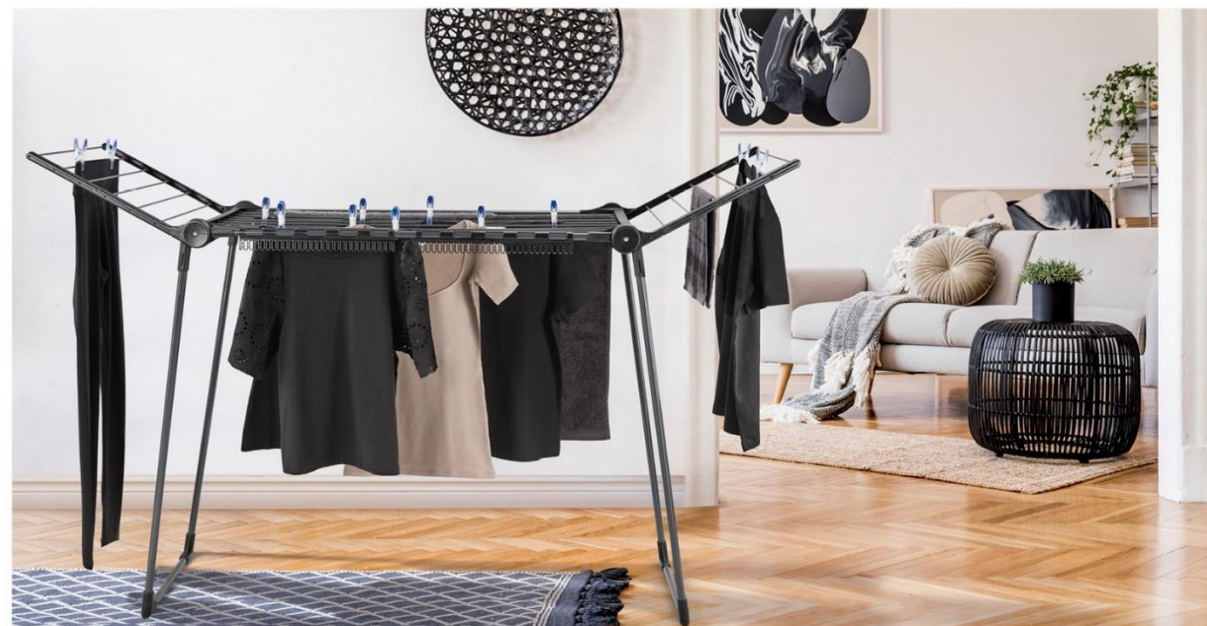




# Investor Presentation

## Q1 2024

8 May 2024



# Disclaimer



This presentation contains forward-looking statements which are based on the management's current estimates with regard to future developments. Such statements are subject to risks and uncertainties which are beyond Leifheit's ability to control or estimate precisely, such as statements on the future market environment and economic conditions, the behavior of other market participants and government measures.

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# Experienced Management Board



**Alexander  
Reindler**

CEO

## Previous experience

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

## Core competencies

- General Management, brand building & implementation of change strategies



**Igor Iraeta  
Munduate**

COO

## Previous experience

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

## Core competencies

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



**Marco  
Keul**

CFO

## Previous experience

- Responsible for Controlling, IT/Business processes and internal sales services as Vice president finance at Leifheit AG
- Years of experience as Head of Controlling at Leifheit AG

## Core competencies

- IT, Finance & Controlling

# Executive Summary: Leifheit starts 2024 with higher profitability



**Group turnover at 65.9 m€ in line with expectations, decline by 6.2% due to base effects in the discounter channel**

**Strong improvement in gross margin by 4.2 pp to 44.7% due to product mix effects and increased efficiency**

**Group EBIT increased by 1.1 m€ to 3.4 m€, mainly due to the improved gross margin**

**Free cash flow up from -3.4 m€ to 1.0 m€ due to improvement in working capital**

**Share buyback program resolved with a total volume of up to 8.5 m€**

**Forecast 2024 confirmed: Turnover and earnings growth**

**Upcoming launch of new Black Line products and promising innovation in the cleaning product category**

**New, holistic corporate strategy with focus on profitable long-term growth from June**




# Leifheit Group structure




**Household**

**LEIFHEIT**


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**Laundry Care**



**Cleaning**



**Kitchen Goods**

**Wellbeing**

**SOEHNLE**

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**Kitchen + Personal Scales**


**Private Label**

**BIRAMBEAU** **herby**

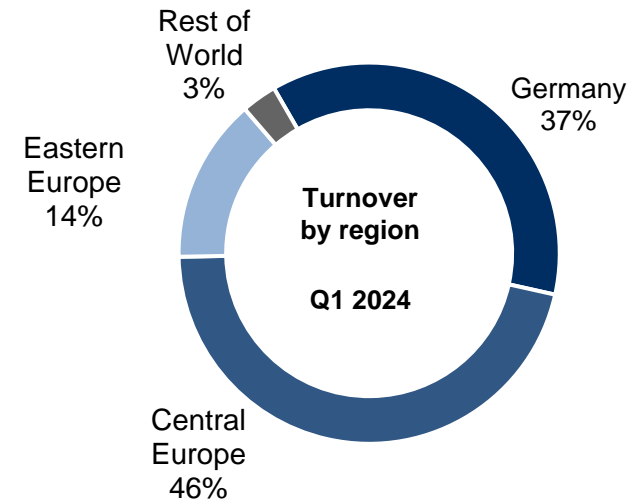
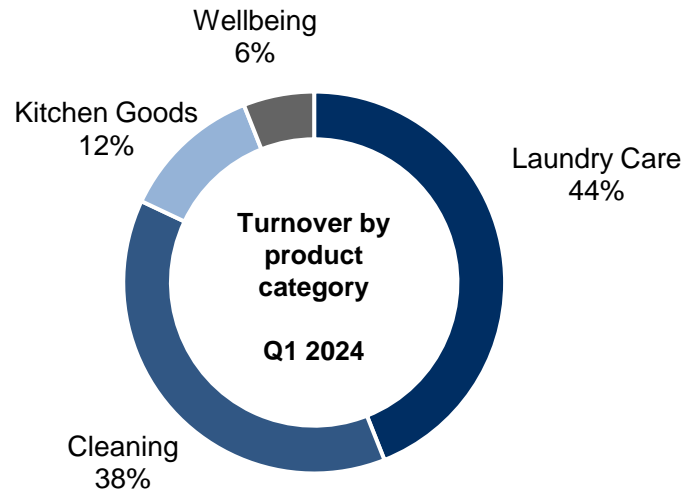
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**Kitchen Goods**



