



# SCALING UP SUCCESS

## Investor & Analyst meeting March 24, 2021



CLEAN TWIST M floor wiper



CLEAN TWIST disc mop



Profi XL floor wiper



Regulus Aqua PowerVac cordless vacuum wiper



Pegasus drying rack



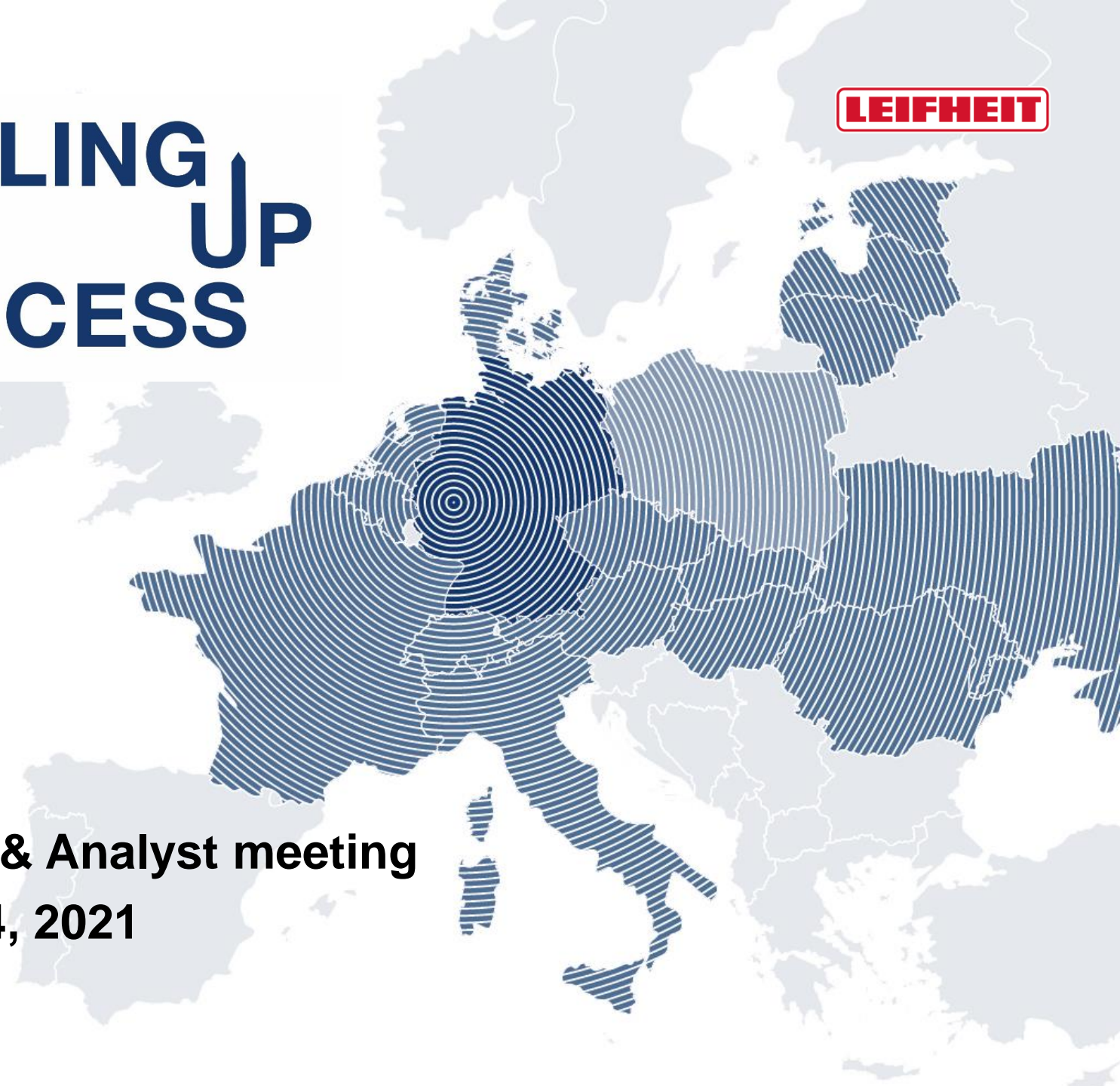
Linomatic rotary dryer



Soehnle Style Sense digital personal scales



Soehnle Airfresh air purifier



# Disclaimer



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# Executive Summary FY 2020



**Group turnover up 16%  
to € 272 m in 2020**

**Group turnover up 22.6%  
in Q4 2020**

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

**2020 EBIT up 90% to € 18.8 m**

**Dividend proposal: 1.05 €,  
up 91% vs previous year**

# Good start to Q1 2021 but effects of COVID-19 pandemic continue to be noticeable



## Very good start to the 2021 financial year on the sales side

- Successful start of new TV campaigns for Leifheit products in Germany and other European markets as well as for Soehnle brand
- Increased consumer demand helps expand distribution network

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

- Important sales channels in key markets closed since December
- Significant rise in steel and plastic prices
- Tense situation in the sea freight sector
- Pandemic-related cost increases at Czech plant

## Forecast 2021: further turnover and EBIT increase despite COVID-19

- Turnover increase of at least 5%
- Household up 6%, Wellbeing up 7%, Private Label slightly above level of 2020
- EBIT between € 20 m and € 24 m
- Free cash flow between € 10 m and € 14 m



# Leifheit makes top quality household products, designed in Germany



Profi Floor Wiper  
4.7 stars



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

★★★★☆ 4,7 von 5

911 Sternebewertungen



CLEAN TWIST  
4.6 stars



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

★★★★☆ 4,6 von 5

2.148 Sternebewertungen



Pegasus 150  
4.6 stars

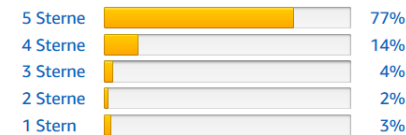


Dieser Artikel Leifheit Standtrockner Pegasus 150 Solid Slim, standfester Wäscheständer mit Flügeln auch für lange Kleidungsstücke, besonders schmaler Flügelwäschetrockner passt auch durch enge Türen

Bestseller Nr. 1

★★★★☆ 4,6 von 5

3.208 Sternebewertungen



Linomatic 500 Deluxe  
4.5 stars



Leifheit Wäscheschirm Linomatic 500 Deluxe mit Leineneinzug für saubere Wäsche, Wäschespinne für die ganze Familie, Wäscheständer

★★★★☆ 4,5 von 5

2.114 Sternebewertungen



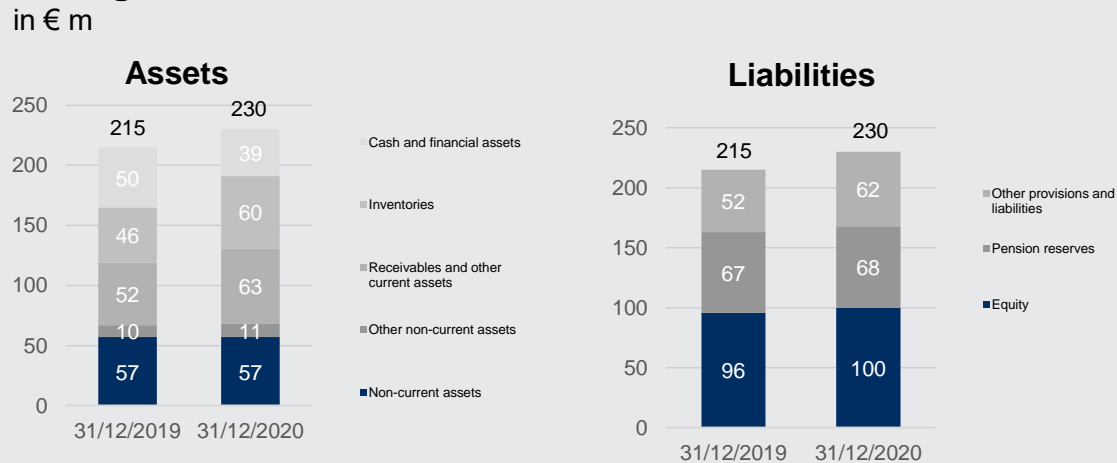
# Leifheit is financially solid and pays good dividends to shareholders



