%</td>
<td>55.3%</td>
<td>54.8%</td>
<td>-0.5 pp</td>
</tr>
<tr>
<td>OPEX² adj. by Consumer marketing</td>
<td>94.2%</td>
<td>94.7%</td>
<td>87.7%</td>
<td>88.8%</td>
<td>84.5%</td>
<td>-4.3 pp</td>
</tr>
<tr>
<td>OPEX²</td>
<td>94.9%</td>
<td>96.4%</td>
<td>93.2%</td>
<td>93.8%</td>
<td>91.0%</td>
<td>-2.8 pp</td>
</tr>
</tbody>
</table>

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

Analyst meeting  May 2021
## 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>

**Analyst meeting**

May 2021
SCALING UP SUCCESS

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

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

Group turnover by segment
3M 2020 vs 3M 2021 in € m

- Turnover in Household segment up by 22.5%, strong growth in all product categories due to successful TV campaigns and consumers’ increased need for hygiene.
- Wellbeing segment increased by 27.5%, mostly due to growth of Soehnle scales and Air purifiers.
- Private Label increased by 53.6% compared to Q1 2020 through pipeline filling effects due to distribution expansion and more Covid-19 retail closures in France in year ago Q1.

Group turnover by segment
3 M 2021
Strong turnover growth in Germany through successful TV advertising campaigns

- Growth trend in Germany: 38.3% growth following TV campaigns for Leifheit products as well as for Soehnle brand.
- Central Europe with strong growth of 24.3%. In particular, Austria, France and Italy grew significantly due to increased marketing activities.
- Eastern Europe with turnover decrease of 3.4%. Czech republic and Romania with double-digit growth rates. However, big promo Polish retail moved from 2020 Q1 to 2021 Q2 and Q3.
Annex

Our European production footprint ensured reliable supply to customers in spite of COVID-19 challenges in the supply chain.

Operating in more than 80 countries with 14 own branches.
Annex

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

Blue Chip client base

Distribution channels

Turnover in % (previous year’s figures)

- 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)

Turnover 2020:

€ 271.6 m

Annex

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

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

Blue Chip client base

Distribution channels

Turnover in % (previous year’s figures)

- 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)

Turnover 2020:

€ 271.6 m
Annex

Number of employees at a stable level

Employee development

31 Dec

<table>
<thead>
<tr>
<th>Region</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Label</td>
<td>1,106</td>
<td>1,098</td>
</tr>
<tr>
<td>Wellbeing</td>
<td>906</td>
<td>914</td>
</tr>
<tr>
<td>Household</td>
<td>148</td>
<td>137</td>
</tr>
</tbody>
</table>

Employees by region

31 Dec 2020

- **Germany**: 12.9%
- **Czech Republic**: 43.1%
- **France**: 7.3%
- **Other countries**: 36.7%
## 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</td>
<td>€ m</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>from operating activities</td>
<td></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></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>14.3</td>
<td>1.5</td>
<td>3.7</td>
<td>10.1</td>
<td>-5.5</td>
</tr>
<tr>
<td>EBIT</td>
<td>€ m</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>22.1</td>
<td>18.8</td>
<td>13.1</td>
<td>9.9</td>
<td>18.8</td>
</tr>
<tr>
<td>EBIT adjusted(^1)</td>
<td>€ m</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>21.8</td>
<td>20.3</td>
<td>12.8</td>
<td>9.6</td>
<td>19.7</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></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20.6</td>
<td>17.7</td>
<td>11.9</td>
<td>8.5</td>
<td>17.7</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>

\(^1\) 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></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Per share¹</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net result for the period, EPS²</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></th>
<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><strong>Employees</strong></td>
<td>No.</td>
<td>1,093</td>
<td>1,137</td>
<td>1,119</td>
<td>1,106</td>
</tr>
<tr>
<td><strong>Balance sheet total³</strong></td>
<td>€ m</td>
<td>239.4</td>
<td>224.9</td>
<td>221.8</td>
<td>214.6</td>
</tr>
<tr>
<td><strong>Equity</strong></td>
<td>€ m</td>
<td>104.6</td>
<td>98.5</td>
<td>101.8</td>
<td>96.2</td>
</tr>
<tr>
<td><strong>Equity ratio</strong></td>
<td>%</td>
<td>43.7</td>
<td>43.8</td>
<td>45.9</td>
<td>44.8</td>
</tr>
<tr>
<td><strong>Liquidity</strong></td>
<td>€ m</td>
<td>69.5</td>
<td>57.2</td>
<td>50.9</td>
<td>50.3</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

