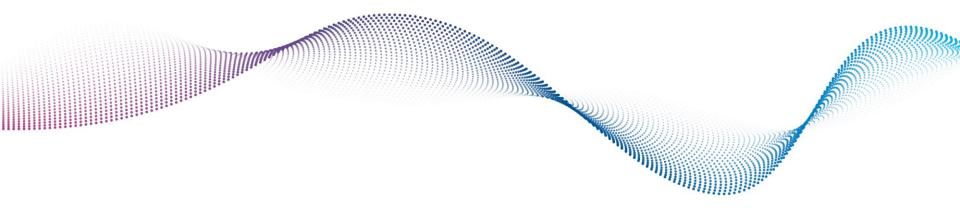


Q1 2025 Quarterly Statement



The CEWE-Group

EUROPE'S LEADING PHOTO SERVICE AND ONLINE PRINTING PROVIDER

From its beginnings in 1912, CEWE has established itself as the first choice as a photo service for anyone looking to make more of their photos. The company's CEWE PHOTOBOOK in particular stands for this, with multiple awards and significantly more than six million copies sold every year. Customers can obtain further personalised photo products through the brands CEWE, WhiteWall and Cheerz, for instance – and from many leading European retailers. These brand worlds inspire customers to produce a wide range of creative designs with their personal photos, and customers entrust the company with more than 2 billion photos every year.

In addition, for the online printing market the CEWE Group has established a highly efficient production system for printed advertising media and business stationery. Billions of quality printing products reliably reach their customers via the distribution platforms SAXOPRINT, LASERLINE and viaprinto every year.

The CEWE Group is committed to a sustainable corporate management philosophy which is also supported by the Neumullers, the company's founding family and anchor investor, and has been recognised with multiple awards: for its long-term business focus; its fair, partnership-based relationships with customers, employees and suppliers; and for assuming social responsibility while pursuing an environmentally friendly approach and conserving resources.

The CEWE Group is present in 21 countries, with 4,000 employees. The CEWE share is listed in the SDAX index.

Key Indicators CEWE-Group



cewe group

Premium Quality with Leading Brands

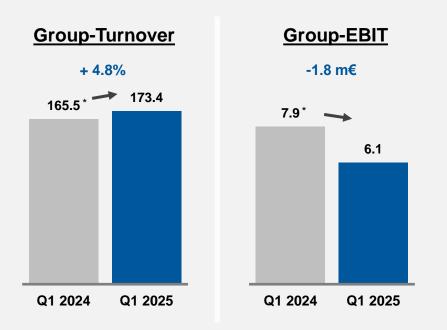
cewe group



cewe group

Successful start to the year: Q1 confirms annual targets for 2025

in Euro millions





Group turnover rises by +4.8% to €173.4 million (Q1 2024: €165.5 million).



At \in 6.1 million, Q1 Group EBIT is fully in line with expectations, confirming the annual target for 2025.

The EBIT difference compared to the previous year can be explained by, among other things, the shift in the Easter holiday (-1.5 million euros) and the increase in (online) marketing costs (-0.9 million euros). In the previous year, Easter fell in the first quarter (Good Friday was already on March 29, 2024), whereas this year it fell in the second quarter. In addition, the previous year was a leap year and had one more production day due to February 29.

Rounding differences may occur.

5

cewe group

* Previous year's turnover and EBIT adjusted by €0.179 million due to the correction of a major customer invoice in COP; effect for the full year 2024 already taken into account in Q4 2024

Preface

Dear Shareholders,

Your company has made a successful start to the 2025 financial year. Group turnover rose by 4.8% to EUR 173.4 million in the first quarter of 2025, reaching a new high for the first quarter (Q1 2024: EUR 165.5 million). With growth of 5.1% and 1.3 million copies sold, CEWE PHOTOBOOK once again underlined its market-leading position in Europe. At EUR 6.1 million, Group EBIT was fully in line with our expectations (Group EBIT Q1 2024: EUR 7.9 million). The different public holiday pattern compared with the previous year had a reducing effect on the contribution margin in the Q1 result: In the previous year, Easter fell in the first quarter, whereas this year in the second. With a successful first quarter, your company CEWE is clearly on track to achieve its annual targets.

Innovative: CEWE Group wins six TIPA World Awards

We have once again succeeded in inspiring our customers to capture their most personal memories and beautiful moments in high-quality, unique photo products. This is about trust – but also about new products and a better customer experience. We are therefore delighted that the CEWE Group's innovative strength has been recognized by the international jury of experts at the Technical Image Press Association and once again honored with – this year, in fact – six TIPA World Awards: The CEWE PHOTOBOOK with panorama page was named 'Best Photobook', the CEWE Passport Photo App was awarded 'Best Professional Printing App', the CEWE Fineline Calendar was named 'Best Photo Service' and the CEWE Smart Layout concept from the photo editor was honored with 'Best Design & Technology'. The Pixum app received the award for 'Best Photobook App' and WhiteWall was honored with 'Best Photo Frame Design' for its 6mm-thin Basel frame. The award from the Technical Image Press Association is presented annually for innovative excellence in the photo industry.