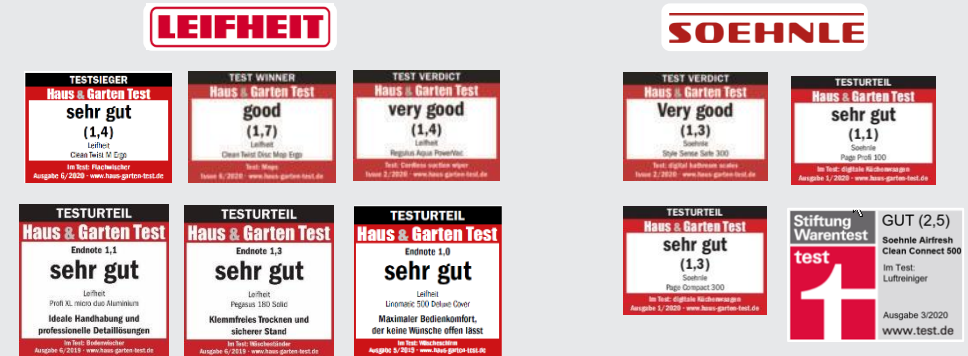
## Commitment to shareholders



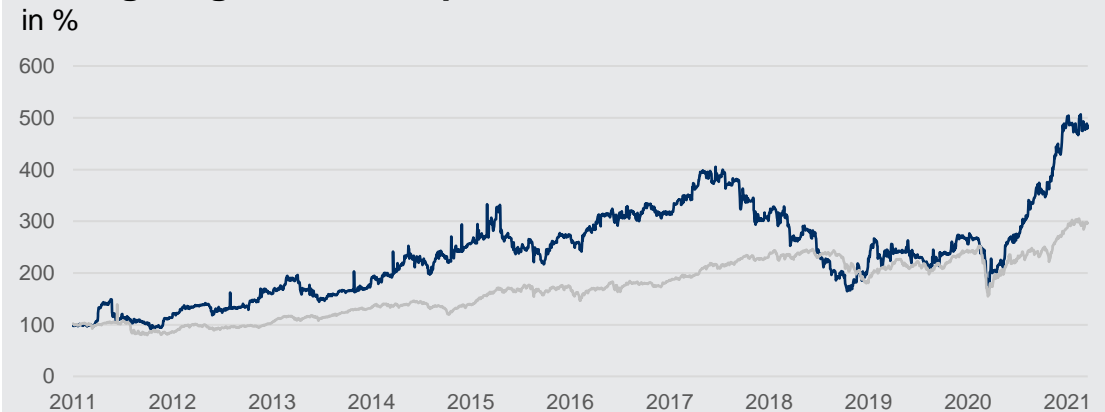
## Strong financial structure



## Strong products and brands



## Strong long-term stock performance

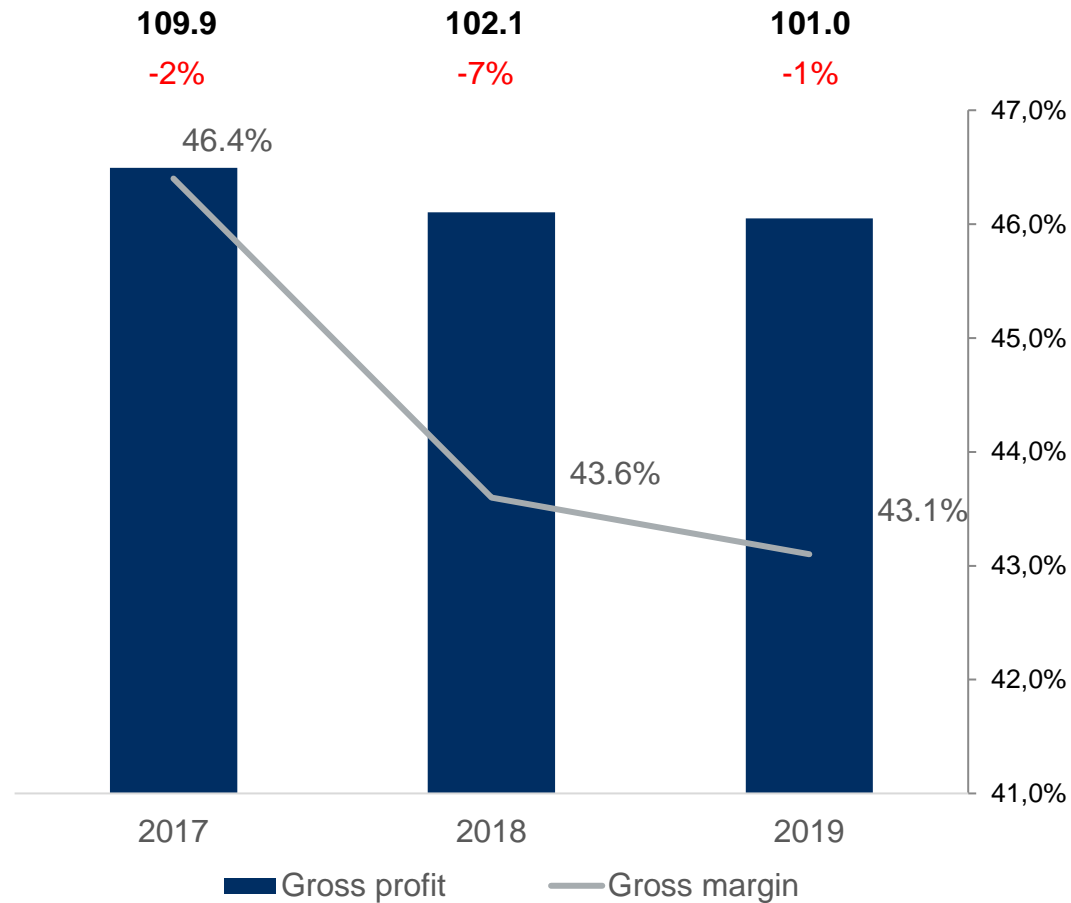


# However, our 2018 and 2019 results were disappointing... can we change that?



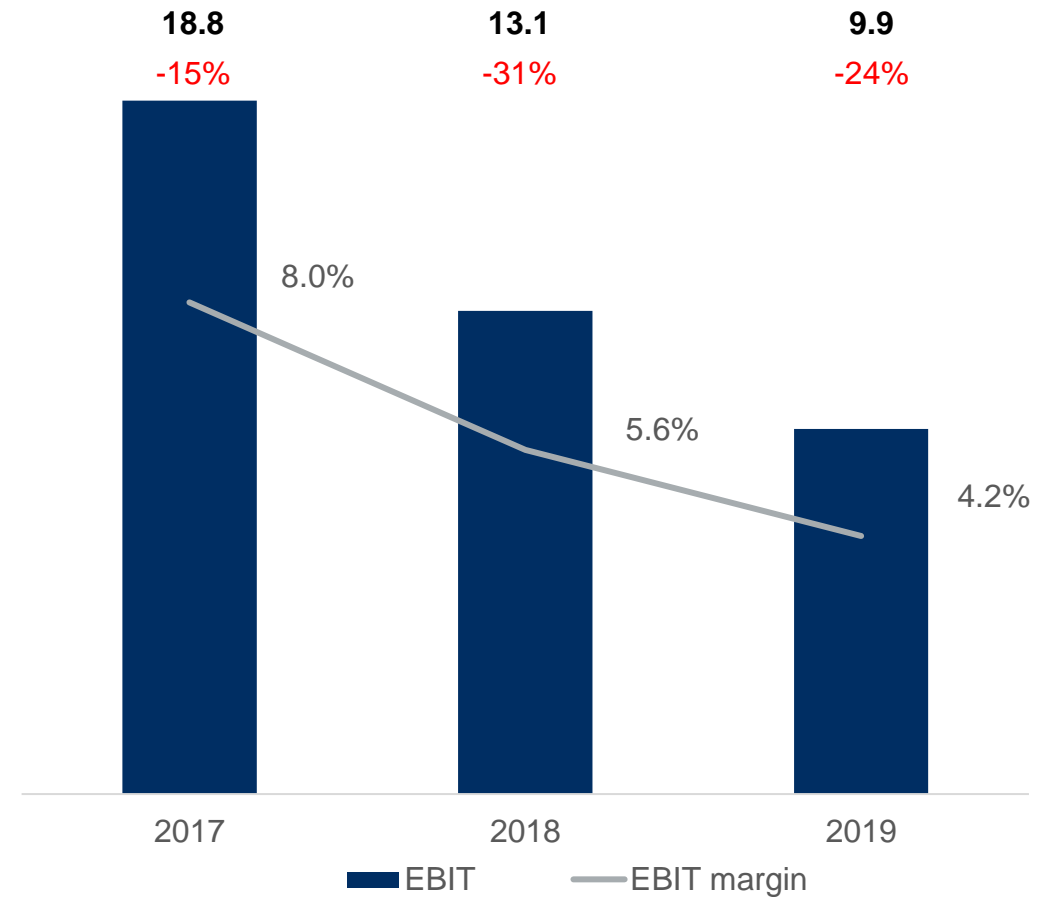
## Gross profit

in € m



## EBIT

in € m

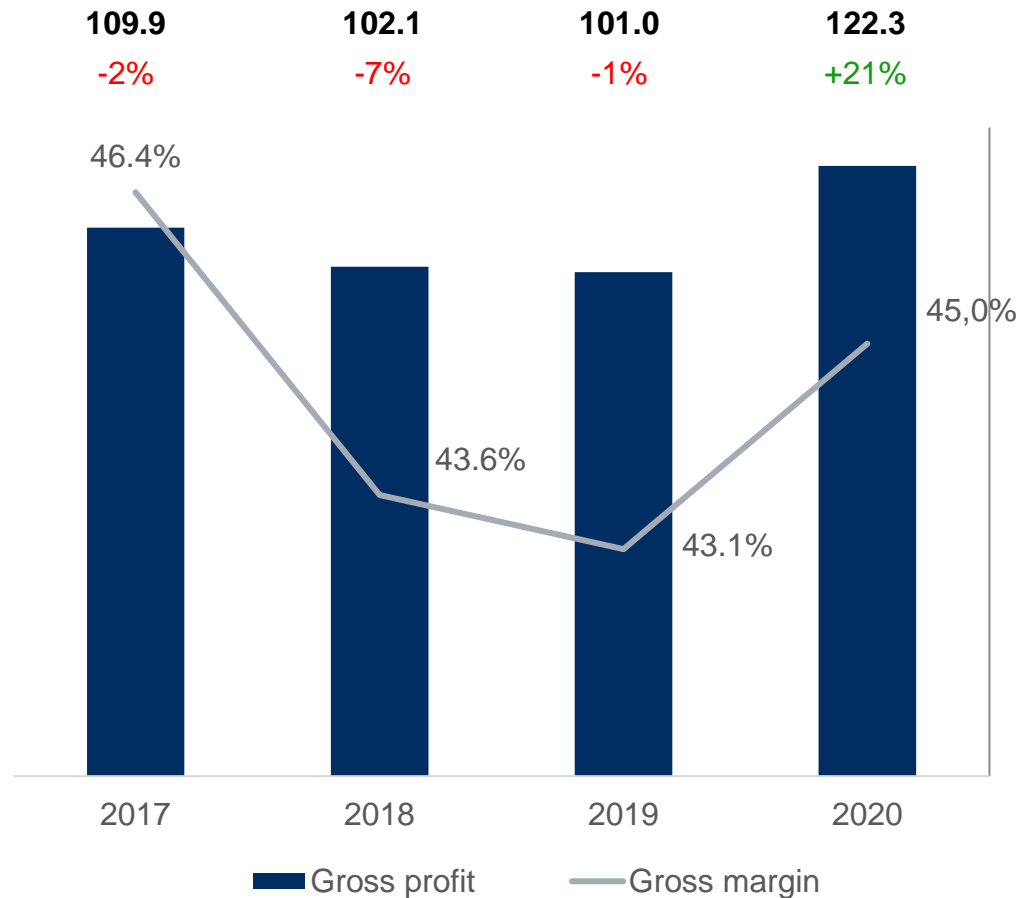


# Successful turnaround in 2020 - EBIT up 90% vs. 2019



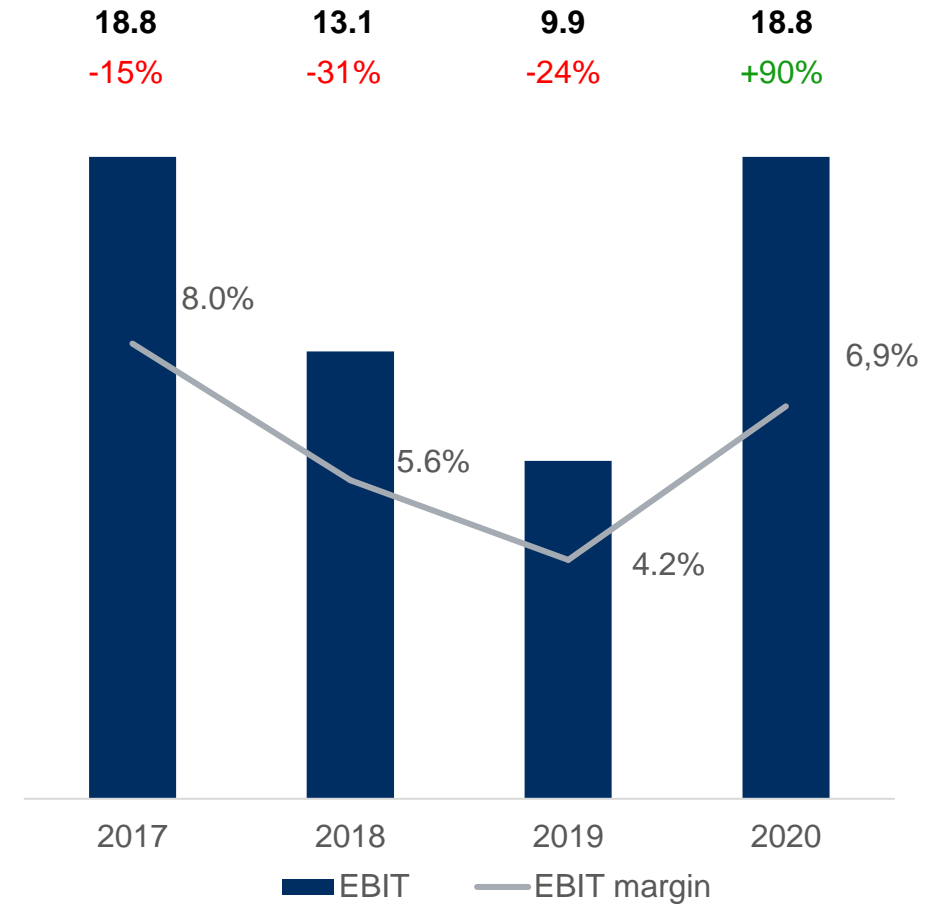
## Gross profit

in € m



## EBIT

in € m



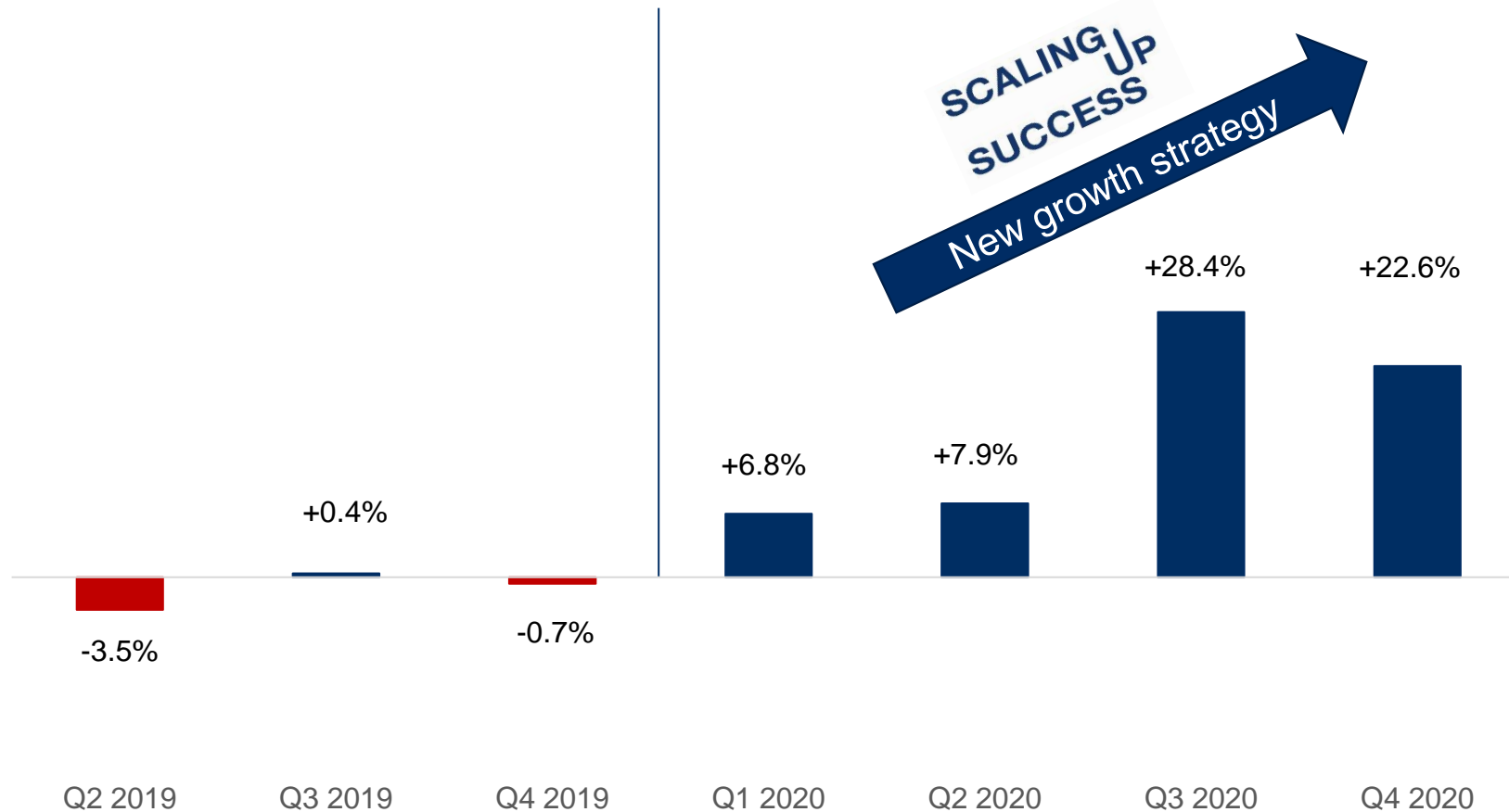


# New strategy transforms Leifheit into a growing business



## Group turnover development by quarters

in %



- After years of flat revenue now double-digit growth in 2020
- Very strong 2<sup>nd</sup> half '20 with more than 20% sales growth in Q3 and Q4
- Q4 growth affected by temporary closure of key distribution channels during the high-revenue Christmas period