Analyst meeting: May 2021
Annex

Experienced Management

Henner Rinsche
CEO

Previous experience
• President Europe at SodaStream
• Various leading positions at Procter & Gamble, PepsiCo, Danone and Henkel

Core competencies
• General management and consumer goods marketing

Igor Iraeta Munduate
COO

Previous experience
• Many years of experience as CTO at Igus GmbH and Stoba Präzisionstechnik
• Various technical management positions at Robert Bosch GmbH

Core competencies
• Digitalization, IoT, Industry 4.0, implementation of lean production systems, agile “Scrum” methods

Marco Keul
CFO

Previous experience
• Resp. for Controlling, IT/Business processes and internal sales services as Vice president finance at Leifheit AG
• Years of experience as Head of Controlling at Leifheit AG

Core competencies
• IT, Finance & Controlling
Annex

Committed to shareholder returns

Long-term dividend development

Dividend per share / in €

<table>
<thead>
<tr>
<th>Year</th>
<th>Dividend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>1.05 €</td>
</tr>
<tr>
<td>2019</td>
<td>1.00 €</td>
</tr>
<tr>
<td>2018</td>
<td>0.80 €</td>
</tr>
<tr>
<td>2017</td>
<td>0.60 €</td>
</tr>
<tr>
<td>2016</td>
<td>0.50 €</td>
</tr>
<tr>
<td>2015</td>
<td>0.40 €</td>
</tr>
<tr>
<td>2014</td>
<td>0.30 €</td>
</tr>
<tr>
<td>2013</td>
<td>0.20 €</td>
</tr>
<tr>
<td>2012</td>
<td>0.10 €</td>
</tr>
<tr>
<td>2011</td>
<td>0.00 €</td>
</tr>
</tbody>
</table>

Dividend yield¹ ²

<table>
<thead>
<tr>
<th>Year</th>
<th>Dividend yield</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>2.4%</td>
</tr>
<tr>
<td>2019</td>
<td>2.3%</td>
</tr>
<tr>
<td>2018</td>
<td>2.2%</td>
</tr>
<tr>
<td>2017</td>
<td>1.6%</td>
</tr>
<tr>
<td>2016</td>
<td>5.1%</td>
</tr>
<tr>
<td>2015</td>
<td>5.6%</td>
</tr>
<tr>
<td>2014</td>
<td>5.3%</td>
</tr>
<tr>
<td>2013</td>
<td>3.9%</td>
</tr>
<tr>
<td>2012</td>
<td>3.8%</td>
</tr>
<tr>
<td>2011</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

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

Analyst meeting

May 2021
Annex

**Leifheit awards (selection)**

- **Floor wiper Profi micro duo**
- **Disc Mop Ergo**
- **CLEAN TWIST M Ergo**
- **Isolating jug Columbus**
- **Salad spinner Comport Line**
- **Rotary dryers Linomatic**
- **Window vacuum cleaner Nemo**
- **Window vacuum cleaners**
- **Isolating mugs Flip 600 + 350 ml**
- **Cordless vacuum wiper Regulus Aqua PowerVac**
- **Cordless vacuum Regulus PowerVac 2in1**
- **Steam Mop CleanTenso**
- **Laundry dryers Pegasus**
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

Air Purifier
AirFresh Clean 300 and Clean Connect 500
Annex

Leifheit – more than 60 years of passion for housework

1959
- Foundation

1960

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

1972

1980

1984
- IPO of Leifheit AG

1988
- License agreement for Dr Oetker Bakeware
- Acquisition of Spirella and Kleine Wolke (bathroom furnishings and accessories)

1990

1995
- Start of the new production plant in Blatná/CZ

1998
- Takeover of 34.6% of the shares of Birambeau/F

1999

2000

2001
- Takeover of Soehnle Group

2005

2006
- Takeover of the remaining shares of Birambeau/F

2008
- Takeover of 60% of Herby/F

2010
- Sale of the business unit “bathroom” including the brands Spirella, Kleine Wolke and Meusch
- Takeover of the remaining shares of Birambeau/F

2012
- Termination of the license agreement with Dr Oetker Bakeware
- Capital increase from company funds

2017

2019
- New Strategy “Scaling up Success”
European competitors by category

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

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

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

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

*Analyst meeting*
Annex

Significant free float and international investors

Shareholder structure

May 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>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

**Germany’s Most Sought-after Products & Services**
- Jan 2020
- IMWF Institut / FAZ-Institut

2nd place
Household items
99.5 points

**Highest Level of Trust**
- Oct 2020
- Deutschland Test / Focus Money

1st place
Home appliances
100.0 points

5th place
Household items
100.0 / 86.2 points

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

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.

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.

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.

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.