

Leifheit AG

Investor Presentation

Ambiente Fair

February 2017

LEIFHEIT



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Agenda

- Introduction to Leifheit
- Highlights fiscal year 2016
- Preliminary financial figures 2016
- Key initiatives 2017



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

Leifheit Group

Brand business
(~ 85% of turnover)

Volume business
(~ 15% of turnover)

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

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

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

LEIFHEIT

SOEHNLE

birambeau
la Cuisine plaisir

herby

Project
Business

Offering products in four categories

Cleaning

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



Laundry care

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



Kitchen goods

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

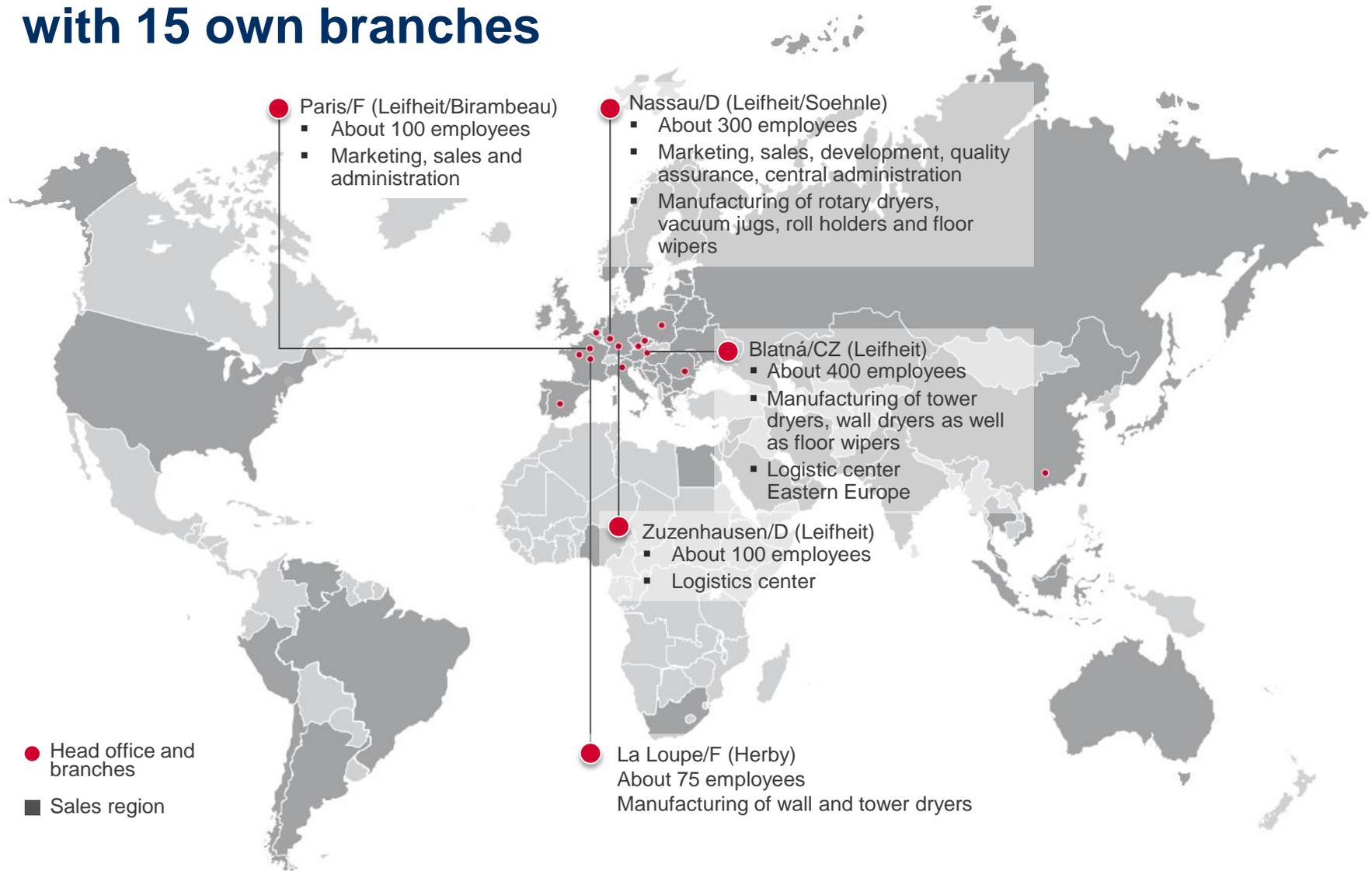


Wellbeing

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



Operating in more than 80 countries with 15 own branches



Three main Group sites

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

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



Zuzenhausen/Germany: logistic center

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



Blatná/Czech republic: main production facility and logistic center Eastern Europe