Photofinishing business continues to grow in the first quarter

Photofinishing turnover rose by +5.3% to EUR 144.8 million in the first quarter of 2025 (Q1 2024: EUR 137.6 million), while photofinishing EBIT reached EUR 5.6 million, mainly due to the shift in public holidays described above and the fixed cost impact in the first quarter. (Q1 2024: EUR 7.5 million).

Preface

Commercial Online-Print succeeds with best price guarantee

The Commercial Online-Print (COP) business segment continues to benefit from the cost efficiency achieved in production at SAXOPRINT and the resulting "best price guarantee" for its customers, increasing its Q1 turnover by +3.0% to EUR 21.9 million (Q1 2024: EUR 21.3 million). The turnover achieved brings Commercial Online-Print to an EBIT level on par with the previous year in a highly price-competitive environment: EUR 0.7 million (EBIT Q1 2024: EUR 0.7 million).

CEWE retail business remains well positioned

Hardware retail achieved a slight increase in turnover in Q1, up 1.0% to EUR 6.7 million (Q1 2024: EUR 6.6 million). With EBIT of EUR -0.2 million, the retail business achieved a typical Q1 result with hardware (Q1 2024: EUR -0.1 million; change: EUR -44 thousand). Due to the seasonal nature of the business, hardware retail is traditionally slightly negative in the first quarter.

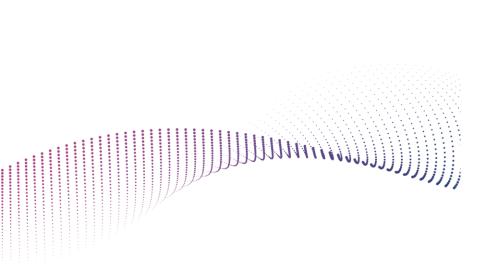
16th consecutive dividend increase: CEWE is Germany's top dividend increaser

Based on the results for the 2024 fiscal year, the Executive Board and Supervisory Board have proposed to the Annual Shareholders' Meeting that the dividend be increased to €2.85 per dividend-bearing share (dividend for the 2023 fiscal year: €2.60). Subject to your approval at the Annual General Meeting on June 4, 2025, this will be the 16th consecutive dividend increase. This means that CEWE continues to rank second among all 611 German listed companies surveyed by Dividenden Adel, isf Institut and DSW (Deutschen Schutzvereinigung für Wertpapierbesitz) that have continuously increased their dividends (measured by the number of years of dividend increases).

Perhaps CEWE's TIPA award-winning innovations have given you some inspiration for your next photo product – we would be delighted if they have. Your CEWE team is on hand to help you turn your photos into lasting memories.

Yours

Thomas Mehls





(1) Business segment Photofinishing

- (2) Business segment Commercial Online-Print
- (3) Business segment Retail
- (4) Business segment Other
- (5) Results CEWE-Group
- (6) Financial Report
- (7) Notes

Business Segment Photofinishing Q1

in Euro millions



Photofinishing turnover rose by 5.3% to €144.8 million in the first quarter (Q1 2024: €137.6 million). Trend confirmed: Demand for photo products has been strong in the first quarter for years, a trend that was temporarily diluted in 2022 due to the coronavirus pandemic.

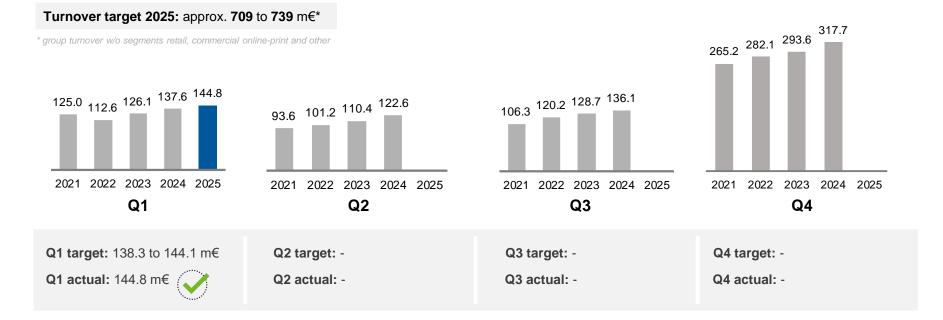
Photofinishing EBIT reached €5.6 million in the first quarter (Q1 2024: €7.5 million). Among other things this can be explained by a different public holiday constellation: In the previous year, Easter fell in the first quarter, this year in the second. The previous year was also a leap year and had one more production day due to February 29. This different calendar day constellation resulted in a total reduction in the contribution margin of around €1.5 million in the first quarter. In addition, the result includes around €0.9 million in higher marketing expenses – in particular due to online marketing activities which were needed in order to achieve the top-line result.