# EBIT margin up by 270 basis points from 4.2% in 2019 to 6.9% in 2020



		2019	2020	Δ
Group turnover	€ m	234.0	271.6	16.0 %
Gross margin	%	43.1	45.0	1.9 pps
Foreign currency result	€ m	0.3	-0.9	> -100 %
EBIT	€ m	9.9	18.8	90.2 %
EBIT margin	%	4.2	6.9	2.7 pps
Earnings before taxes (EBT)	€ m	8.5	17.7	> 100 %
Net result for the period	€ m	5.8	12.5	> 100 %
EPS	€	0.61	1.32	> 100 %

# Growth and pandemic-related higher Working Capital affected liquidity



in € m	2019	2020	Δ
Cash flow from operating activities	15.9	4.0	-11.9
Cash flow from investment activities	-5.8	-9.5	-3.7
Cash flow from financing activities	-10.7	-6.0	4.7
Cash and cash equivalents at the end of reporting period	50.3	38.8	-11.5
Free cash flow <sup>1</sup>	10.1	-5.5	-15.6
Financial liabilities	-	-	-

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

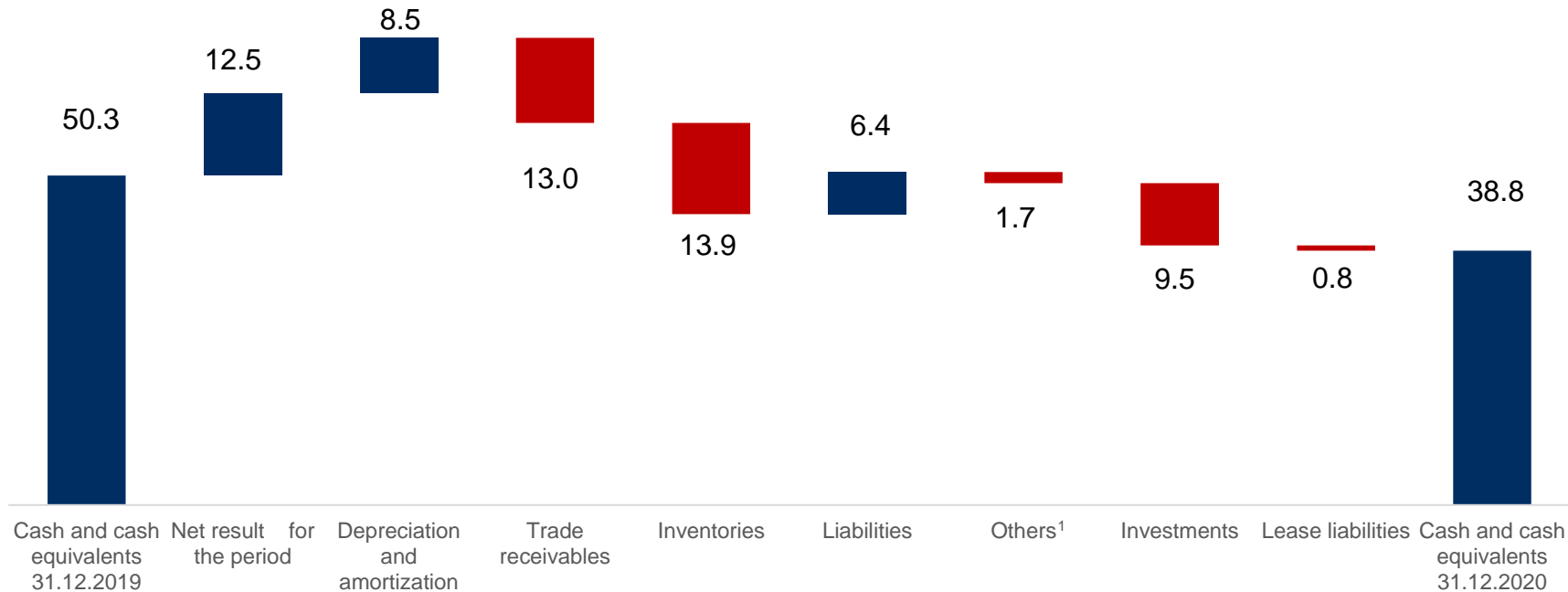
<sup>1</sup> Cash flow from operating activities and from investment activities, adjusted for incoming and outgoing payments in financial assets and, if existing, from acquisition and divestiture of business divisions.