Company grounds:	108,000 square meters
Built-up area:	20,000 square meters
Employees:	approx. 400
Fabrication:	Metal production with powder-coating, injection moulding production, textile production
Main product groups:	dryers, ironing boards, cleaning products
Storage Capacity:	5,000 pallets
Distribution Capacity:	180 cubic meters (each day)



Highlights business year 2016

Foundation for further growth provided

- Systematic implementation of corporate strategy “Leifheit 2020” is paying off
 - Brand business continues to be growth driver
 - Foreign share of business continues to grow significantly (60 %)
 - Eastern European growth markets with high growth rates
 - Further strengthening of e-commerce position
 - On the right track with innovative and customer-centric products
 - New logistics center in Eastern Europe increases efficiency and flexibility in supplying Eastern European growth markets
- Succession plan executed at early stage:
 - Contract of CEO Thomas Radke extended until 31 December 2019
 - Ansgar Lengeling started as new COO
 - Ivo Huhmann appointed as new CFO

Highlights fiscal year 2016

Implementation of strategy “Leifheit 2020” creates sustainable performance

Total revenues*

2016 vs 2015 in €



EBIT* outlook clearly accomplished

2016 in €



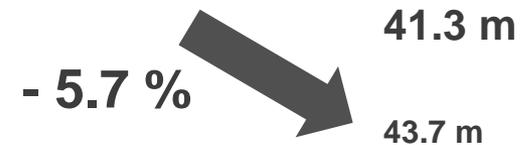
Turnover Brand Business*

2016 vs 2015 in €



Turnover Volume Business*

2016 vs 2015 in €

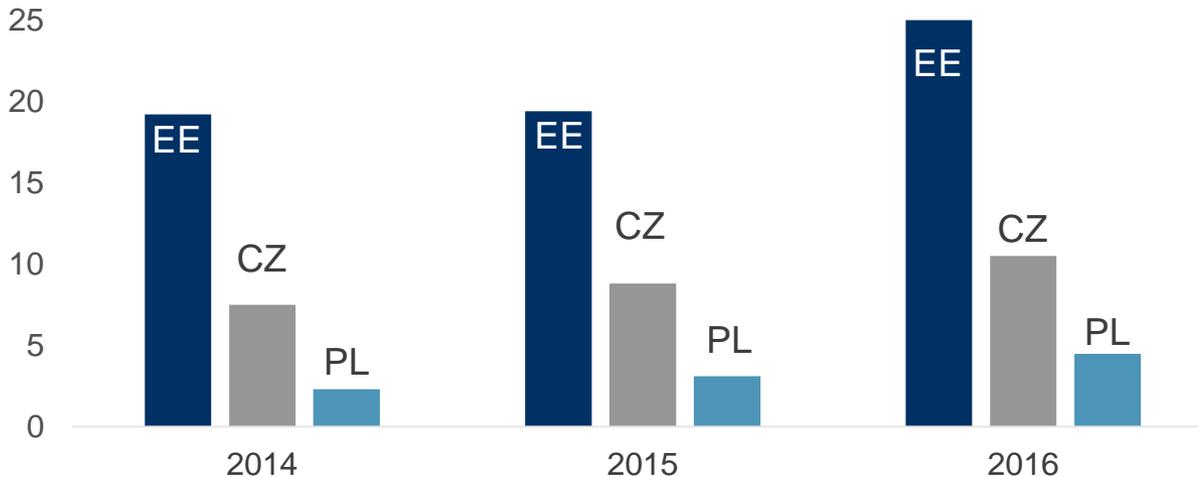


EE region delivers substantial growth

- **Situation in 2014: Lack of structured market approach to Eastern European (EE) region**
 - Analysis of each individual EE country and establishment of EE coordination team with clearly defined responsibilities and targets
 - Development hunting list for each country
 - Established unified model of promotions for EE region
 - Prepared strict assortment sets for every distribution channel
 - Build-up of new customer service center for EE countries in Prague, Czech Republic
 - Launch of central logistics center for EE countries in Blatna, Czech Republic