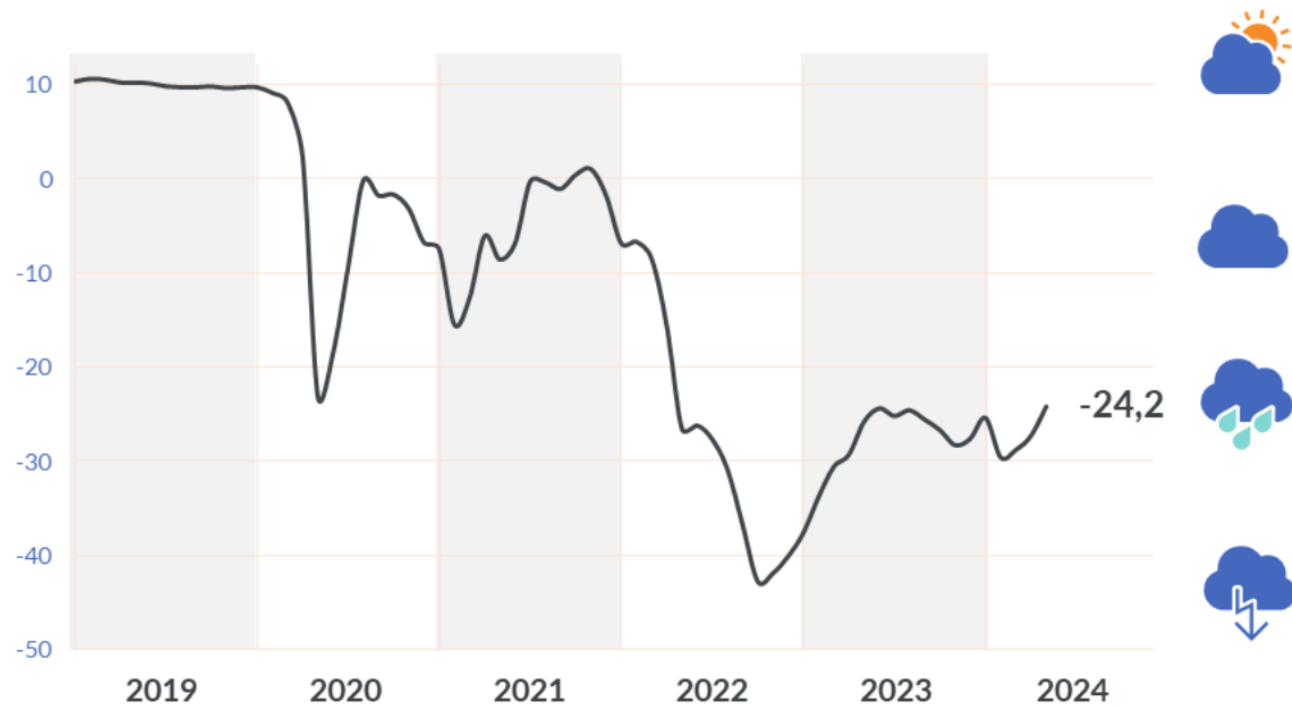
**Standing Dryers**



# Consumer climate: recovery at a low level

## GfK consumer climate index

May 2024, Germany



- The recovery in consumer sentiment in Germany continued in April.
- However, the sentiment is still at an extremely low level and there is still **no strong momentum for domestic demand**.

# Group turnover in line with expectations – affected by base effects in the discounter channel

## Group turnover by segment, region

in m€

	Group	Household	Wellbeing	Private Label
Turnover in m€	65.9	55.4	3.9	6.6
Growth Q1 '24 vs. Q1 '23	-6.2%	-5.2%	-7.8%	-13.5%

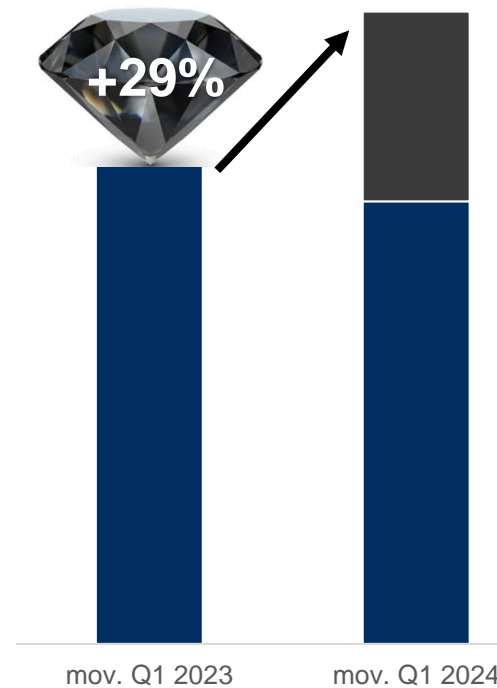
	Germany	Central Europe	Eastern Europe	Rest of world
Turnover in m€	24.3	30.5	9.3	1.8
Growth Q1 '24 vs. Q1 '23	-21.2%	0.8%	15.7%	57.3%

- Group turnover down as expected due to missing discounter promotions, especially in Germany
- Expansion of distribution in important European core markets and growth in the e-commerce channel partially compensated for this

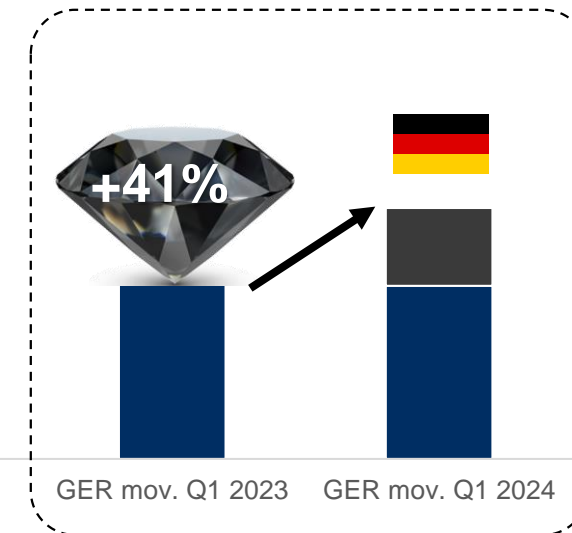
# Continuing strong demand for Leifheit Pegasus standing dryers



- **Premium dryer Pegasus 150 Solid Slim Black** meets the current color trend and is aimed at a target group that places high demands on design and aesthetics
- Our marketing campaigns as well as investments in lean and efficient production contribute to this success story



**On top sales volumes through Pegasus Black line**  
12 months moving



■ Pegasus 150 Solid Slim

■ Pegasus 150 Solid Slim Black

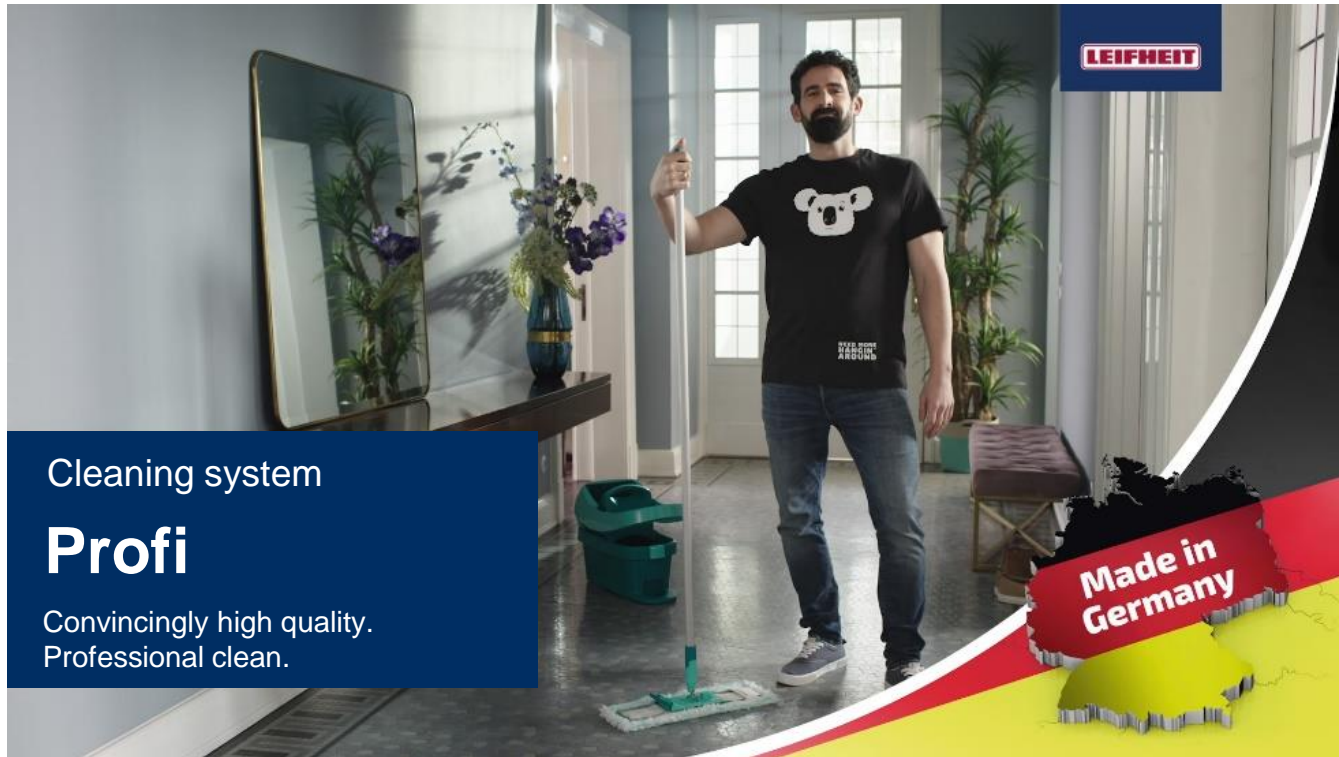


# 40 years of Linomatic rotary dryer – 26% turnover growth in Q1 2024 vs. Q1 2023



- Successful international promotions to mark the 40th anniversary of the Linomatic rotary dryer

# Continuing support of the successful campaign with focus on Profi Cleaning system resulted in Turnover growth of ~15 % for the product range in Q1