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



## Group liquidity

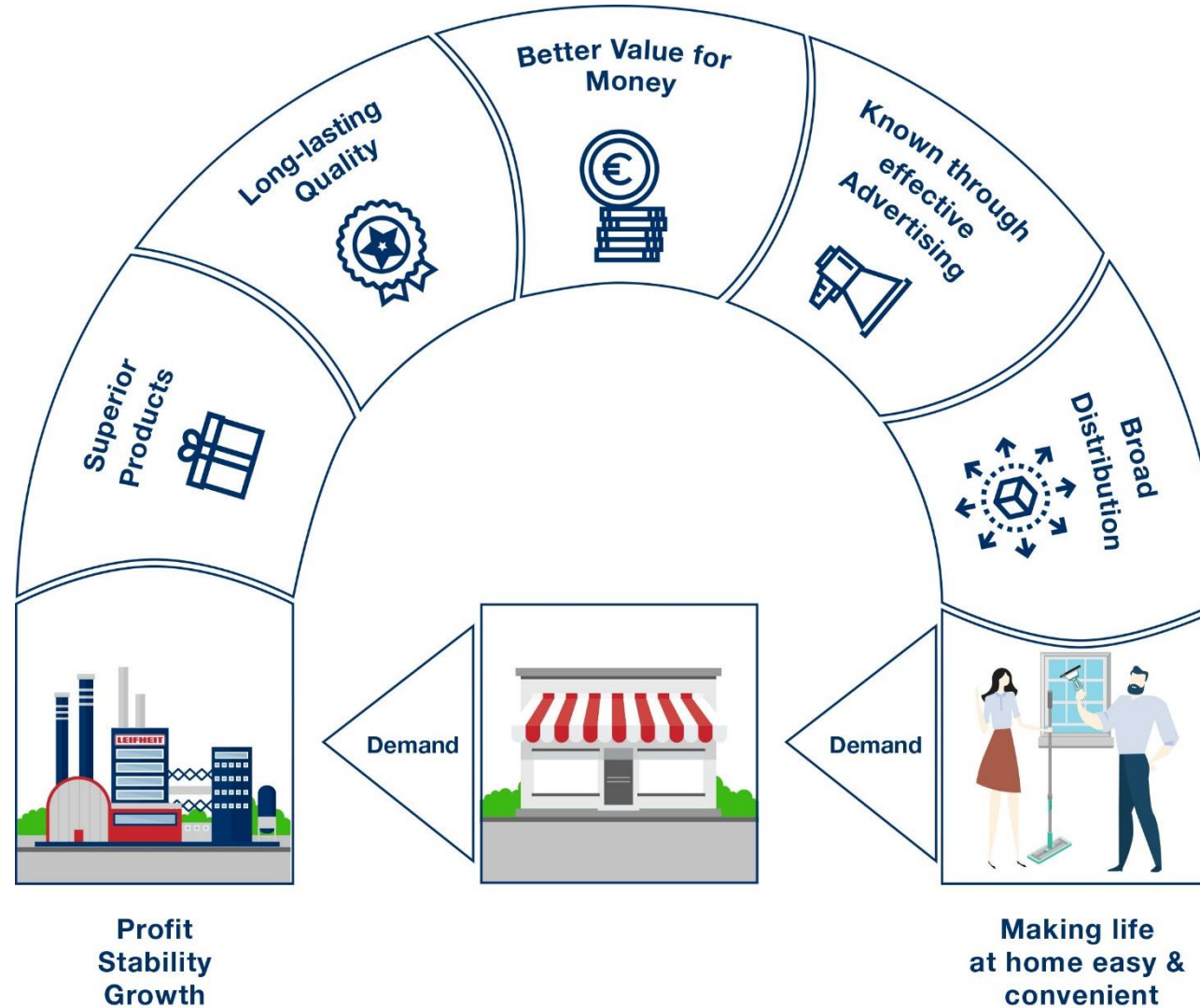
31.12.2019 vs. 31.12.2020 in € m



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

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

# Our purpose? Happy consumers!



# We call our strategy “Scaling up success”



		Focus		Level of Completion			KPIs
		Growth	Profitability	2019	2020	2020+	
1	<b>Create consumer demand</b> <ul style="list-style-type: none"> <li>Invest in pre-tested and scalable high ROI consumer advertising on profitable best sellers</li> <li>Launch new products only if margin &gt; average and if supported by pre-tested advertising</li> </ul>			2019 Concept	2020 Realisation	2020+ Impact	Revenue growth
2	<b>Increase national and international distribution</b> <ul style="list-style-type: none"> <li>Leverage stronger brand to attract additional retailers and e-tailers</li> <li>Ensure good sell-out in new retail partners with co-advertising</li> </ul>			2019 Concept	2020 Realisation	2020+ Impact	Gross margin
3	<b>Improve gross margins</b> <ul style="list-style-type: none"> <li>Focus on own “made in Europe” profitable products</li> <li>Negotiate win-win with retailers, growing their total but not their % profit.</li> <li>Take pricing and charge for logistics complexities</li> </ul>			2019 Concept	2020 Realisation	2020+ Impact	EBIT margin
4	<b>Reduce all cost except consumer advertising</b> <ul style="list-style-type: none"> <li>Reduce SKUs dramatically</li> <li>Strict R&amp;D discipline</li> <li>Create fun, friendly, fast &amp; fearless culture</li> <li>Growing revenues leverages current structure</li> </ul>			2019 Concept	2020 Realisation	2020+ Impact	

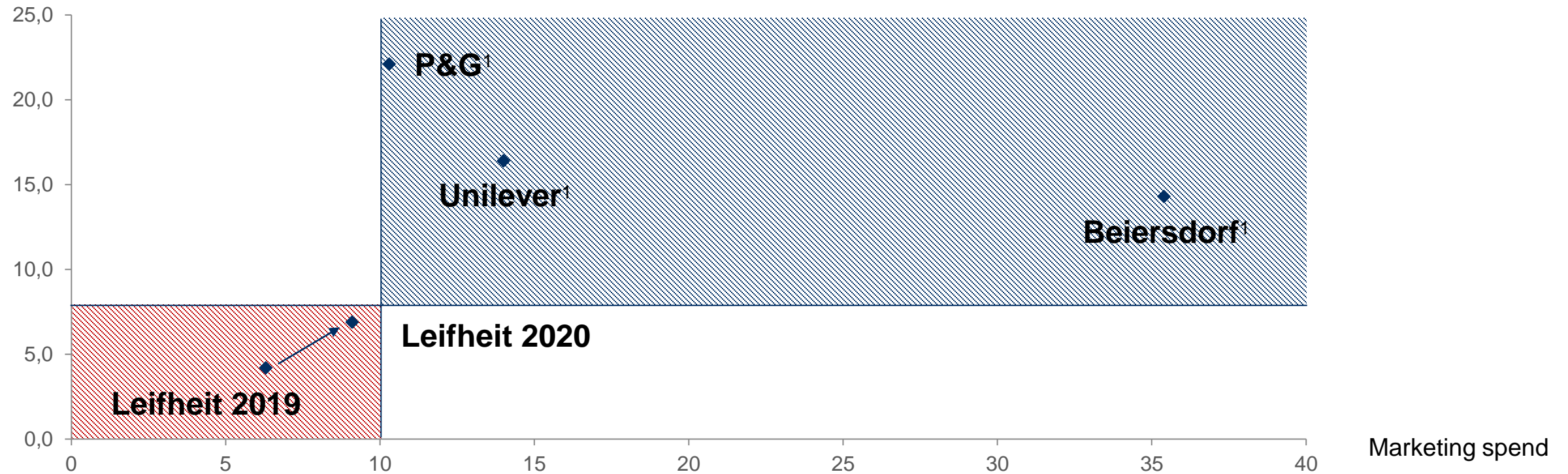
# ① Create consumer demand and make brands stronger



## Peer group comparison Marketing spend and EBIT

2020 in % of turnover

EBIT margin



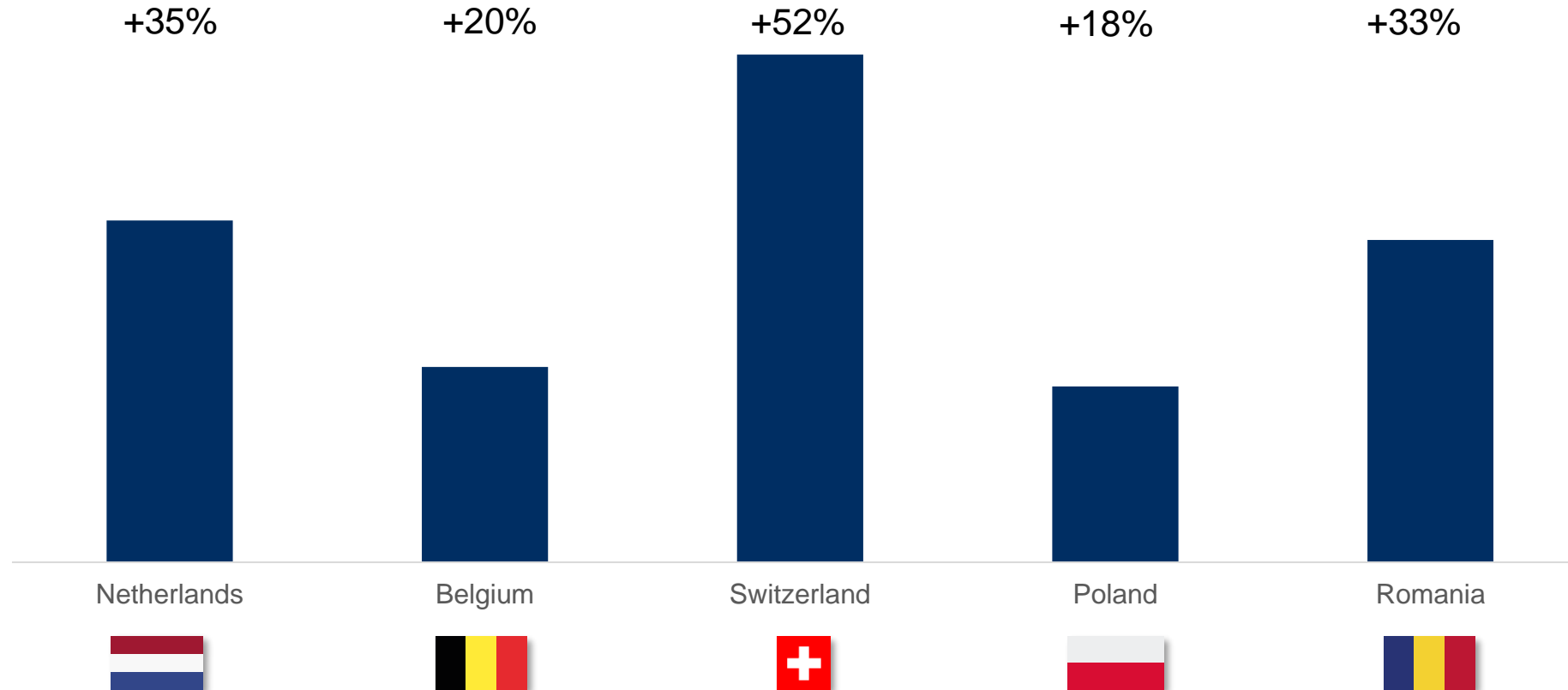
<sup>1</sup> Source: Annual reports 2020