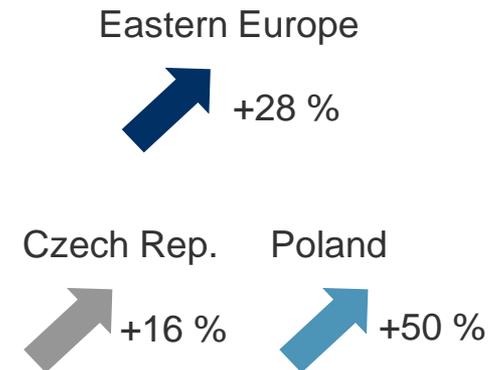
Sales EE region and selected markets

2014 to 2016 in € m



Growth

2015 to 2016



Attractiveness of stock continuously increased

- **Continuous attractiveness for investors** due to high free float of 76.7 %
- **Share price performance in 2016 at approx. +14 %**, throughout the past ten years at a CAGR of approx. **10 %**

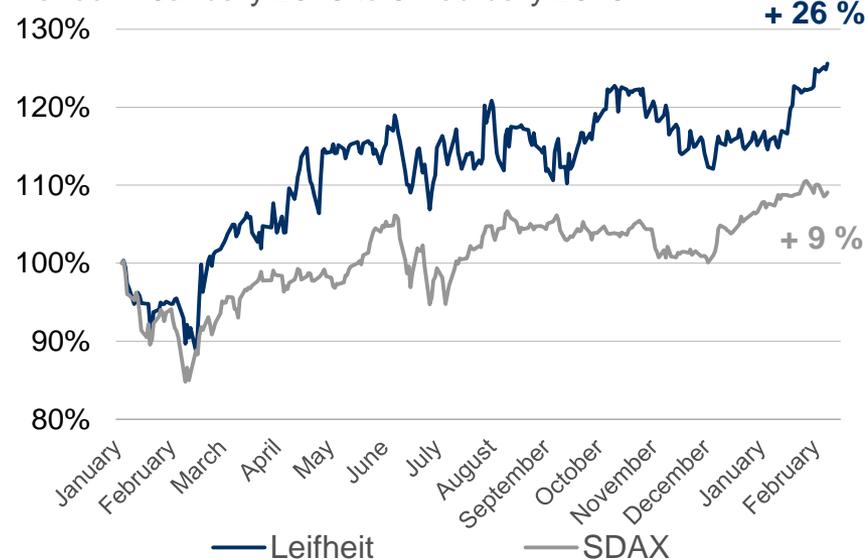
- **Above average dividend yield¹⁾:**

2016:	2012: 5.2%
2015: 5.6%	2011: 6.3%
2014: 3.9%	2010: 5.6% ²⁾
2013: 5.3%	2009: 4.3% ²⁾

1) Based on the particular closing price at year-end
 2) Plus special dividend on disposals