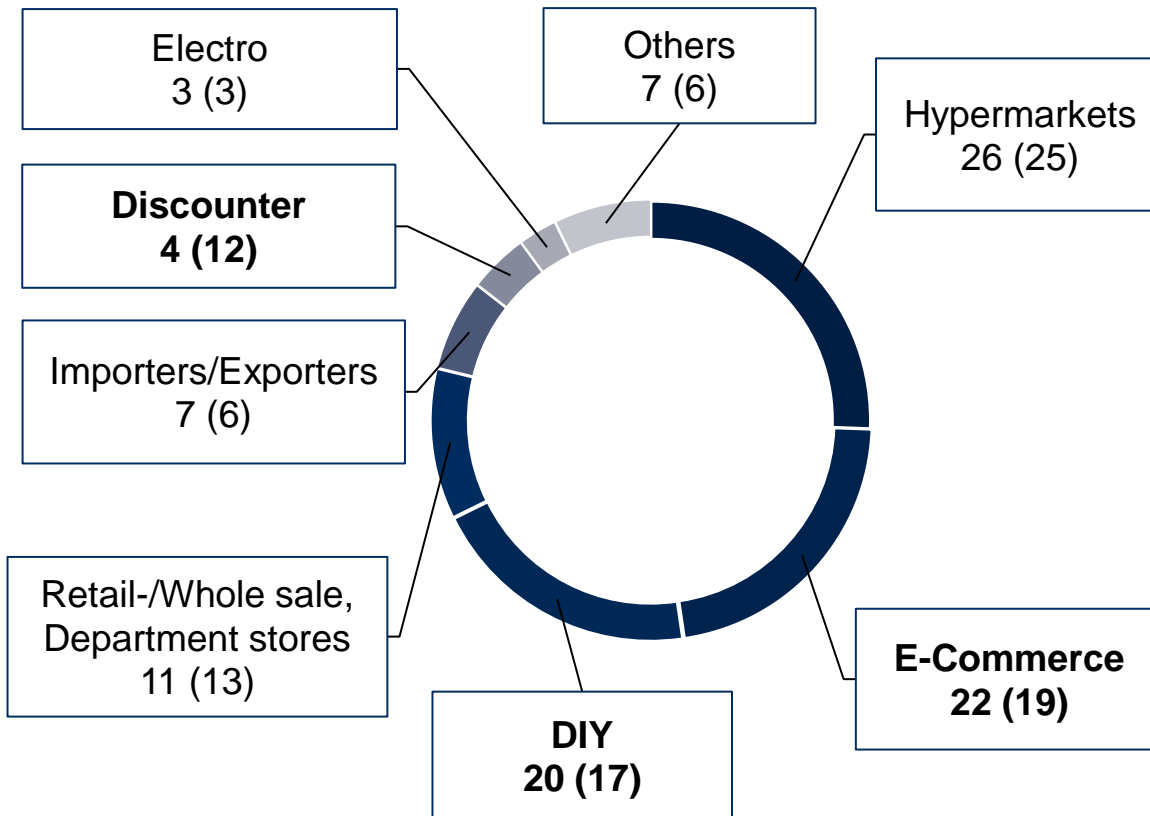
- Successful **Profi campaign** including TV commercial led to increased consumer interest
- **Market shares Mechanical Cleaning Germany:**
  - **Fastest growing brand** with +6.6% in a declining market in 2023
  - **Strongest market share gains** in core categories of Flat mops and Round mops

# Strong E-commerce growth of +11.6% in Q1 2024



## Distribution channels

Turnover Q1 2024 in % (previous year's figures)



- **E-commerce one of the fastest growing channel with +11.6% in Q1 2024**
- **Expanding our D2C capabilities** to enable profitable growth in key markets in Western Europe
- Distribution gains in **DIY**
- General reduction of non-food promotions in the **discounter channel**