- Special effects Q1 2025: -0.6 million euros
- Effects from the purchase price allocation of Cheerz: -0.2 mill. euros
- Effects from the purchase price allocation of WhiteWall: -0.3 mill. euros
- Effects from the purchase price allocation of Hertz: -0.1 Mio. mill. euros
- Special effects Q1 2024: -0.7 million euros
- Effects from the purchase price allocation of Cheerz: -0.2 mill. euros
- Effects from the purchase price allocation of WhiteWall: -0.5 mill. euros
 - Effects from the purchase price allocation of Hertz: -0.1 mill. euros

» Successful start to the year: Photofinishing business continues to grow in the first quarter

Photofinishing-Turnover by Quarter

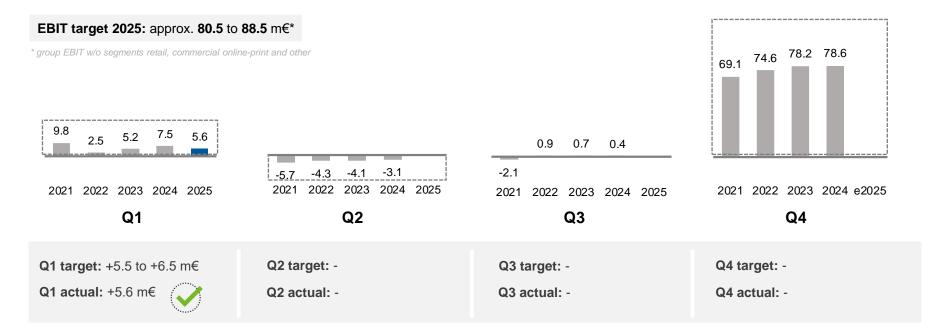
Seasonal distribution: CEWE 2021 to 2025 – Turnover by quarter in million euros



» Photofinishing turnover in first quarter slightly above expected target range

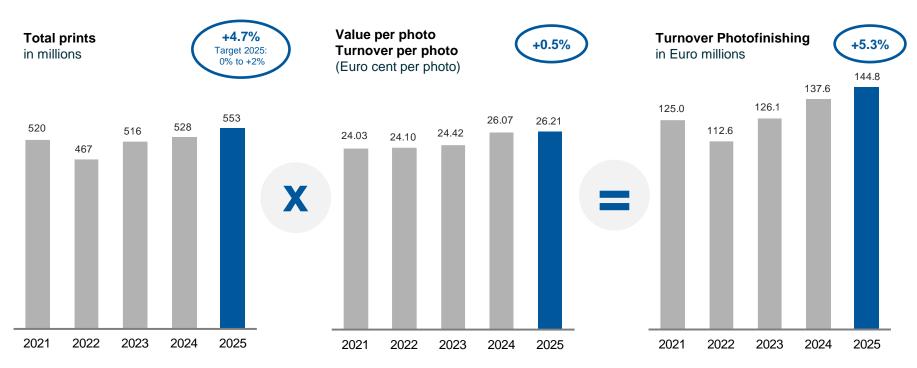
Photofinishing-EBIT by Quarter

Seasonal distribution: CEWE 2021 to 2025 – EBIT by quarter in million euros



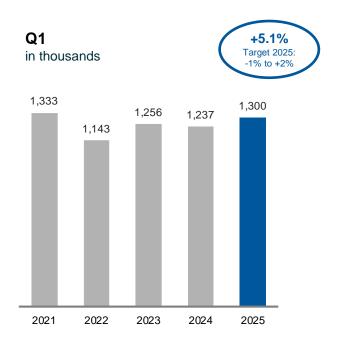
» Photofinishing EBIT within planned target range in the first quarter

Number of prints and turnover Photofinishing Q1

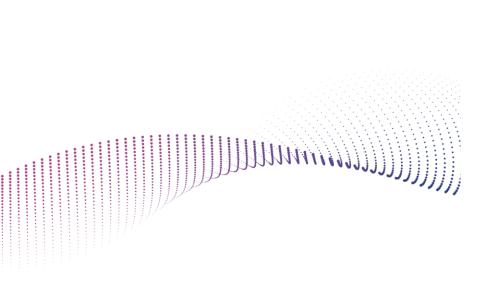


» Total prints and turnover per photo continue to increase, leading to a rise in photofinishing turnover

CEWE PHOTOBOOK



Pleasing: CEWE PHOTO BOOKS sees significant growth of 5.1% in volume in Q1
 Trend towards higher-quality CEWE PHOTOBOOKS continues: +7.2% turnover growth in Q1



Agenda

- (1) Business segment Photofinishing
- (2) Business segment Commercial Online-Print
- (3) Business segment Retail
- (4) Business segment Other
- (5) Results CEWE-Group
- (6) Financial Report
- (7) Notes

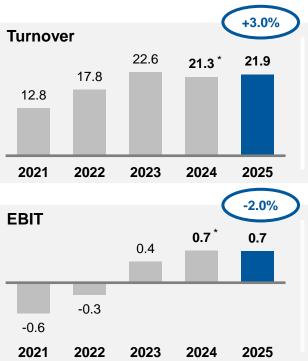
Commercial Online-Print



» Business and advertising prints: flyers, business cards, stationery, packaging, promotional items, etc.

Business Segment Commercial Online-Print Q1

in Euro millions



COP grew by 3.0% in the weaker overall market in the first quarter. With its best price guarantee, COP appears to be continuing to gain market share.

Thanks to cost-efficient production in a highly price-competitive environment, the turnover achieved enabled COP to post an EBIT on a par with the previous year: EUR 0.7 million (EBIT Q1 2024: EUR 0.7 million).