Price performance

Period: 1 January 2016 to 9 February 2016



10 year price performance

Period: 1 January 2006 to 9 February 2016

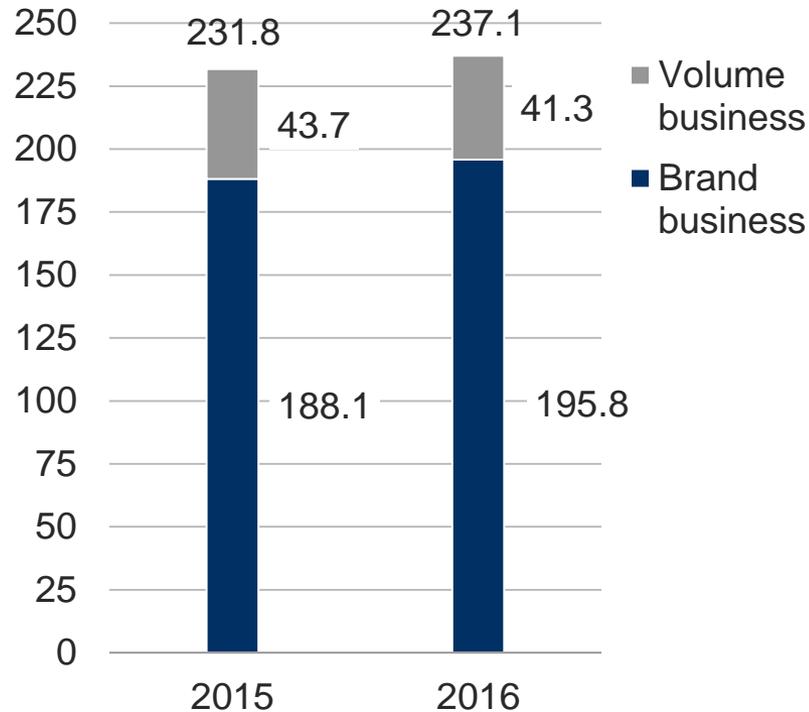


Preliminary financial figures 2016

Group turnover driven by growing demand in Eastern Europe

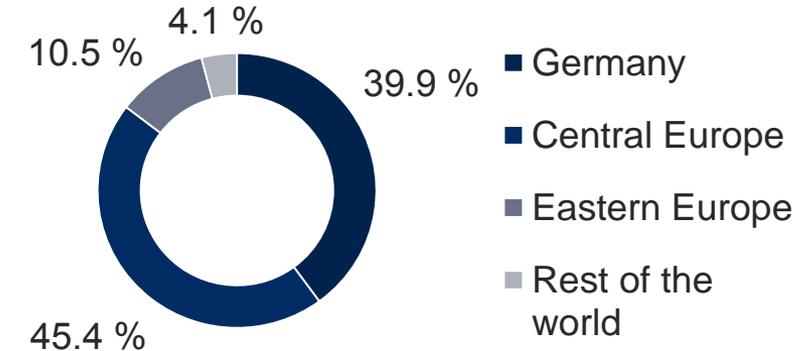
Group turnover by segment

2016 / in € m



Group turnover by region*

2016



- Germany declined by 4.4 % due to delivery-shift of a sales partner to Luxembourg and discontinuation of contract manufacturing in favour of in-house production
- Central Europe grew by 4.5 %
- Strong growth in Eastern European markets by a total of 27.8 %, driven by Poland (+50.2 %), Czech republic (+16.0%) and Slovakia (+89.0 %)