# ① We tested massive advertising spend in several countries with strong results



## Turnover development selected TV markets

Group turnover 2020 in € m





# ① Encouraged by strong results in TV advertising test countries we took the approach to our #1 market Germany H2



## Turnover development Germany

Group turnover % change 2020 vs 2019

Q4 2020

+41%

FY 2020

+14,6%

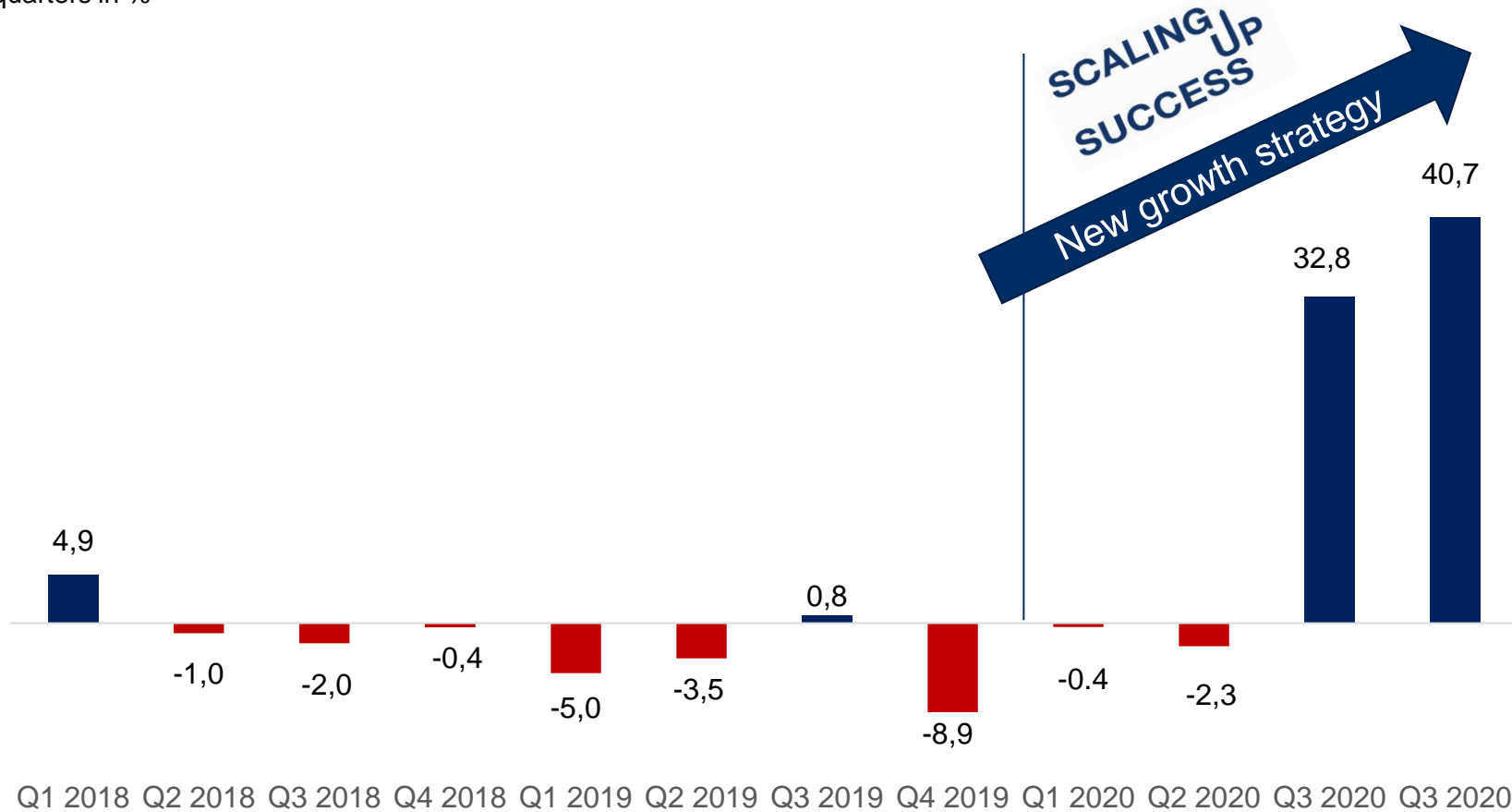


# ① New strategy led to positive turnaround in Germany away from the recent downward trend



## Group turnover development in Germany

by quarters in %



- Clear upward trend after years of flat sales
- Consumer advertising led to very strong 2<sup>nd</sup> half '20 with double-digit sales growth in Q3 and Q4



# ① Encouraged by strong advertising results on brand Leifheit, we scaled up this approach to brand Soehnle in Q3



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



② We are successfully expanding our distribution network in 2020



Permanent listings in

1,200

additional supermarkets  
in the DACH region



## ④ While spending more on consumer advertising, we drive down all other cost



% of Group turnover	FY 2018	FY 2019	FY 2020	Change	
Consumer marketing	0.7%	1.7%	5.5%	+3.8 pp	✓
Other marketing	5.4%	4.6%	3.6%	-1.0 pp	✓
R&D	2.3%	2.4%	2.1%	-0.3 pp	✓
Logistics <sup>1</sup>	11.0%	11.5%	10.5%	-1.0 pp	✓
Administration	6.1%	6.4%	5.4%	-0.9 pp	✓
Cost of turnover	56.4%	56.8%	55.0%	-1.9 pp	✓
OPEX <sup>2</sup> adj. by Consumer marketing	94.2%	94.7%	87,7%	-7.0 pp	✓
OPEX <sup>2</sup>	94.9%	96.4%	93,2%	-3.3 pp	✓

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

# Forecast 2021

## Turnover and earnings growth



	Forecast 2021
Group turnover	at least +5%
Turnover Household	at least +6%
Turnover Wellbeing	at least +7%
Turnover Private Label	Slight increase
Group EBIT	20 – 24 €m
Free Cashflow	10 – 14 €m



# SCALING UP SUCCESS

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

CLEAN TWIST M floor wiper



CLEAN TWIST disc mop



Profi XL floor wiper



Regulus Aqua PowerVac cordless vacuum wiper



Pegasus drying rack



Linomatic rotary dryer



Soehnle Style Sense digital personal scales



Soehnle Airfresh air purifier



**LEIFHEIT**

# SCALING UP SUCCESS

Your questions please.



**CLEAN TWIST M floor wiper**

TESTURTEIL  
**sehr gut (1,4)**



**CLEAN TWIST disc mop**

TESTURTEIL  
**gut (1,7)**



**Profi XL floor wiper**

TESTURTEIL  
**sehr gut (1,4)**



**Regulus Aqua PowerVac cordless vacuum wiper**

TESTURTEIL  
**sehr gut (1,4)**



**Pegasus drying rack**

TESTURTEIL  
**sehr gut**



**Linomatic rotary dryer**

TESTURTEIL  
**sehr gut**



**Soehnle Style Sense digital personal scales**

TESTURTEIL  
**sehr gut (1,3)**



**Soehnle Airfresh air purifier**

Stiftung Warentest  
**GUT (2,5)**



# **Annex**

# Leifheit Group structure



**Household**

**LEIFHEIT**

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Laundry Care

Cleaning

Kitchen goods

**Wellbeing**

**SOEHNLE**

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Personal scales

Kitchen scales

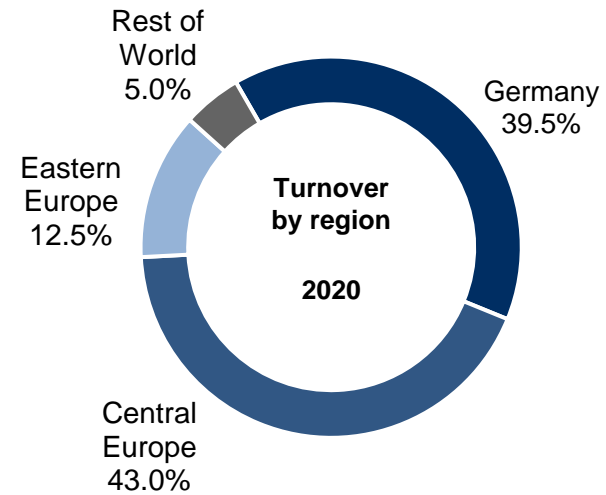
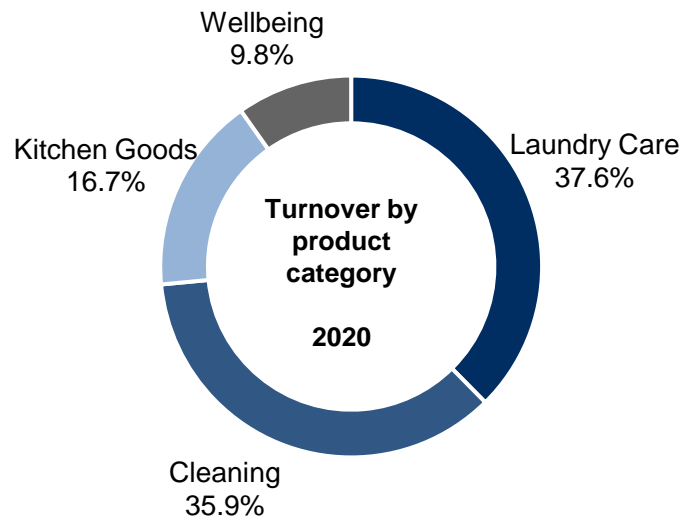
**Private Label**

**BIRAMBEAU**     **herby**

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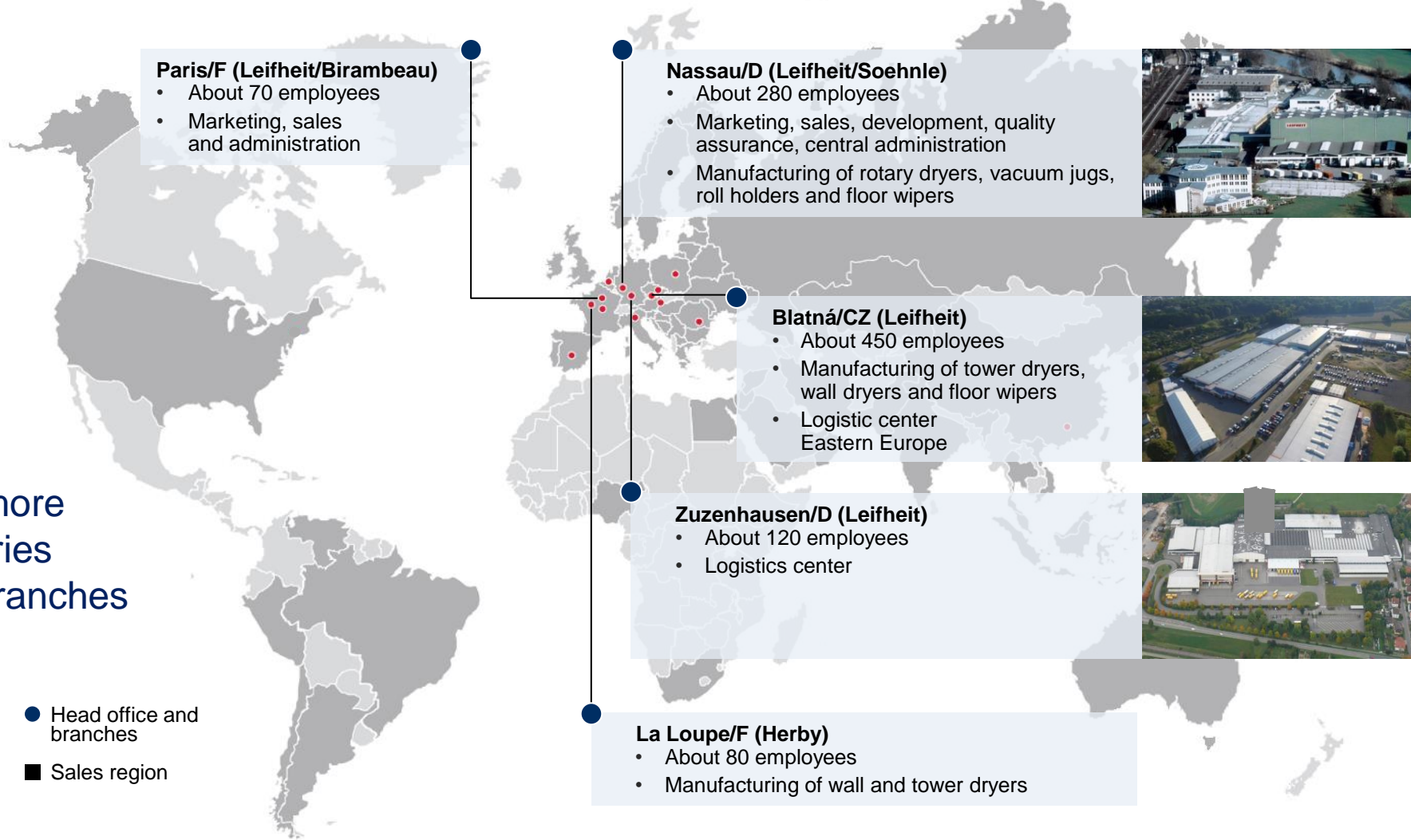
Kitchen goods