## Q1 2024 Financials

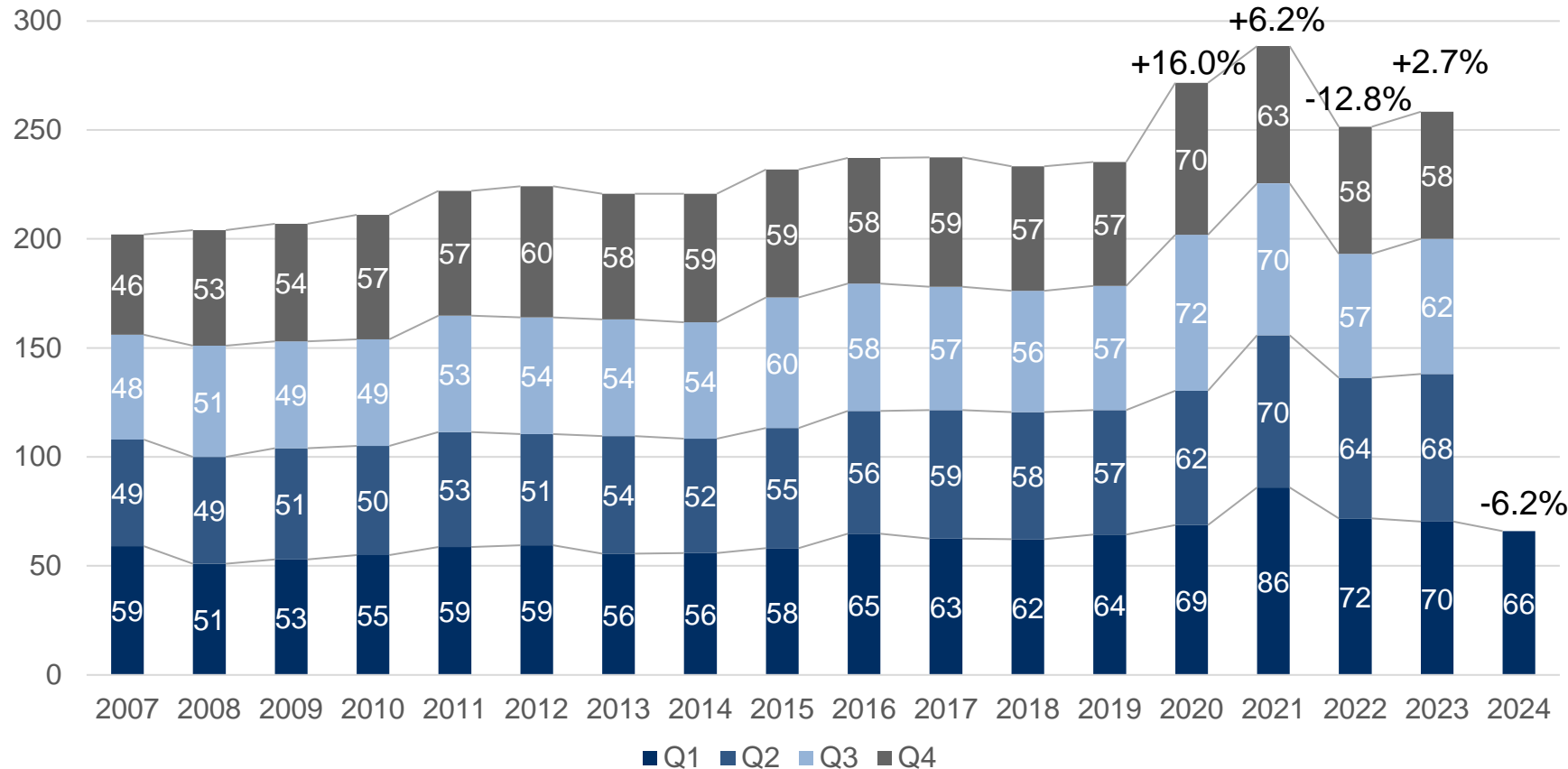


# Group turnover Q1 2024 in line with expectations



## Group turnover development by quarters

in m€



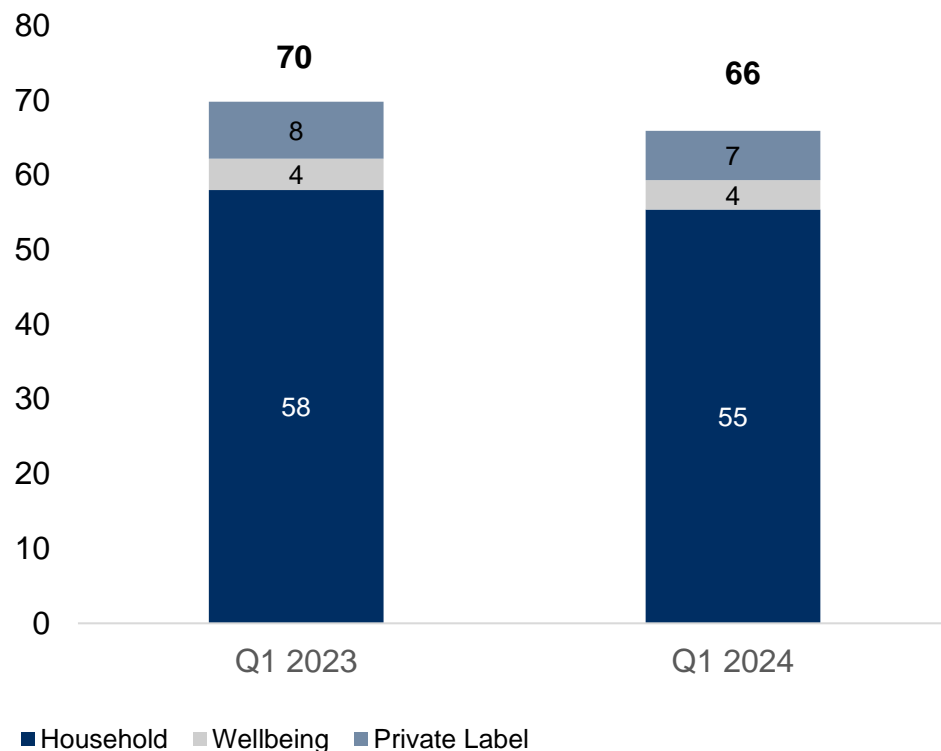
- Base effects in the discounter channel leads to yoy turnover decline
- Expansion of distribution in European core markets and growth in the e-commerce channel partially compensated for this



# Turnover decline across all segments in Q1 2024 as expected, but on track for 2024 turnover forecast

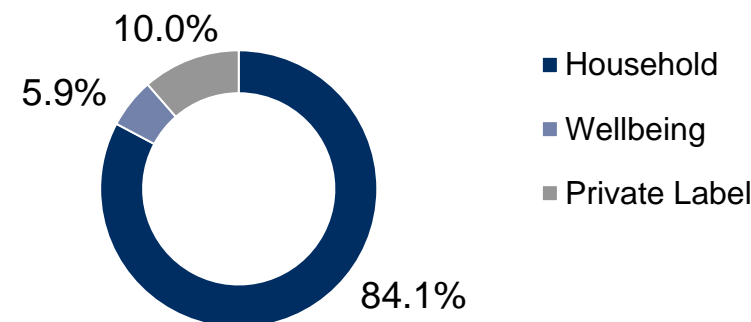
## Group turnover by segment

in m€



## Group turnover by segment

Q1 2024 in %

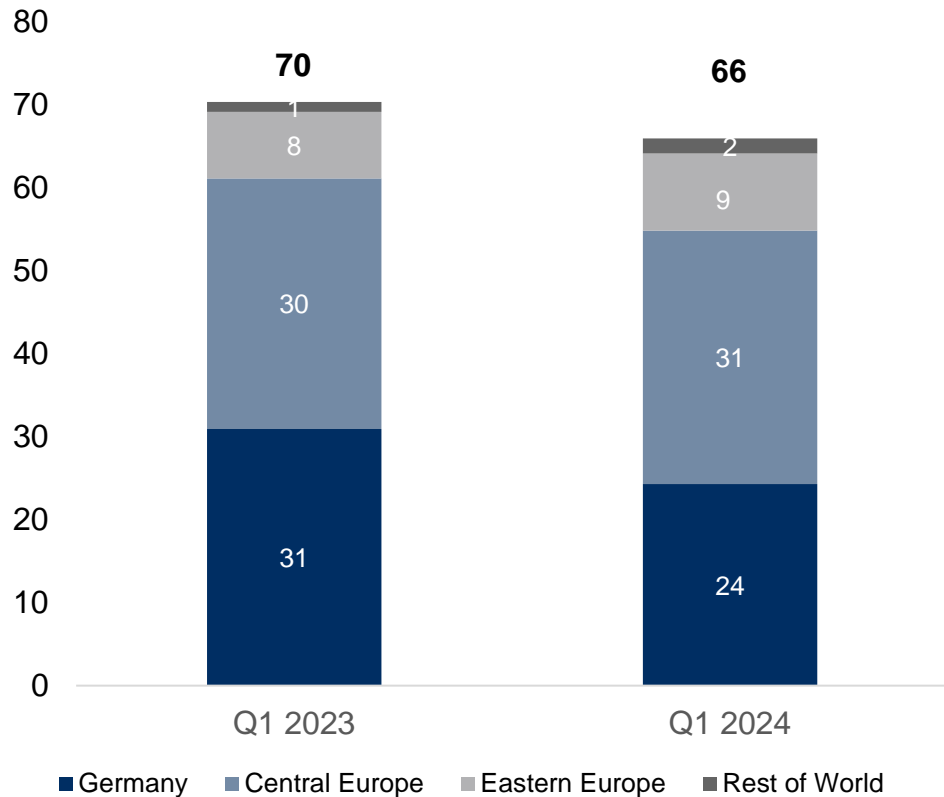


- **Household segment down by -5.2%**, subdued consumer sentiment and missing discounter promotions burdened business in the cleaning and laundry care categories
- **Wellbeing segment down by -7.8%** against the background of product range adjustments
- **Private Label segment down by -13.5%**, mainly due to lower sales partner promotions. As a result, turnover of Birambeau kitchen products and Herby laundry care products declined

# Germany strongly affected by missing discounter promotions/ all other sales regions with positive development

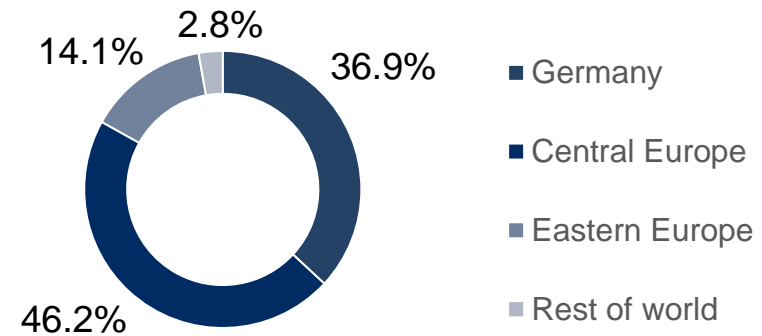
Group turnover by region

in m€



Group turnover by region

Q1 2024 in %



- **Germany down by -21.2%**, mainly due to missing discounter promotions
- **Central Europe up by +0.8%**, due to distribution expansion and positive development of e-commerce business in important European core markets
- **Eastern Europe strongly up by +15.7%**, several countries with double-digit growth rates and thanks to increased demand for products of the Leifheit brand

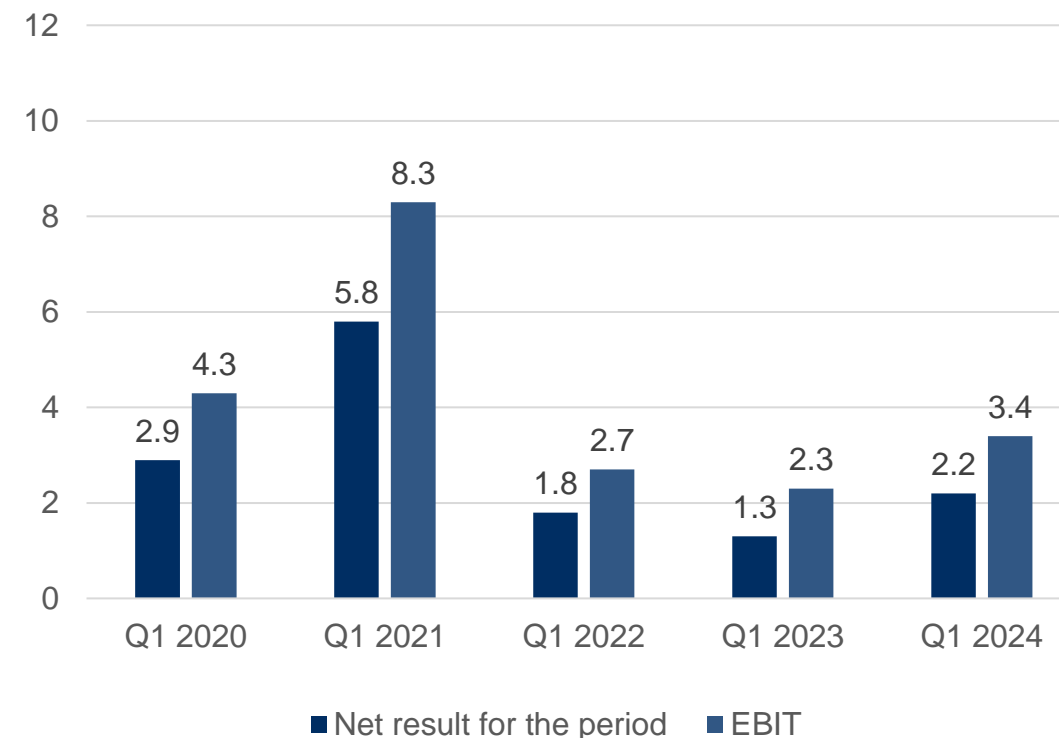
# EBIT increased due to improved gross margin, despite rising sea freight costs