Special effects Q1 2025: -0.03 million euros
 Effects from the purchase price allocation of Laserline: -0.03 mill, euros

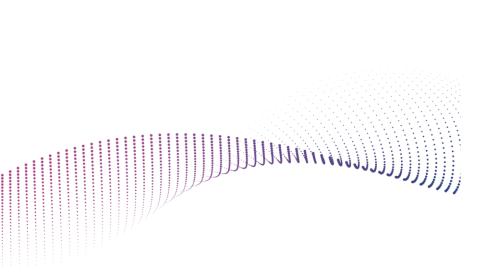
- Special effects Q1 2024: -0.03 million euros
- Effects from the purchase price allocation of Laserline: -0.03 mill. euros

cewe group

» COP has maintained its position in the market with its best price guarantee and achieved an EBIT at the previous year's level

16 Rounding differences may occur.

* Previous year's turnover and EBIT adjusted by €0.179 million due to the correction of a major customer invoice in COP; effect for the full year 2024 already taken into account in Q4 2024



Agenda

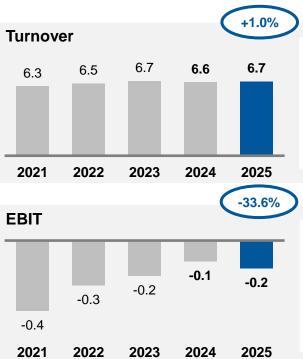
- (1) Business segment Photofinishing
- (2) Business segment Commercial Online-Print
- (3) Business segment Retail
- (4) Business segment Other
- (5) Results CEWE-Group
- (6) Financial Report
- (7) Notes

CEWE Retail with focus on Photofinishing business



Business Segment Retail* Q1

in Euro millions



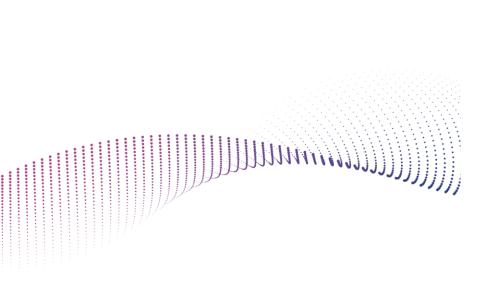
The hardware retail business remains well positioned and even achieved a slight increase in turnover of +1.0% to EUR 6.7 million (Q1 2024: EUR 6.6 million).

With EBIT of EUR -0.2 million, the retail business achieved a typical Q1 result (Q1 2024: EUR -0.1 million; change: EUR -44 thousand). Due to the seasonal nature of the business, hardware retail is traditionally slightly negative in the first quarter.

- Special effects Q1 2025: none
- Special effects Q1 2024: none

» Retail business remains well positioned and even posts slight increase in turnover

19 * only hardware, no photofinishing Rounding differences may occur. cewe group

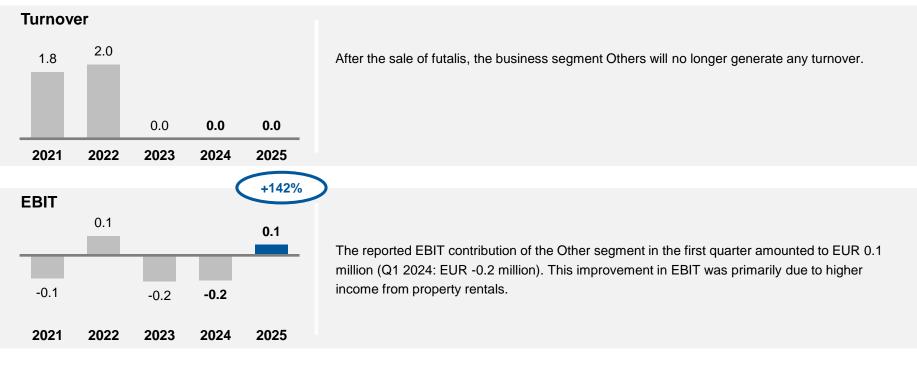


Agenda

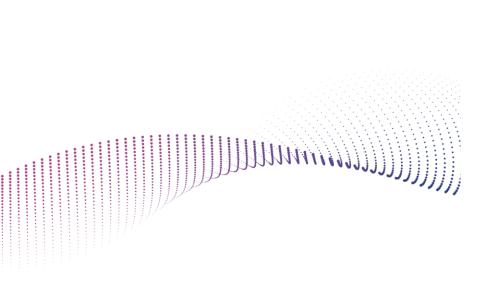
- (1) Business segment Photofinishing
- (2) Business segment Commercial Online-Print
- (3) Business segment Retail
- (4) Business segment Other
- (5) Results CEWE-Group
- (6) Financial Report
- (7) Notes

Business Segment Other Q1

Structural and corporate costs and profits arising from real estate property and company investments are shown in the "other" business segment.