Standing Dryers



# 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



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

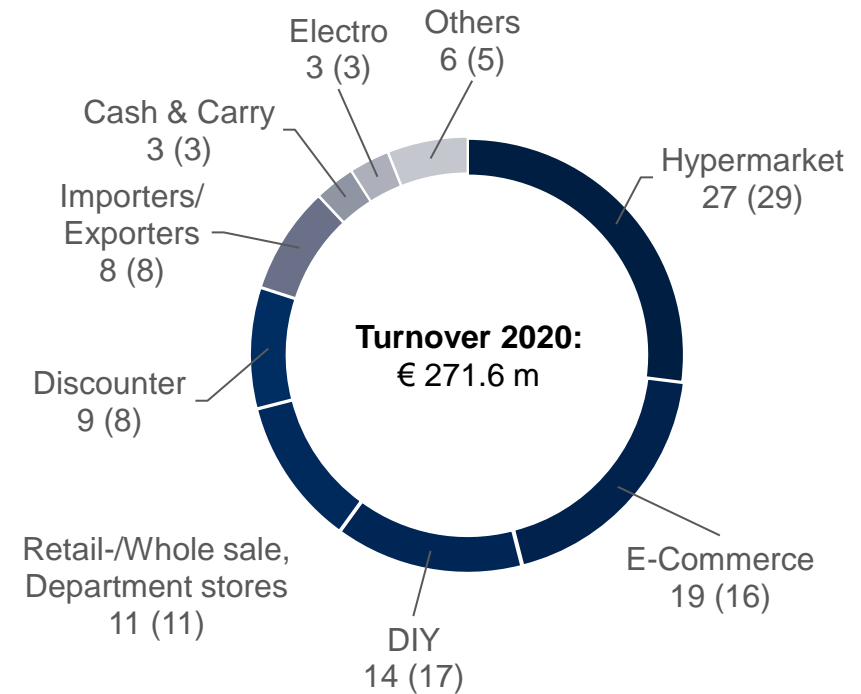


## Blue Chip client base



## Distribution channels

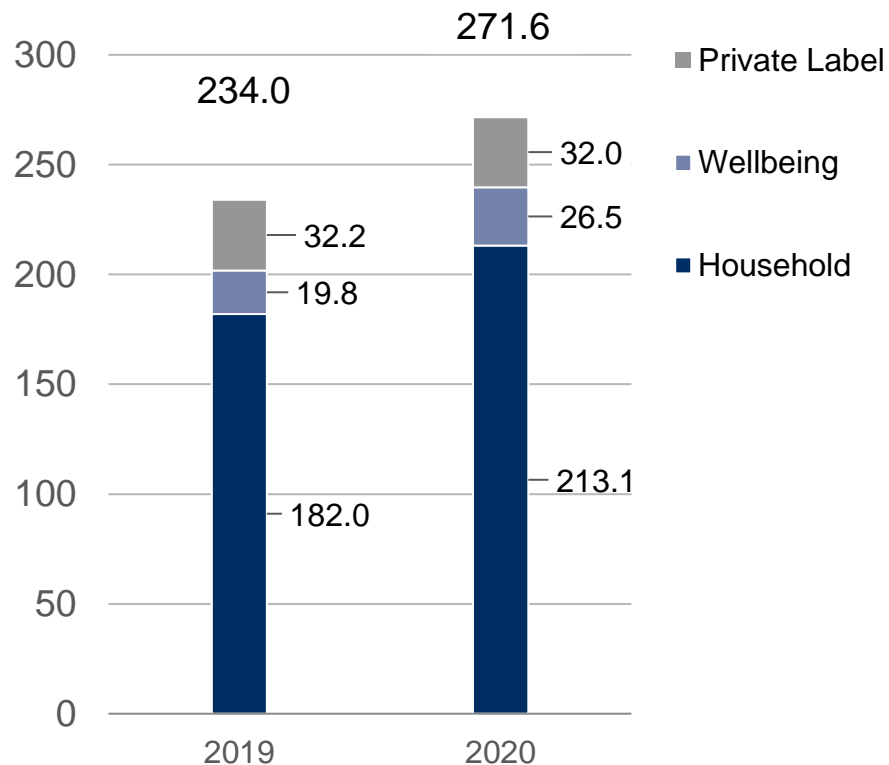
Turnover in % (previous year's figures)



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

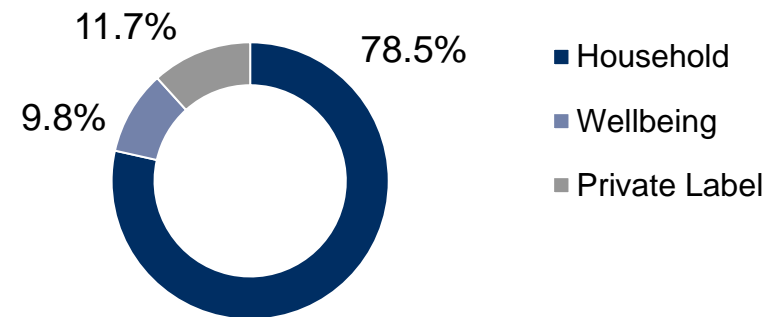
## Group turnover by segment

2019 vs 2020 in € m



## Group turnover by segment

2020

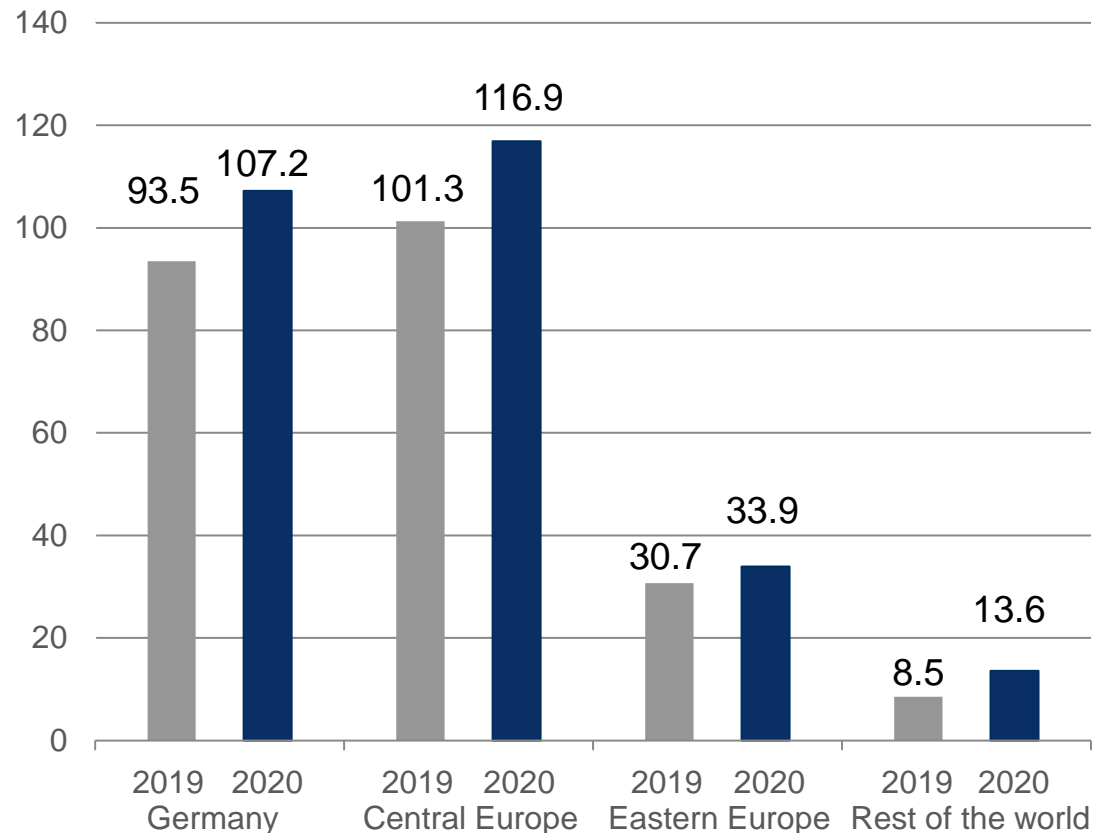


- Turnover in Household segment up by 17.0%, strong growth in product categories Cleaning and Laundry due to successful TV campaigns and consumers' increased need for hygiene.
- Wellbeing segment increased by 33.7%, mostly due to growth of Soehnle Medical and Airfresh ranges. Strong sales of kitchen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