		Q1 2023	Q1 2024	Δ
Group turnover	m€	70.3	65.9	-6.2%
Gross margin	%	40.5	44.7	4.2 pps
Foreign currency result	m€	0.4	0.3	-23.1%
EBIT	m€	2.3	3.4	45.5%
EBIT margin	%	3.3	5.2	1.9 pps
Earnings before taxes (EBT)	m€	1.9	3.1	65.5%
Net result for the period	m€	1.3	2.2	72.8%
EPS	€	0.13	0.23	76.9%

- Higher margins due to positive mix effects due to focus on products manufactured in Europe
- In addition, productivity increases lead to positive cost effects
- Significant increase in freight costs since the beginning of the year

## Group earnings development

Q1 2020 – Q1 2024 in m€



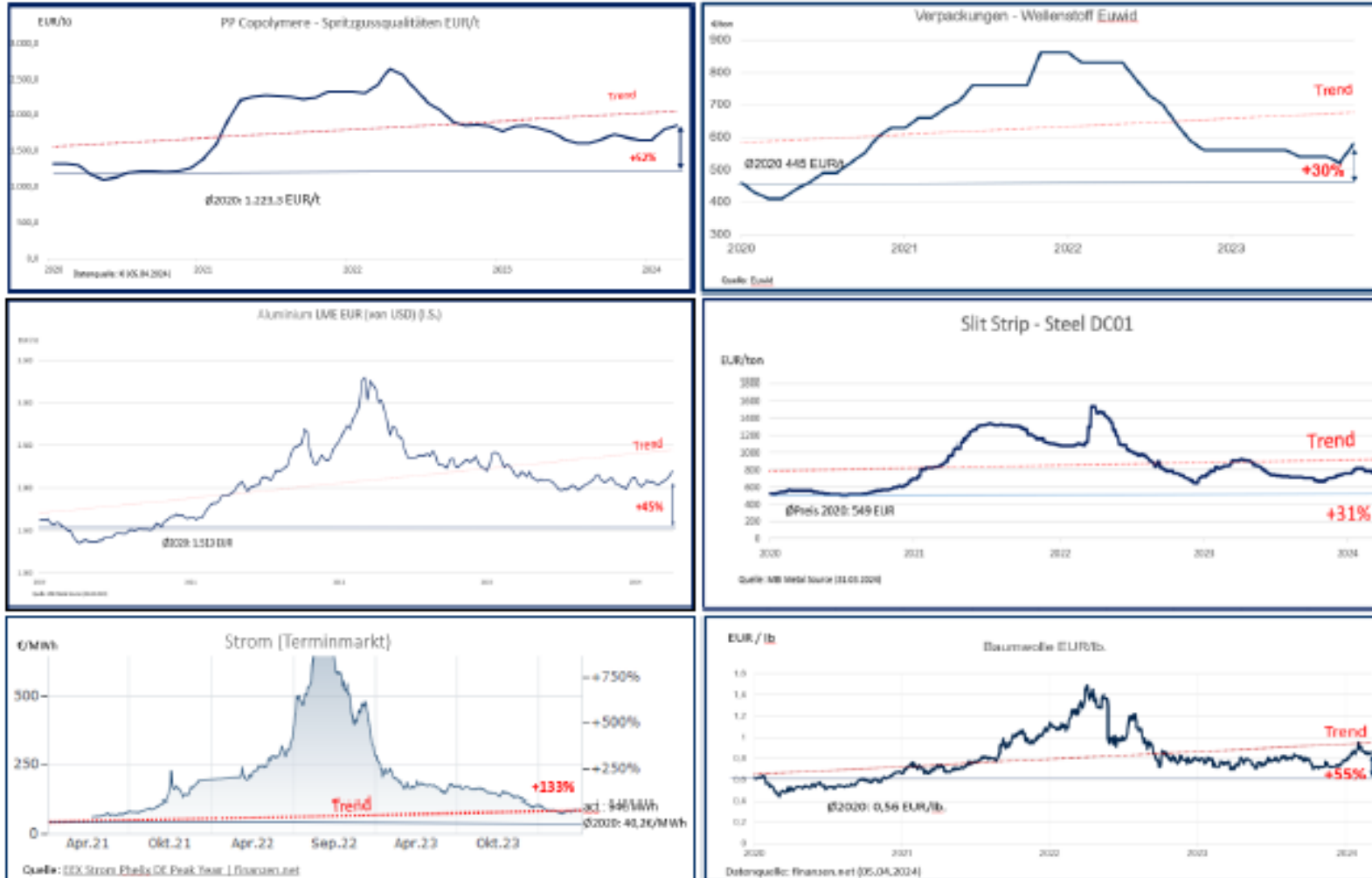
# Steadily increasing gross margins



		Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024
Gross Margin	%	39.7	40.5	41.3	42.6	44.3	<b>44.7</b>

- **Improvement in gross margin to 44.7% in Q1 2024 (Q1 2023: 40.5%)** because of
  - positive product mix effects due to the focus on effective campaigns for profitable products
  - increasing productivity and efficiency in production and logistics
  - slight decline in procurement and energy costs, although the costs remain at a high level
  - rising sea freight costs due to red sea crisis

# Declines in procurement costs in 2023 vs. peak in 2022, but raw material and energy prices remain at high levels



- Average price increase of main raw materials appr. +43% vs. 2020\* (**+2% vs. previous month**)
- Some **raw material costs** (esp. PP and Cotton) **with upward trend**
- Price level of 2019/2020 will not be reached in the short term
- **Major pricing impact: increased sea freight rates from Asia due to red sea crisis**

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



# Positive free cash flow of 1.3 m€ after -3.4 m€ in Q1 2023



in m€	Q1 2023	Q1 2024	Δ
Cash flow from operating activities	-2.1	1.4	3.5
Cash flow from investment activities	-1.3	-0.4	0.9
Cash flow from financing activities	-0.1	-0.2	-0.1
Free cash flow <sup>1</sup>	-3.4	1.0	4.4

in m€	31/03/2023	31/03/2024	Δ
Cash and cash equivalents at the end of reporting period	32.8	42.1	9.3
Financial liabilities	-	-	-

- Free cash flow up by 4.4 m€ to 1.0 m€ due to improvement in working capital
- Cash outflow from financing activities was almost stable at -0.2 m€ (Q1 2023: -0.1 m€)
- With Group liquidity totaling 42.1 m€ and without any liabilities to banks, the company continues to have a solid liquidity position