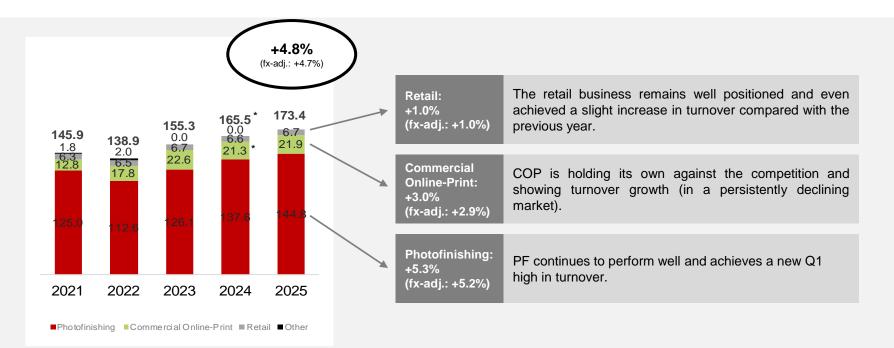
» Other results in line with expectations



Agenda

- (1) Business segment Photofinishing
- (2) Business segment Commercial Online-Print
- (3) Business segment Retail
- (4) Business segment Other
- (5) Results CEWE-Group
- (6) Financial Report
- (7) Notes

Turnover Q1



» Group turnover reaches new Q1 high

Rounding differences may occur.

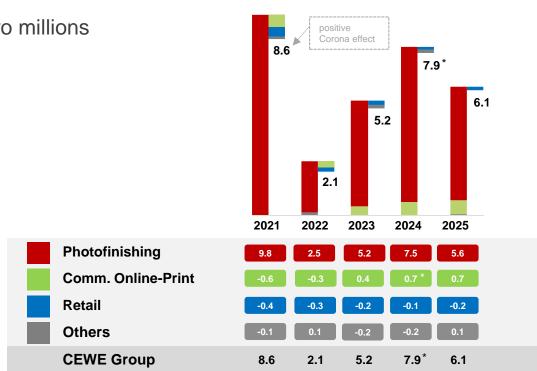
23

cewe group

* Previous year's turnover adjusted by €0.179 million due to the correction of a major customer invoice in COP; effect for the full year 2024 already taken into account in Q4 2024

EBIT in Euro millions





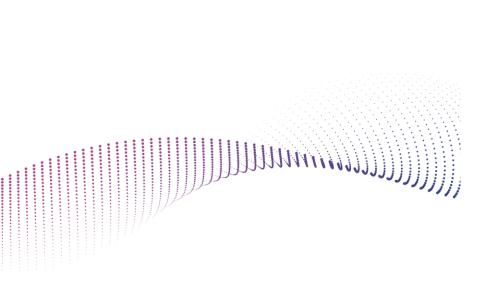
»Q1 earnings fully in line with targets set: 6.1 million euros EBIT

Rounding differences may occur.

cewe group

* Previous year's EBIT adjusted by €0.179 million due to the correction of a major customer invoice in COP; effect for the full year 2024 already taken into account in Q4 2024

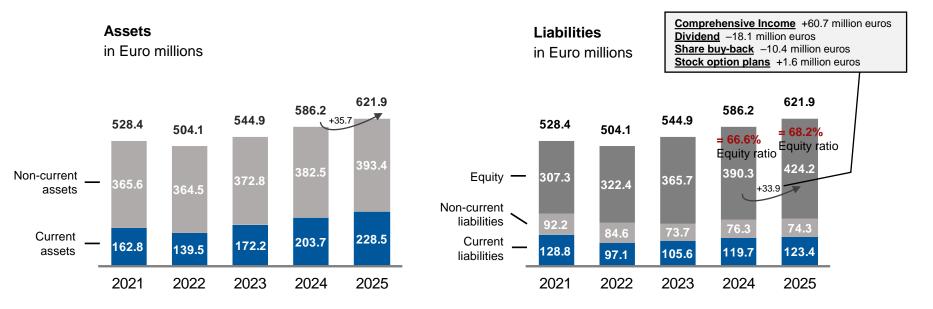
24



Agenda

- (1) Business segment Photofinishing
- (2) Business segment Commercial Online-Print
- (3) Business segment Retail
- (4) Business segment Other
- (5) Results CEWE-Group
- (6) Financial Report
- (7) Notes