# Turnaround in Germany through successful TV advertising campaigns

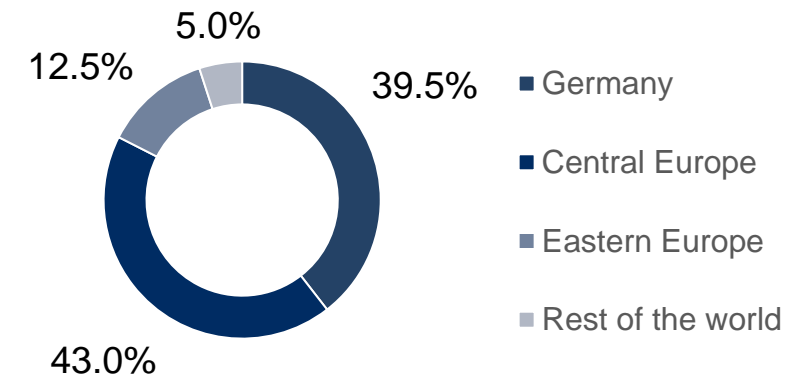
## Group turnover by region

2019 vs 2020 in € m



## Group turnover by region

2020



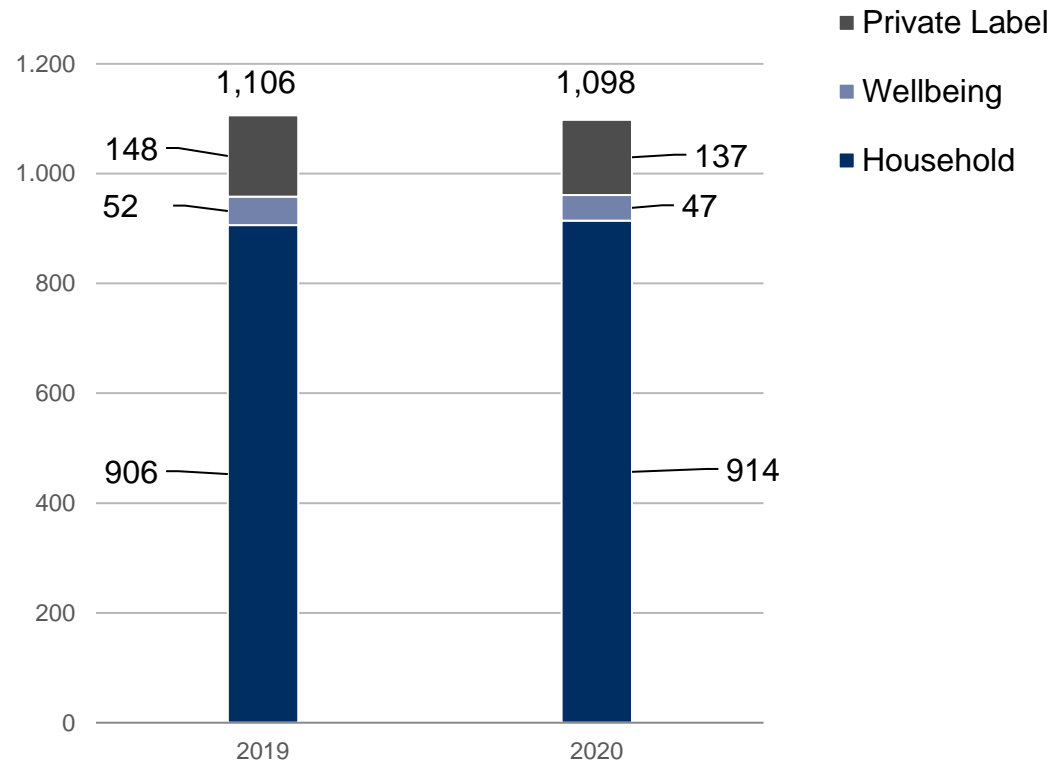
- Turnaround in Germany: 14.6% growth following large-scale TV advertising campaign in H2.
- Central Europe with strong growth of 15.5%. The Netherlands and Switzerland remain most important markets for Leifheit in the region.
- Eastern Europe with double digit turnover increase of 10.3% due to increased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

# Number of employees at a stable level



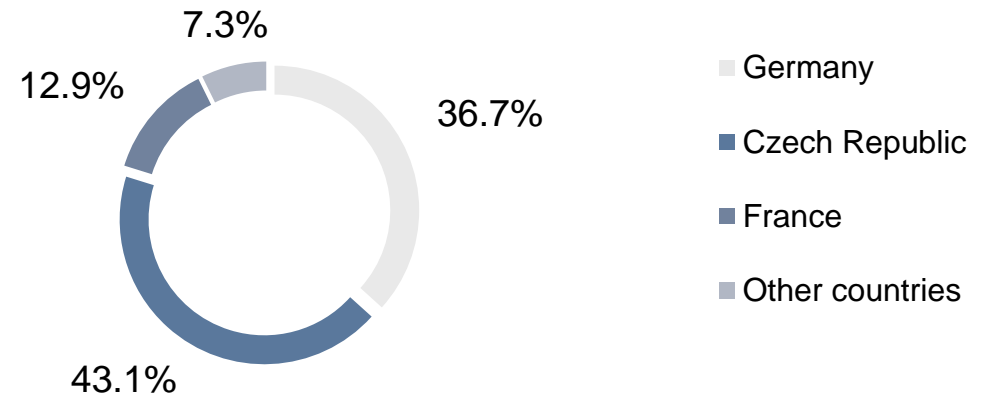
## Employee development

31 Dec



## Employees by region

31 Dec 2020



# Long-term financial overview



		2016	2017	2018	2019	2020
<b>Group turnover</b>	€ m	237.1	236.8	234.2	234.0	271.6
<b>Profitability</b>						
Gross margin	%	47.5	46.4	43.6	43.1	45.0
Cash flow from operating activities	€ m	21.8	7.2	10.2	15.9	4.0
Free cash flow	€ m	14.3	1.5	3.7	10.1	-5.5
EBIT	€ m	22.1	18.8	13.1	9.9	18.8
EBIT adjusted <sup>1</sup>	€ m	21.8	20.3	12.8	9.6	19.7
EBIT margin	%	9.3	8.0	5.6	4.2	6.9
EBT	€ m	20.6	17.7	11.9	8.5	17.7
Net result for the period	€ m	14.5	12.8	8.4	5.8	12.5
ROCE <sup>2</sup>	%	16.3	12.7	10.5	8.2	14.1

<sup>1</sup> Adjusted by foreign currency results

<sup>2</sup> Definition of ROCE changed in 2019, ROCE 2018 adjusted for comparability reasons



# Long-term financial overview



		2016	2017	2018	2019	2020
<b>Per share<sup>1</sup></b>						
Net result for the period <sup>2</sup>	€	1.53	1.35	0.88	0.61	1.32
Free cash flow	€	1.51	0.16	0.39	1.06	-0.57
Dividend <sup>2</sup>	€	1.05	1.05	1.05	0.55	1.05
Special dividend	€	0.40	--	--	--	--
<b>Investments</b>	€ m	7.8	7.8	6.6	6.0	9.6
<b>Depreciation</b>	€ m	6.2	6.4	6.9	8.2	8.5
		31/12/16	31/12/17	31/12/18	31/12/19	31/12/20
<b>Employees</b>	No.	1,093	1,137	1,119	1,106	1,089
<b>Balance sheet total<sup>3</sup></b>	€ m	239.4	224.9	221.8	214.6	230.0
<b>Equity</b>	€ m	104.6	98.5	101.8	96.2	100.4
<b>Equity ratio</b>	%	43.7	43.8	45.9	44.8	43.7
<b>Liquidity</b>	€ m	69.5	57.2	50.9	50.3	38.8

<sup>1</sup> Scrip issue in June 2017, 2013 – 2016 adjusted

<sup>2</sup> 2020: Proposal to the AGM

<sup>3</sup> Not including repurchased treasury shares

# Experienced Management



## Henner Rinsche

CEO + CFO

### Previous experience

- President Europe at SodaStream
- Various leading positions at Procter & Gamble, PepsiCo, Danone and Henkel

### Core competencies

- General management and consumer goods marketing



## Igor Iraeta Munduate

COO

### Previous experience

- Many years of experience as CTO at Iigus GmbH and Stoba Präzisionstechnik
- Various technical management positions at Robert Bosch GmbH

### Core competencies

- Digitalization, IoT, Industry 4.0, implementation of lean production systems, agile “Scrum” methods



## Marco Keul

Vice President Finance

### Previous experience

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

### Core competencies

- IT, Finance & Controlling

# Committed to shareholder returns

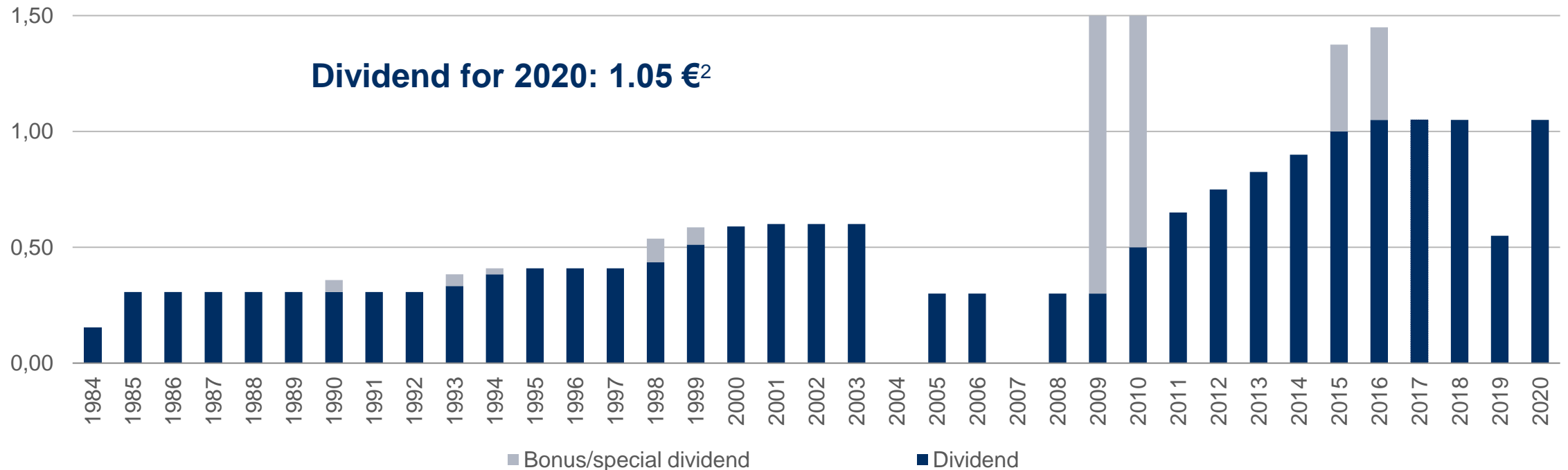


## Long-term dividend development

Dividend per share / in €

## Dividend yield <sup>1,2</sup>

2020:	2.4%	2016:	5.1%
2019:	2.3%	2015:	5.6%
2018:	5.9%	2014:	3.9%
2017:	3.8%	2013:	5.3%



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

<sup>2</sup> Dividend 2020: proposal to the AGM

# Leifheit awards (selection)



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

**2. Platz**  
GUT (1,5)  
Leifheit Profi micro duo  
Vergleich.org



Floor wiper  
Profi micro duo

**TEST VERDICT**  
**Haus & Garten Test**  
Final score 1.1  
**very good**  
Leifheit  
Profi XL, mehr als Aluminium  
convenient handling and  
professional detailed solution  
In: Test: Wippen  
Ausgabe 6/2019 www.haus-garten-test.de

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



CLEAN TWIST  
Disc Mop Ergo



Rotary dryers  
Linomatic

**Testsieger**  
GUT (1,8)  
Leifheit Linomatic Deluxe 500  
im Test: Wäschetroppen  
Vergleich.org

**TESTURTEIL**  
**Haus & Garten Test**  
Endnote 1.0  
**sehr gut**  
Leifheit  
Linomatic 500 Deluxe Cover  
Maximaler Bedienkomfort,  
der keine Wünsche offen lässt  
In: Test: Wäschetroppen  
Ausgabe 6/2019 www.haus-garten-test.de

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



Cordless vacuum wiper  
Regulus Aqua PowerVac

**TEST VERDICT**  
**Haus & Garten Test**  
**very good**  
(1,4)  
Leifheit  
Regulus Aqua PowerVac  
Zwei: Corlonen wackeln weiter  
Ausgabe 2/2018 www.haus-garten-test.de



Laundry dryers  
Pegasus

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

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

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



CLEAN TWIST  
M Ergo

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

**Alles Beste**  
Empfehlung  
Leifheit: Salbadreher  
In: Test: Salbadreher  
Ausgabe 3/2020 www.haus-garten-test.de



Salad spinner  
Comport Line

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



Window vacuum  
cleaner Nemo

**TEST VERDICT**  
**Haus & Garten Test**  
**good**  
(1,6)  
Leifheit  
window and bath vacuum cleaner Nemo  
In: Test: Wäscheputzer  
Ausgabe 6/2019 www.haus-garten-test.de