*minor differences from 100 % due to rounding

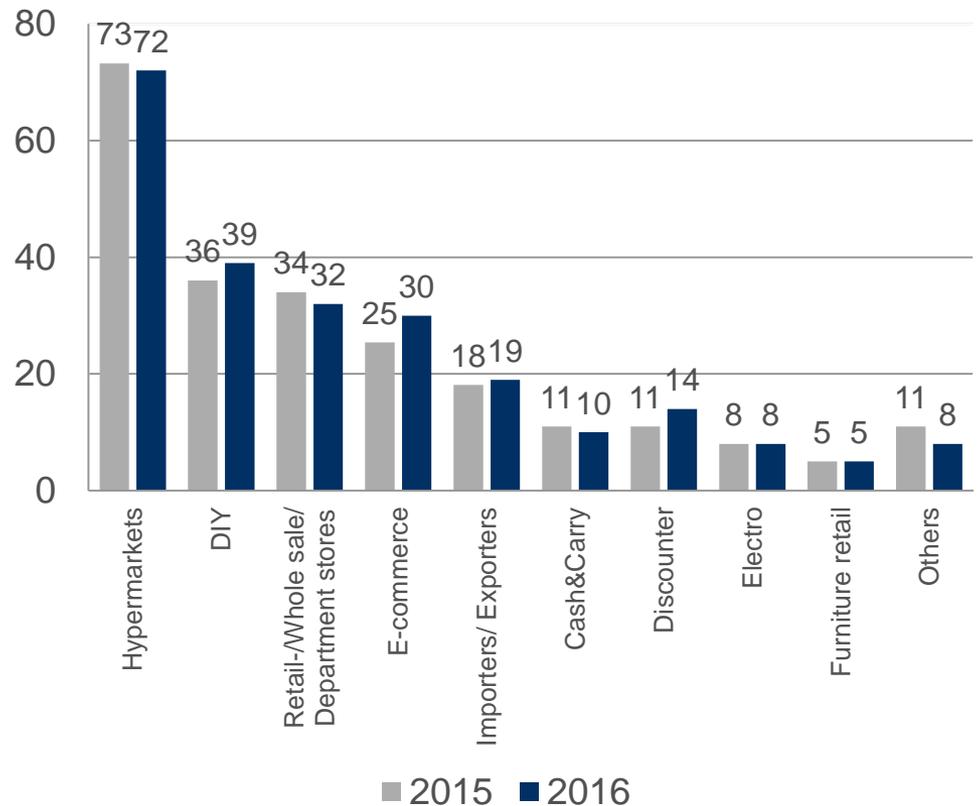
Growth in leading distribution channels

TOP-10 clients (50 % of turnover)



Turnover by distribution channel*

2016 in m €

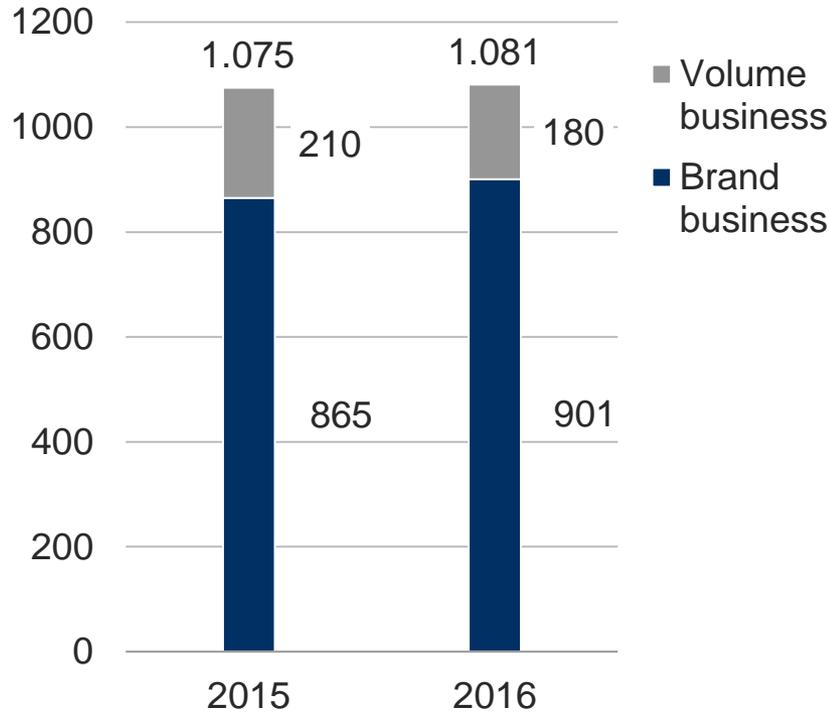


* Others includes contract manufacturing

More capacity in Sales, R&D & Marketing

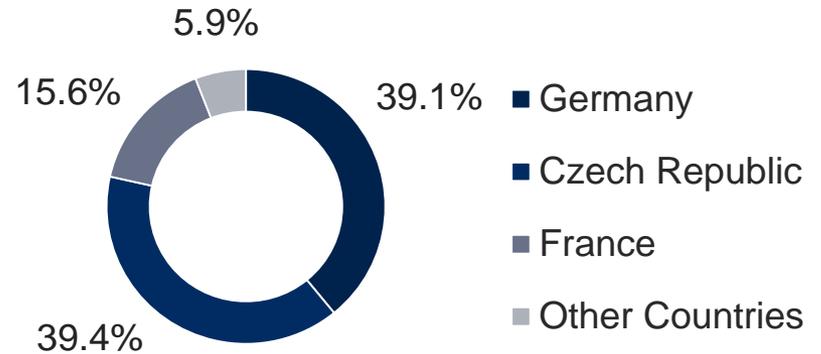
Employees by segment

31 December



Employees by region

31 December 2016



- Reallocation of staff from volume business to brand business due to completion of contract manufacturing
- Sales, R&D and technical capacities tendentially strengthened
- Leifheit again “Top Employer Midsized Germany 2017”



Key initiatives 2017

Key initiatives 2017

The most convenient way of caring and protecting parquet and laminate



NEW!