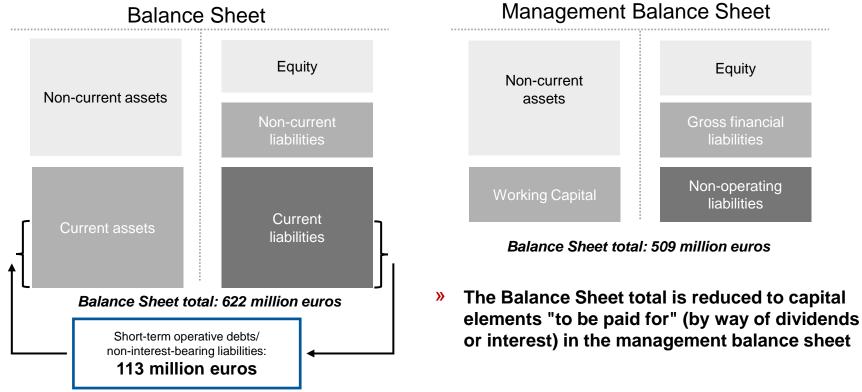
Balance Sheet on 31 March



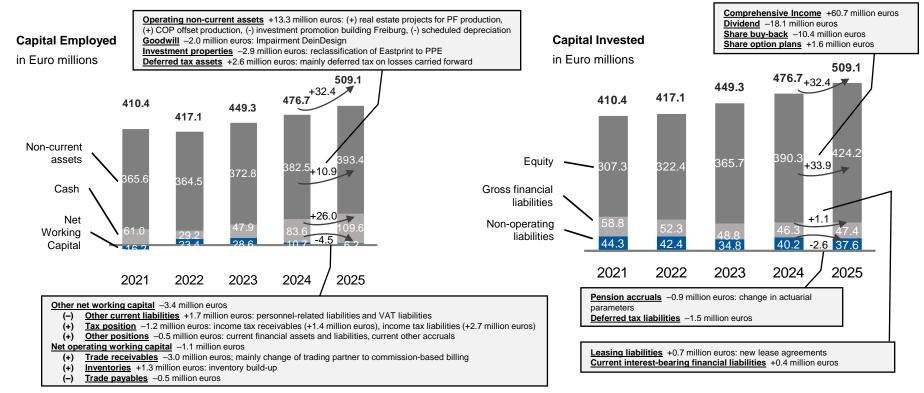
» Balance sheet total increased by 35.7 million euros to 621.9 million euros (+6.1%), "in line" with turnover (+4.8%)

» CEWE with strong equity ratio of 68.2% (31.03.2024: 66.6%)

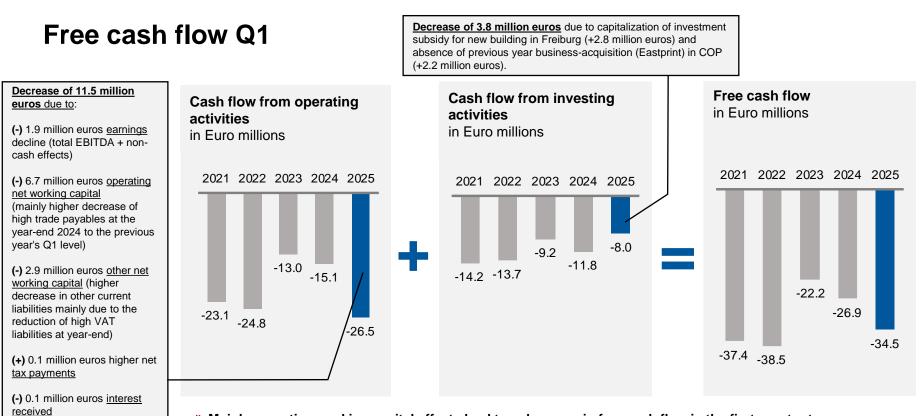
From Balance Sheet to Management Balance Sheet



Management-Balance Sheet on 31 March

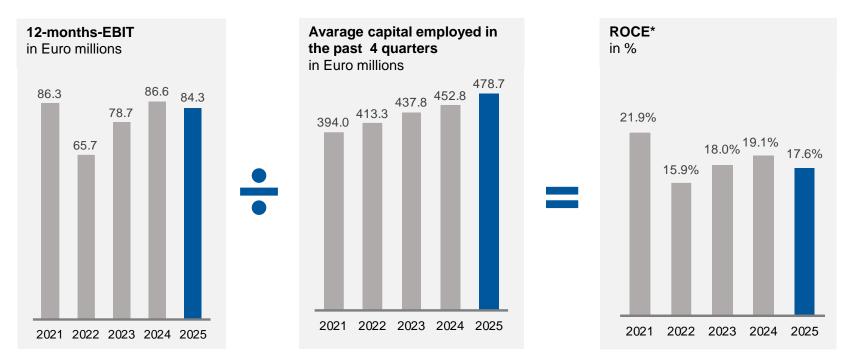


» Increase mainly in cash (+26.0 million euros) respectively equity (+33.9 million euros) raises capital employed respectively capital invested (+32.4 million euros)



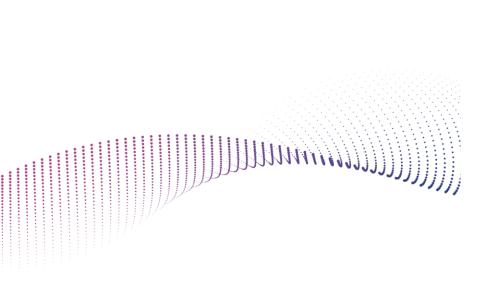
- » Mainly operating working capital effects lead to a decrease in free cash flow in the first quarter to previous years' level
- Investment promotion for new building in Freiburg of 2.8 million euros has a positive effect on cash flow from investing activities and free cash flow

ROCE



» ROCE remains at a strong level: 17.6%

» Excluding the increase in cash in capital employed, ROCE even at 18.6%



Agenda

- (1) Business segment Photofinishing
- (2) Business segment Commercial Online-Print
- (3) Business segment Retail
- (4) Business segment Other
- (5) Results CEWE-Group
- (6) Financial Report