Window vacuum  
cleaners

**Alles Beste**  
Empfehlung  
Leifheit Dry & Clean  
In: Test: Fenstersauger  
Ausgabe 3/2019 www.haus-garten-test.de

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

**Stiftung Warentest**  
GUT (2,4)  
Fenstersauger  
Classic  
im Test:  
11 Fenstersauger  
Ausgabe 4/2019  
www.test.de

**TESTURTEIL**  
**Haus & Garten Test**  
**gut**  
(1,8)  
Leifheit  
Isolierbecher Flip 350ml  
In: Test: Thermobecher  
Ausgabe 3/2020 www.haus-garten-test.de



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



Isolating mugs  
Flip 600 + 350 ml

**ETM TESTMAGAZIN**  
Leifheit Isolierbecher Flip  
350 ml dark blue (03247)  
Leifheit  
**SEHR GUT** 92,6 %  
Vergleichstest  
14 Thermobecher  
Sehr gut: 10 gut  
www.etm-testmagazin.de



Cordless vacuum  
Regulus PowerVac 2in1

**testsieger.de**  
**1,9**  
08/2018  
**gut**  
Redaktions-Wertung  
Leifheit Regulus PowerVac 2in1  
**PLUS X AWARD**  
BESTES  
PRODUKT  
DES JAHRES  
2018  
www.testsieger.de

**TEST VERDICT**  
**Haus & Garten Test**  
Final score 1.9  
**Good**  
Leifheit  
Regulus PowerVac 2in1  
Good particle absorption and high  
charging efficiency  
In: Test: Staubsauger  
Ausgabe 6/2019 www.haus-garten-test.de

**Alles Beste**  
Empfehlung  
Leifheit 11925 Regulus PowerVac  
In: Test: Staubsauger  
Ausgabe 6/2019 www.haus-garten-test.de



Steam Mop CleanTenso

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

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

**TESTSIEGER**  
**Haus & Garten Test**  
Endnote 1.2  
**sehr gut**  
Leifheit  
CleanTenso 11910  
Hochwertiger Helfer  
mit sehr guter Funktion  
In: Test: Dampfbödenwenger  
Ausgabe 3/2019 www.haus-garten-test.de

# 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

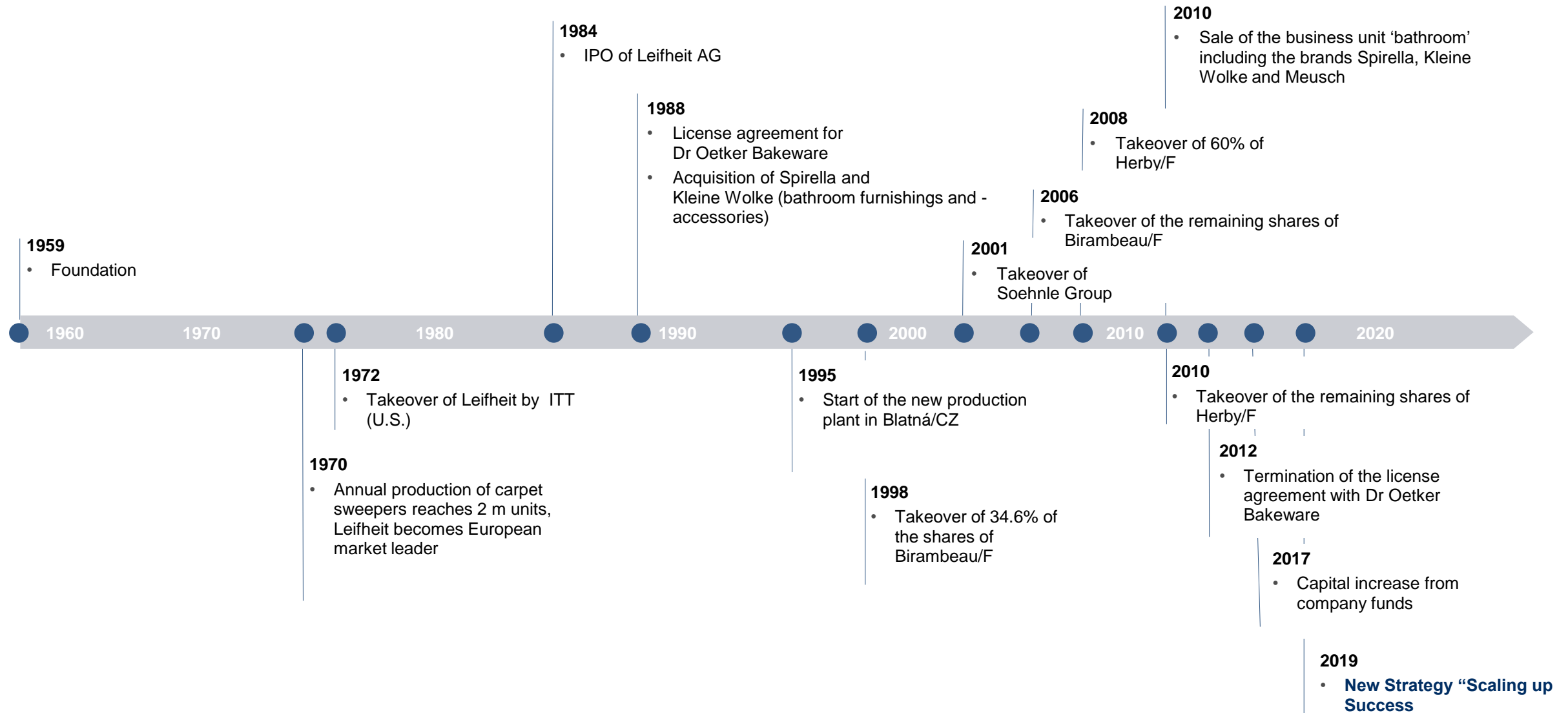


Blood pressure monitors  
Systo Monitor 200 + 300



Air Purifier  
AirFresh Clean 300  
and Clean Connect 500

# Leifheit – more than 60 years of passion for housework



# European competitors by category



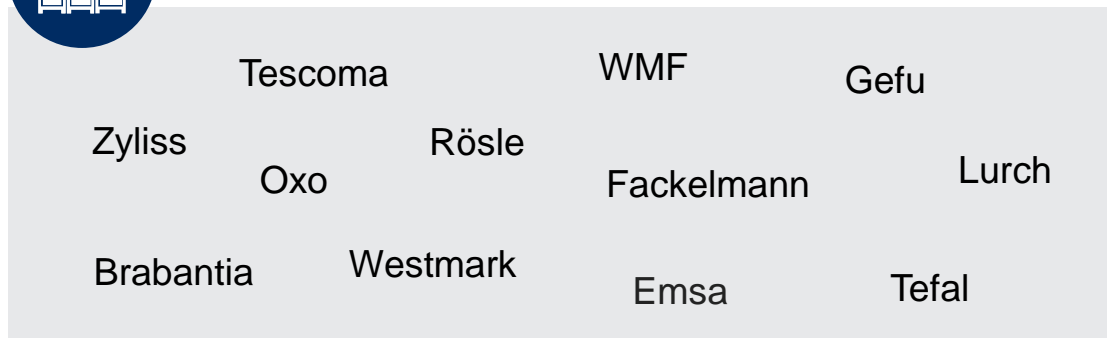
## Cleaning



## Laundry care



## Kitchen goods



## Wellbeing

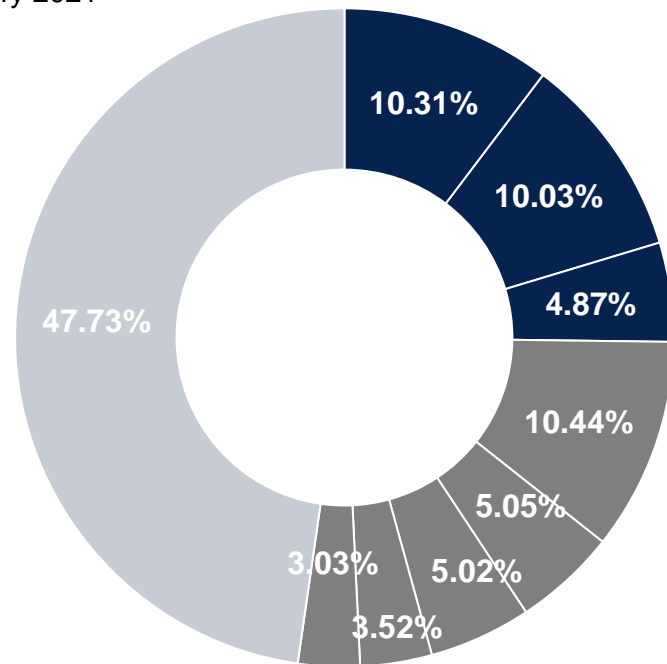


# Significant free float and international investors



## Shareholder structure

February 2021



- Joachim Loh, Haiger (GER), 10.31%
- MKV Verwaltungs GmbH, Grünwald (GER), 10.03%
- Leifheit AG Nassau (GER), treasury shares, 4.87%
- Alantra EQMC Asset Management, SGIIC, SA, Madrid (ES), 10.44%
- Teslin Capital Management BV/Gerlin NV, Maarsbergen (NL), 5.05%
- MainFirst SICAV, Senningerberg (LUX), 5.02%
- Blackmoor Ownership Holdings Master Limited, London (UK), 3.52%
- The Capital Group Companies, Inc., Los Angeles (USA), 3.03%
- Voting rights under notification threshold: 47.73%

● Non free float shareholders<sup>1</sup> 25.21%  
 ● Free float<sup>1,2</sup> 74.79%

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

<sup>2</sup> Including shareholdings of the management board



# Financial calendar and contact



## Dates 2021

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**11 May 2021**

Quarterly statement for the period ending 31 March 2021

**2 Jun 2021**

Annual General Meeting

**11 Aug 2021**

Financial report for the first half-year ending 30 June 2021

**11 Nov 2021**

Quarterly statement for the period ending 30 September 2021

## Contact

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Email: [ir@leifheit.com](mailto:ir@leifheit.com)

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



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

## Most Valuable Company

Sep 2020  
Deutschland Test / Focus Money



**1<sup>st</sup> place**  
**Home appliances**  
100.0 points

Study examines what companies **do for their employees and society**. Among other things, the **sustainability reports** of the largest German companies were evaluated according to the **GRI standard**.

## Germany's Most Sought-after Products & Services

Jan 2020  
IMWF Institut / FAZ-Institut



**2<sup>nd</sup> place**  
**Household items**  
99.5 points

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

## Highest Level of Trust

Oct 2020  
Deutschland Test / Focus Money



**1<sup>st</sup> place**  
**Household items**  
100.0 / 86.2 points



**5<sup>th</sup> place**

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

## Germany's Best Customer Hotline

Aug 2020  
IMWF Institut / FAZ-Institut



**1<sup>st</sup> place**  
**Home appliances**  
100.0 points

Study analyses social listening data for over **20,000 companies** in the categories customer service and satisfaction, hotline, price and service. **438 million online outlets** serve as a source.

**LEIFHEIT**

Aktiengesellschaft

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