CLEAN
(dry & wet floor cleaning)
1 x per week

CARE
1x per month

PROTECT
2x per year

All-round competence



CARE & PROTECT System

- Extending competence to parquet and laminate floors
- Market launch in January 2017
- High customer retention rate due to ready-to-use cartridges containing CARE & PROTECT liquids
- Recommended by VDP Association
- RRP 59.99 Euro



Key initiatives 2017

The world's first rotary dryer with integrated rain, dirt and UV-protection

LinoProtect

- Triple-protection from rain, UV light and dirt
- Easy opening due to patented telescopic opening mechanism
- Sustainable and eco-friendly
- Market launch 2nd half 2017
- RRP 199 €

NEW!



Specific benefits for Leifheit Laundry Dryer „Classic“

Classic Extendable 230 Solid

- With up to 2.60 meters of total length longest Leifheit dryer on the market
- Extra broad and durable drying bars to avoid unwanted imprints
- Height of wings 98 cm
- RRP 59.99 Eur



Classic 160 Solid XL-Bars

- Robust extra thick drying bars for fast drying process
- 16 meters of drying length and foldable wings
- Plenty of space for up to two wash loads
- Height of wings 98 cm
- RRP 44.99 Euro

Practical high quality ways to organize your home



Combi Storage System

- 11 products: Wardrobe, shoe cabinet, laundry bag, hanging shelf, hanging organizer, big box and small box sets, clothes cover, under bed box and vacuum bags
- Premium quality material
- 2 color varieties



Key initiatives 2017

Next generation of successful window vacuum cleaner “Dry & Clean”

Easily streak-free windows

- Maximum suction power
- NEW: optimized rubber lip

The expert for hard to reach areas

- Click-System for a flexible use with the handle
- 360° Use: non drip use
- NEW: exchangeable narrow suction nozzle

Comfortable use without interruption

- Standby automatic for up to 35 Minutes/>100m²
- 15% longer runtime

Longevity

- NEW: replaceable accumulator
- NEW: Premium quality made in Europe

Distinguished quality and design

- Award winner Usability and Functionality as well as Best Product 2015/2016



Strategy “Leifheit 2020” – Market initiatives 2016/2017 (selection)

Colour Edition 2017 – best ever POS presentation

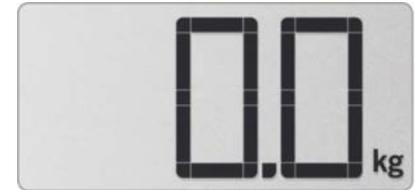


- ① Archway
- ② Floor sticker small
- ③ Floor sticker large
- ④ Ellipse

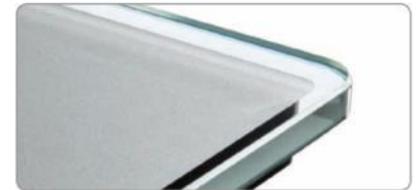


Key initiatives 2017

Unique – and only by Soehnle!



Unique: The XXL-displays assure an excellent readability due to their large LCD digits.



Independent: Unique style with uniform edge design.



Elegant and stable: Extraordinary flat design offers secure stability.



Typical Soehnle feature: Base feet with non-slip and green bottom.

Key initiatives 2017

Modern, unique designs – known quality: personal scales by Soehnle

Shape Sense-Profi and -Control Line

- Professional scale for athletes and health enthusiasts
- Easy tracking of training efficiency with Premium body impedance analysis (BIA)
- Dietary guidance program
- Beginners level Shape Sense Control-line RRP 29.99 Eur
- Shape Sense Profi 300 RRP 49.99 Eur



Style Sense Line

- Multifunctional personal scale for the entire family
- Innovative new designs with improved usability
- Range of different scales for each individual situation
- Special Comfort edition with easy-to-read display and enhanced functionality
- RRP Style Sense Multi 100 at 34.99 Euro
- RRP Style Sense Comfort 500 at 39.99 Eur

Key initiatives 2017

The new Soehnle range of personal scales

Clear concept for personal scales

- Unique Design
- Purchase-relevant criteria
- Top price-performance
- High-volume price categories
- Focus on relevant target groups
- New quality standards
- Top POS solutions

NEW!