(7) Notes

Consolidated income statement Q1

Figures in thousands of euros	Q1 2024	in % of revenues	Q1 2025	in % of revenues	Δ as %	Δ as th.euros
Revenues	165,486	100%	173,426	100%	4.8%	7,940
Increase / decrease in finished and unfinished goods	-75	0.0%	-353	-0.2%	-371%	-278
Other own work capitalised	1,077	0.7%	609	0.4%	-43.5%	-468
Other operating income	7,500	4.5%	8,386	4.8%	11.8%	886
Cost of materials	-39,415	-23.8%	-40,950	-23.6%	-3.9%	-1,535
Gross profit	134,573	81.3%	141,118	81%	4.9%	6,545
Personnel expenses	-55,311	-33.4%	-60,251	-34.7%	-8.9%	-4,940
Other operating expenses	-58,588	-35.4%	-62,136	-35.8%	-6.1%	-3,548
EBITDA	20,674	12.5%	18,731	10.8%	-9.4%	-1,943
Amortisation/Depreciation	-12,751	-7.7%	-12,624	-7.3%	1.0%	127
Earnings before interest, taxes (EBIT)	7,923	4.8%	6,107	3.5%	-22.9%	-1,816
Financial income	938	0.6%	482	0.3%	-48.6%	-456
Financial expenses	-347	-0.2%	-444	-0.3%	-28.0%	-97
Financial result	591	0.4%	38	0.0%	93.6%	-553
Earnings before taxes (EBT)	8,514	5.1%	6,145	3.5%	-27.8%	-2,369
Income taxes	-2,885	-1.7%	-2,022	-1.2%	29.9%	863
Group earnings after taxes	5,629	3.4%	4,123	2.4%	-26.8%	-1,506
Earning per Share						
undiluted	0.81		0.60		-25.9%	-0.21
diluted	0.81		0.60		-25.9%	-0.21

Consolidated balance sheet: Assets

					Δ as of	Δ in TEuro
Figures in thousands of euros	Mar. 31, 2024	in % of total	Mar. 31, 2025	in % of total	Mar. 31, 2024	T-12
Property, plant and equipment	237,548	40.5%	251,549	40.4%	5.9%	14,001
Investment properties	18,658	3.2%	15,711	2.5%	-15.8%	-2,947
Goodwill	81,775	13.9%	79,736	12.8%	-2.5%	-2,039
Intangible assets	20,645	3.5%	19,962	3.2%	-3.3%	-683
Financial assets	6,503	1.1%	6,469	1.0%	-0.5%	-34
Non-current financial assets	875	0.1%	1,112	0.2%	27.1%	237
Non-current other receivables and assets	1,590	0.3%	1,373	0.2%	-13.6%	-217
Deferred tax assets	14,902	2.5%	17,452	2.8%	17.1%	2,550
Non-current assets	382,496	65.2%	393,364	63.3%	2.8%	10,868
Inventories	60,029	10.2%	61,360	9.9%	2.2%	1,331
Current trade receivables	35,805	6.1%	32,832	5.3%	-8.3%	-2,973
Current receivables from income tax refunds	7,261	1.2%	8,710	1.4%	20.0%	1,449
Current financial assets	3,107	0.5%	2,144	0.3%	-31.0%	-963
Other current receivables and assets	13,994	2.4%	13,922	2.2%	-0.5%	-72
Cash and cash equivalents	83,552	14.3%	109,573	17.6%	31.1%	26,021
Current assets	203,748	34.8%	228,541	36.7%	12.2%	24,793
Assets	586,244	100%	621,905	100%	6.1%	35,661

Consolidated balance sheet: Equity and liabilities

					Δ as of	Δ in TEuro
Figures in thousands of euros	Mar. 31, 2024	in % of total	Mar. 31, 2025	in % of total	Mar. 31, 2024	T-12
Subscribed capital	19,349	3.3%	19,349	3.1%	0.0%	0
Capital reserve	73,956	12.6%	74,189	11.9%	0.3%	233
Treasury shares at acquisition cost	-37,678	-6.4%	-46,759	-7.5%	-24.1%	-9,081
Retained earnings and unappropriated profits	334,632	57.1%	377,381	60.7%	12.8%	42,749
Equity of the shareholders of CEWE KGaA	390,259	66.6%	424,160	68.2%	8.7%	33,901
Non-current accruals for pensions	34,245	5.8%	33,340	5.4%	-2.6%	-905
Non-current deferred tax liabilities	4,387	0.7%	2,868	0.5%	-34.6%	-1,519
Non-current other accruals	538	0.1%	502	0.1%	-6.7%	-36
Non-current interest-bearing financial liabilities	1	0.0%	0	0.0%	-100%	-1
Non-current lease liabilities	36,080	6.2%	36,715	5.9%	1.8%	635
Non-current financial liabilities	539	0.1%	412	0.1%	-23.6%	-127
Non-current other liabilities	512	0.1%	487	0.1%	-4.9%	-25
Non-current liabilities	76,302	13.0%	74,324	12.0%	-2.6%	-1,978
Current tax liabilities	7,688	1.3%	10,356	1.7%	34.7%	2,668
Current other accruals	3,328	0.6%	2,932	0.5%	-11.9%	-396
Current interest-bearing financial liabilities	291	0.0%	735	0.1%	153%	444
Current lease liabilities	9,887	1.7%	9,918	1.6%	0.3%	31
Current trade payables	65,006	11.1%	64,463	10.4%	-0.8%	-543
Current financial liabilities	351	0.1%	219	0.0%	-37.6%	-132
Current other liabilities	33,132	5.7%	34,798	5.6%	5.0%	1,666
Current liabilities	119,683	20.4%	123,421	19.8%	3.1%	3,738
Equity and liabilities	586,244	100%	621,905	100%	6.1%	35,661