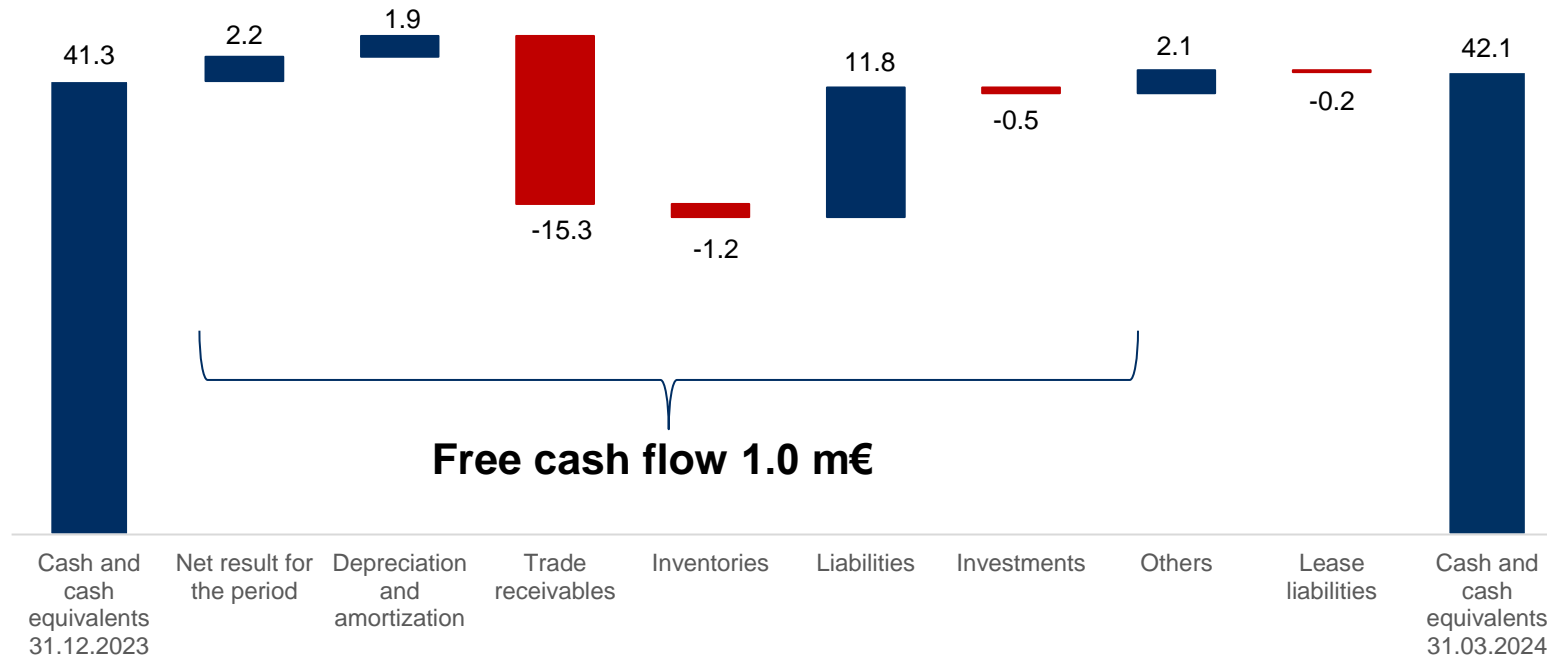
<sup>1</sup> Cash flow from operating activities and from investment activities, adjusted for incoming and outgoing payments in financial assets and, if existing, from acquisition and divestiture of business divisions.

# Increase in Group liquidity



## Group liquidity

31/12/2023 vs. 31/03/2024 in m€



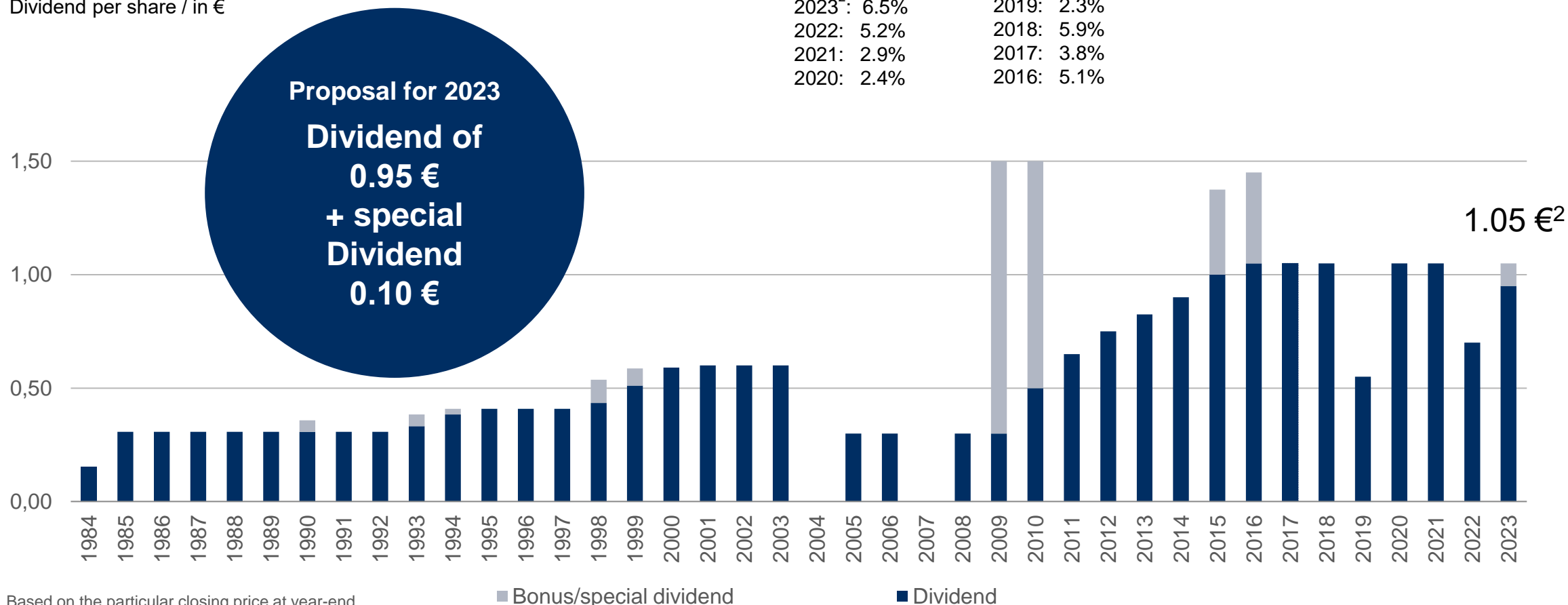
- Free cash flow increased in Q1 2024 to 1.0 m€ (Q1 2023: -3.4 m€)
- Positive effects from the stronger increase in liabilities, the lower increase in receivables, the better period results, and the lower investments outweigh the stronger increase in inventories

# Committed to shareholder returns



## Long-term dividend development

Dividend per share / in €



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

2023 <sup>2</sup> : 6.5%	2019: 2.3%
2022: 5.2%	2018: 5.9%
2021: 2.9%	2017: 3.8%
2020: 2.4%	2016: 5.1%

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

<sup>2</sup> Subject to approval at the Annual General Meeting

# Share Buy-back program to enable shareholders to participate on good liquidity situation

- Management Board resolved share buy-back program with a total volume of up to 8.5 m€
- Expected term from approx. 13 May 2024 until approx. 11 December 2024
- Shares will be acquired via XETRA trading on the Frankfurt Stock Exchange and via Tradegate Exchange
- The program will be carried out by an independent credit institute, that will decide on the timing of the acquisition of the shares independently and uninfluenced by Leifheit AG





## Outlook 2024





# 2024: Revision of our corporate strategy, focusing on growth and cost efficiency to position the Group for sustainable success



## Future Growth



- Strengthening our brand positioning
- Focus on core segments
- Strengthen our Innovation pipeline with bigger, better innovation
- Stronger internationalization, initially in Europe
- Leverage our e-commerce capabilities to maximize our position

## Cost Efficiency



- Value optimization with revenue growth management
- Realize cost efficiencies with Lean Management in Operations
- Digitalize business processes

## Corporate Culture



- Create a culture of entrepreneurship, strong cross-organizational cooperation and modern leadership

## Sustainability



- Holistic responsibility for people, society and the environment with the highest level of corporate integrity

# Celebrating 65th anniversary



- We celebrate **65 years of "German brand quality"** and **40 years of Rotary dryer Linomatic** - Made in Germany brand quality
- Further anchor the origin and longtime values of Leifheit in the minds of consumers at the POS
- Additional **1-year warranty** on all items