SHAPE SENSE PROFI



Shape Sense Profi 100
RRP € 39.99



Shape Sense Profi 200
RRP € 49.99



Shape Sense Profi 300
RRP € 49.99

SHAPE SENSE CONTROL



Shape Sense Control 100
RRP € 29.99



Shape Sense Control 200
RRP € 34.99

STYLE SENSE MULTI



Style Sense Multi 100
RRP € 34.99



Style Sense Multi 200
RRP € 44.99



Style Sense Multi 300
RRP € 44.99

STYLE SENSE SAFE



Style Sense Safe 100
RRP € 29.99



Style Sense Safe 200
RRP € 34.99



Style Sense Safe 300
RRP € 39.99

STYLE SENSE COMFORT



Style Sense Comfort 100
RRP € 24.99



Style Sense Comfort 200
RRP € 24.99



Style Sense Comfort 300
RRP € 29.99



Style Sense Comfort 400 Silver
RRP € 29.99



Style Sense Comfort 400 Black
RRP € 29.99



Style Sense Comfort 500
RRP € 39.99



Style Sense Comfort 600
RRP € 44.99

STYLE SENSE COMPACT



Style Sense Compact 100
RRP € 15.99



Style Sense Compact 200
RRP € 17.99



Style Sense Compact 300
RRP € 19.99

RRP € 15,99

RRP € 49,99

Key initiatives 2017

Soehnle connect – gives your feeling a value

Soehnle connect system

NEW!

- Innovative and easy to use body analysis system
- Integrated system of digital personal scale, wearables and fitness app
- Utilization of state-of-the-art digital technology – on all common platforms
- Ideal to monitor all relevant health data, either at home or on-the-go
- Launch in H2 2017

CONNECT
measure, collect, analyse, advise

Gibt Ihrem Gefühl einen Wert.
Gives your feeling a value.

Download on the App Store | GET IT ON Google Play

Key initiatives 2017

Multiple devices connected in just one app

- Connection of fitness- and health oriented data from different devices with recommendations in only one smartphone app offers a value added consumer experience



More contemporary positioning of Leifheit brand

360 degrees campaign “experience the Leifheit effect” in 2017
TV-advertisement:



CLEAN TWIST System: March 2017



Window vacuum: March 2017



AIR BOARD: October 2017



LINOPROTECT: Q1 2018

Leifheit is well equipped for the future

Strong brands



Innovative products and solutions



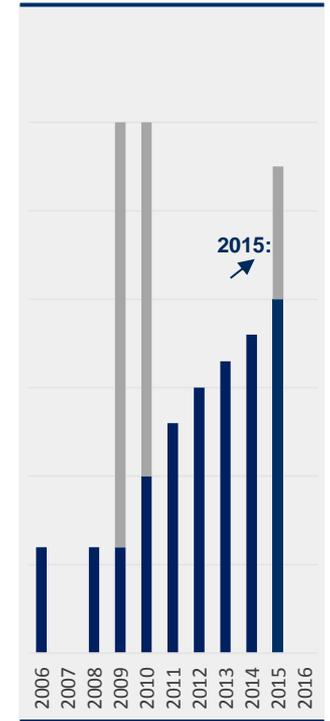
Creative people



Efficient and lean processes



Reliable partner of our shareholders



Summary

Experience Leifheit LIVE at the Ambiente fair Hall 5.1 B 90



Your questions please

Financial calendar, share data, contact

Dates 2017

09 February 2017

Preliminary figures 2016

29 March 2017

Annual Financial Report 2016

29 March 2017

Analyst's conference, Frankfurt/Main

11 May 2017

Quarterly Statement
for the period ending 31 March 2017

24 May 2017

Annual General Meeting, Frankfurt/Main

10 August 2017

Financial Report for the first half-year
ending 30 June 2017

9 November 2017

Quarterly Statement
for the period ending 30 September 2017

November 2017

German Equity Forum, Frankfurt/Main



Aktiengesellschaft

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