Multi Year Overview

		Q1 2018	Q1 2019	Q1 2020	Q1 2021	Q1 2022	Q1 2023	Q1 2024	Q1 2025
Volume and employees Digital photos	in millions of units	457.9	498.9	501.4	514.0	460.6	511.2	522.3	546.2
<u> </u>	in millions of units	7.9		6.8			5.0	5.4	
Photos from film			7.3		6.1	6.4 467			6.3
Total volume of photos	in millions of units	466		508	520		516	528	553
CEWE PHOTOBOOKS	in thousand of units	1,248	1,334	1,363	1,333	1,143	1,256	1,237	1,300
Earnings									
Turnover	in millions of euros	130.6	140.4	146.4	145.9	138.9	155.3	165.5	173.4
EBITDA	in millions of euros	10.0	14.7	15.5	21.6	15.2	18.0	20.7	18.7
EBITDA margin	as % of turnover	7.6	10.4	10.6	14.8	10.9	11.6	12.5	10.8
EBIT	millions of euros	0.2	1.9	2.0	8.6	2.1	5.2	7.9	6.1
EBIT margin	as % of turnover	0.2	1.4	1.4	5.9	1.5	3.4	4.8	3.5
EBT	in millions of euros	-0.2	1.7	1.7	8.3	1.8	5.0	8.5	6.1
Earnings after taxes	in millions of euros	-0.1	1.1	1.7	5.7	1.2	3.4	5.6	4.1
Equity									
Total assets	in millions of euros	401.9	464.3	488.1	528.4	504.1	544.9	586.2	621.9
Capital employed (CE)	in millions of euros	301.8	359.9	378.2	410.4	417.1	449.3	476.7	509.1
Equity	in millions of euros	229.4	254.9	263.4	307.3	322.4	365.7	390.3	424.2
Equity ratio	as % of the balance sheet total	57.1	54.9	54.0	58.2	64.0	67.1	66.6	68.2
Net financial liabilities	in million euros	23.3	56.5	53.1	-2.3	23.1	0.1	-37.3	-62.2
ROCE (previous 12 months)	as % of average capital employed)	18.9	17.6	14.6	21.9	15.9	18.0	19.1	17.6
Cash Flow									
Cash flow from operating activities	in millions of euros	-9.9	-10.7	-7.1	-23.1	-24.3	-13.0	-15.1	-26.5
Cash flow from investing activities	in millions of euros	-49.0	-4.0	-8.0	-14.2	-13.7	-9.2	-11.8	-8.0
Free cah flow	in millions of euros	-58.9	-14.6	-15.2	-37.4	-38.0	-22.2	-26.9	-34.5
Cash flow from financing activities	in millions of euros	35.3	-0.3	2.2	-4.2	-17.1	-3.0	-6.9	-6.2
Change in cash and cash equilalents	in millions of euros	-23.5	-15.0	-13.0	-41.6	-55.2	-25.1	-33.8	-40.7
Share									
Number of shares (nominal value: 2.60 euros)	in units	7,400,020	7,400,020	7,414,939	7,423,919	7,442,003	7,442,003	7,442,003	7,442,003
Earnings per share									
Undiluted	in euros	-0.01	0.16	0.24	0.80	0.17	0.47	0.81	0.60
Diluted	in euros	-0.01	0.16	0.24	0.79	0.17	0.47	0.81	0.60

Financial schedule

(insofar as already scheduled)

- 04.06.2025 AGM 2025, Weser-Ems-Halle, Oldenburg
- 12.06.2025 Warburg Highlights Conference, Hamburg
- 14.08.2025 Publication H1 2025 Interim Report
- 14.08.2025 Press release H1 2025
- 27.08.2025 Montega Konferenz HIT, Hamburg
- 23.09.2025 Berenberg & Goldman Sachs German Corporate Conference 2025, Munich
- 24.09.2025 Baader Investment Conference 2025, Munich
- 13.11.2025 Publication Q3 2025 Quarterly Statement
- 13.11.2025 Press release Q3 2025
- 24.11.2025 Deutsches Eigenkapitalforum 2025, Frankfurt

Publisher

CEWE Stiftung & Co. KGaA Meerweg 30-32 D – 26133 Oldenburg

Phone: Fax:	+49 441 404 0 +49 441 404 421
Internet:	company.cewe.de ir.cewe.de
Email:	IR@cewe.de

This presentation contains forward-looking statements that are based on current assumptions and forecasts of the management of CEWE. Known and unknown risks, uncertainties and other factors could lead to material differences between the forwardlooking statements given here and the actual development, in particular the results, financial situation and performance of our Company. The Company assumes no liability to update these forward-looking statements or to conform them to future events or developments. All numbers are calculated as exactly as possible and rounded for the presentation. Figures may not sum to 100, because of rounding.

cewe group