# Innovation – Expansion of successful black line



**BLACK DIAMOND**

**Black Line**  
**Aesthetics without compromise.**

**LEIFHEIT**

Tower dryer  
**Comfort Tower 420 Black** 5 YEARS

Ironing board  
**Classic M Black** 3 YEARS

Standing dryer  
**Pegasus 180 Solid Black** 5 YEARS

Standing dryer  
**Pegasus 150 Solid Black** 5 YEARS

Tower dryer  
**Classic Tower 270 Black** 3 YEARS

Ironing board  
**AirBoard M Compact Plus Black** 5 YEARS

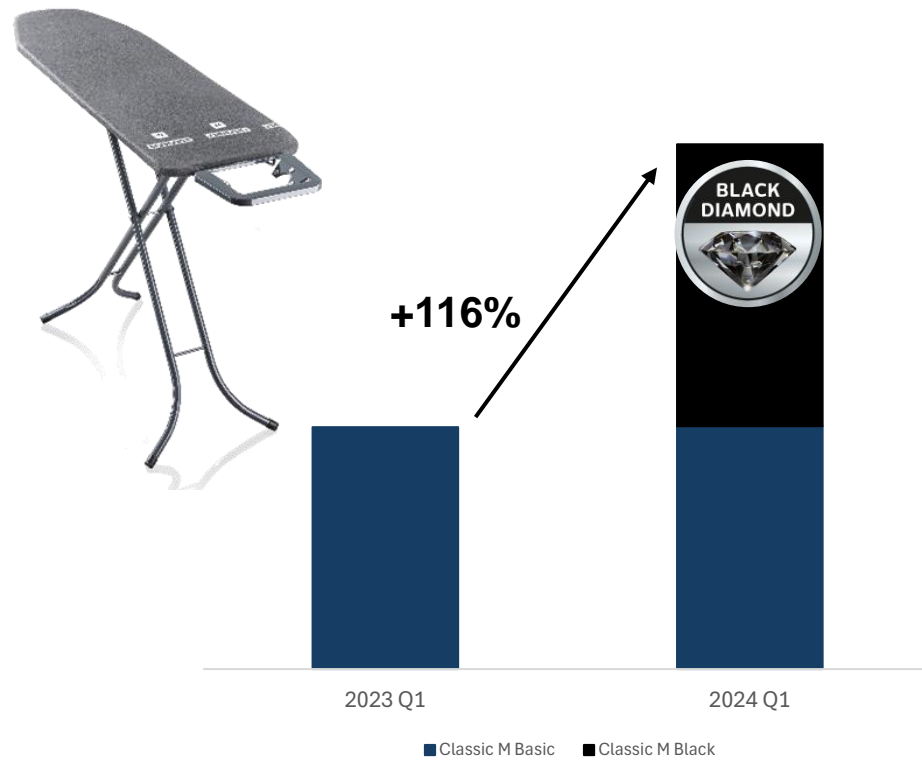
- Proven quality and stability meet stylish design
- Black Pegasus and tower dryers, as well as Air Board and Classic ironing Boards complement each other perfectly

# Innovation – On top volumes through Black Line ironing boards



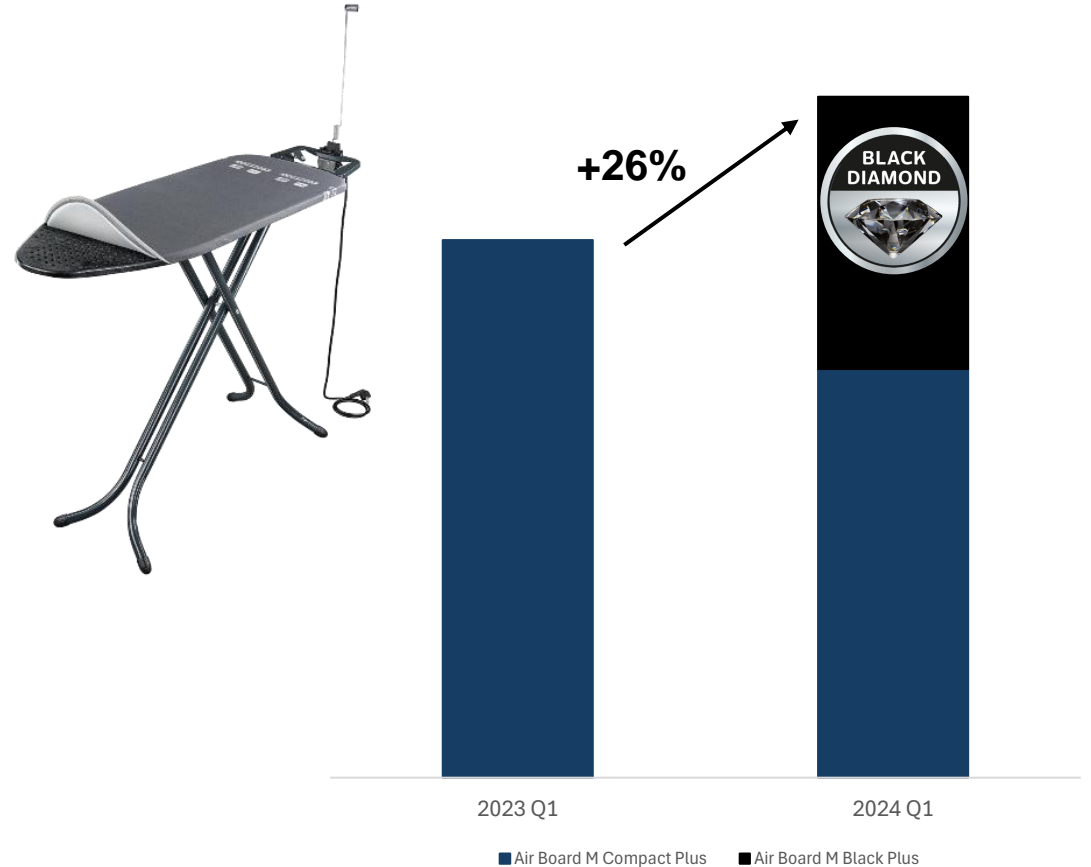
## Classic M Black Line

Sales volume\* Q1 2023 vs. Q1 2024



## Air Board Black Line

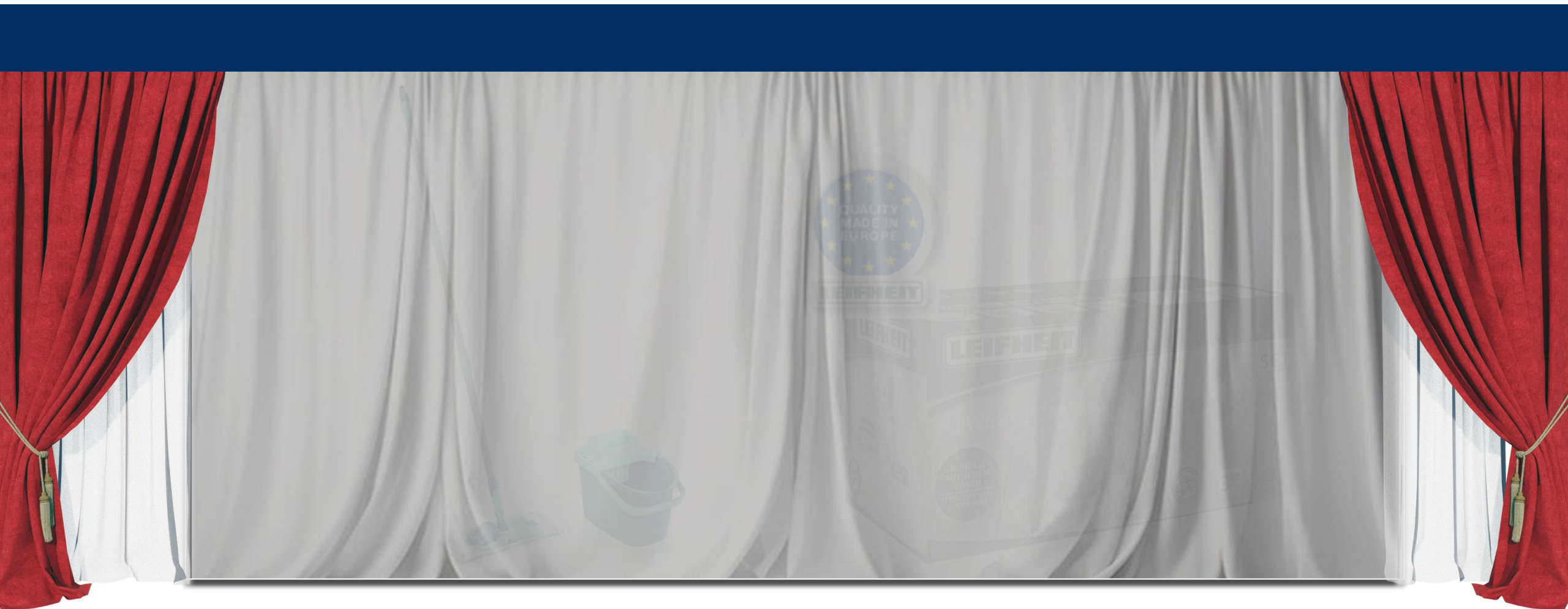
Sales Volume Q1 2023 vs. Q1 2024



\*Sales volume without Discounter



# New Product innovation cleaning is coming up





# Resilience: Managing strained supply chains in production and logistics



- Share of Group turnover with products from in-house production **up by +4pp in 2023 to 64%**
- Further increased the **share of European suppliers to 73%** (2022: 72%) to reduce risks and dependencies on procurement regions with long delivery times and strained transport routes
- Flexible and efficient factories
  - **Modular concepts** for core products, development of platforms and standardization of production lines
  - **Learning factory:** continuous improvement
  - **Expansion of the production site in Blatná, CZ**
- **Logistics excellence** and improvement of **e-commerce capabilities** to enable growth



# 2024 forecast confirmed

## Still challenging market environment ahead

	Forecast 2024
Group turnover	slightly above the previous year
Turnover Household	slightly above the previous year
Turnover Wellbeing	slightly below the previous year
Turnover Private Label	slightly above the previous year
Group EBIT	in a corridor of 10 m€ to 12 m€
Free Cashflow	about 10 m€

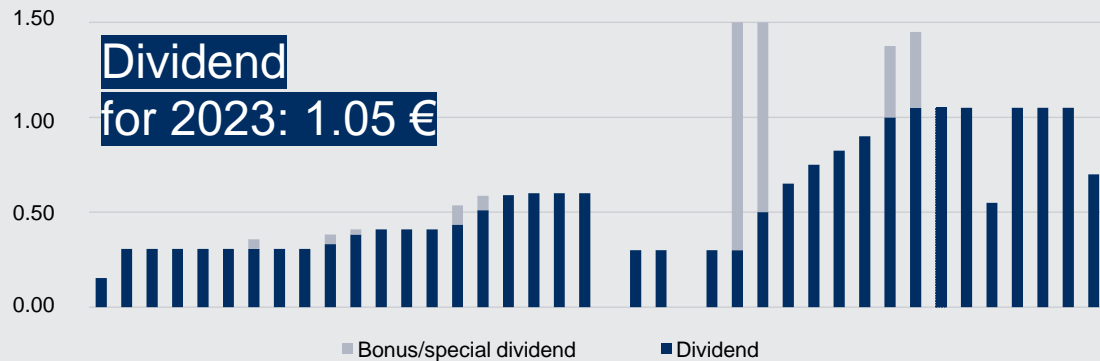
- Continued weak economy and subdued consumer sentiment
- Significant increase in sea freight costs since beginning 2024 with negative impact on earnings in FY 2024

# **Annex**

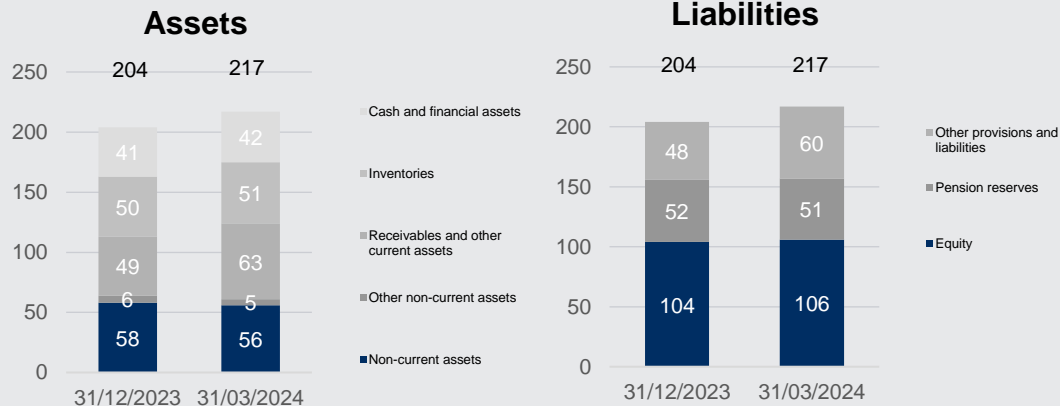
# Leifheit is financially solid and pays reliable dividends to shareholders



## Commitment to shareholders



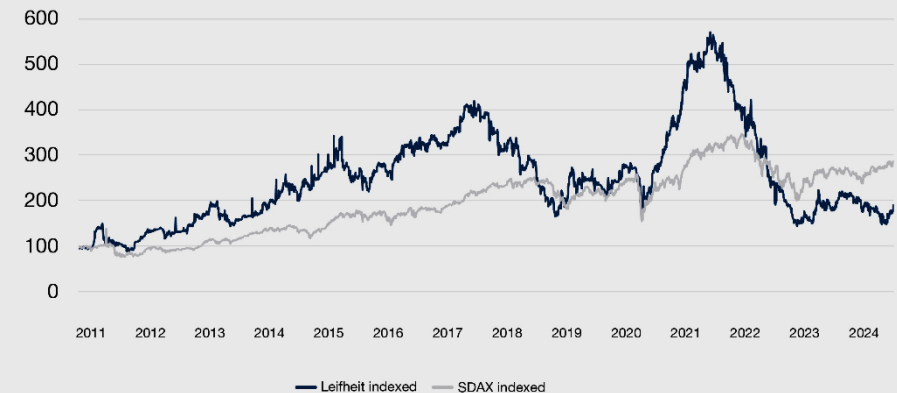
## Strong financial structure in m€



## Strong products and brands



## Solid long-term stock performance

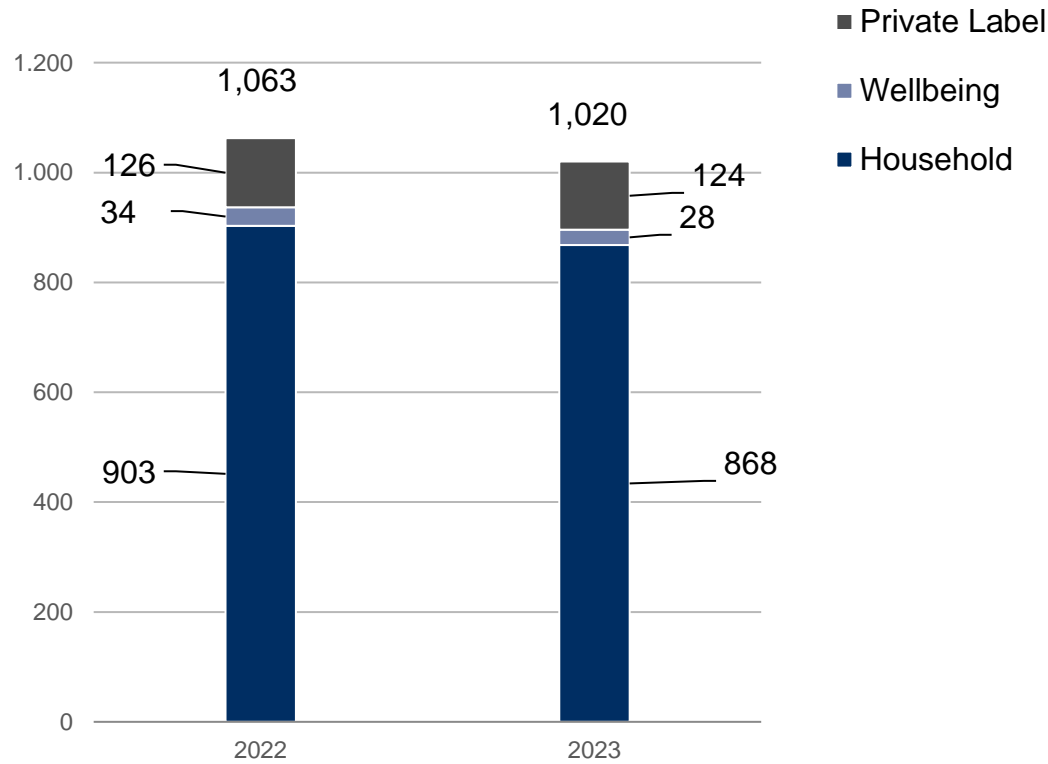


# Majority of employees based in Europe



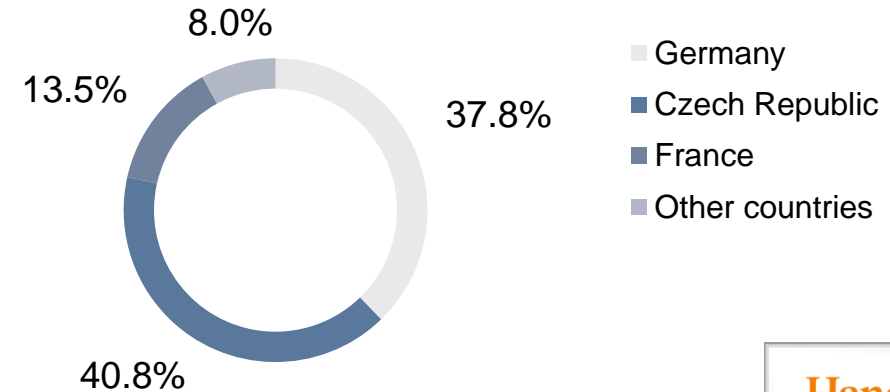
## Employee development\*

31 December 2023



## Employees by region\*

31 December 2023



\* Only own staff, without temporary workers

# Leifheit makes top quality household products



Profi Floor Wiper  
4.6 stars



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

Profi XL Set  
4.5 stars



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

Pegasus 150 black  
4.7 stars



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

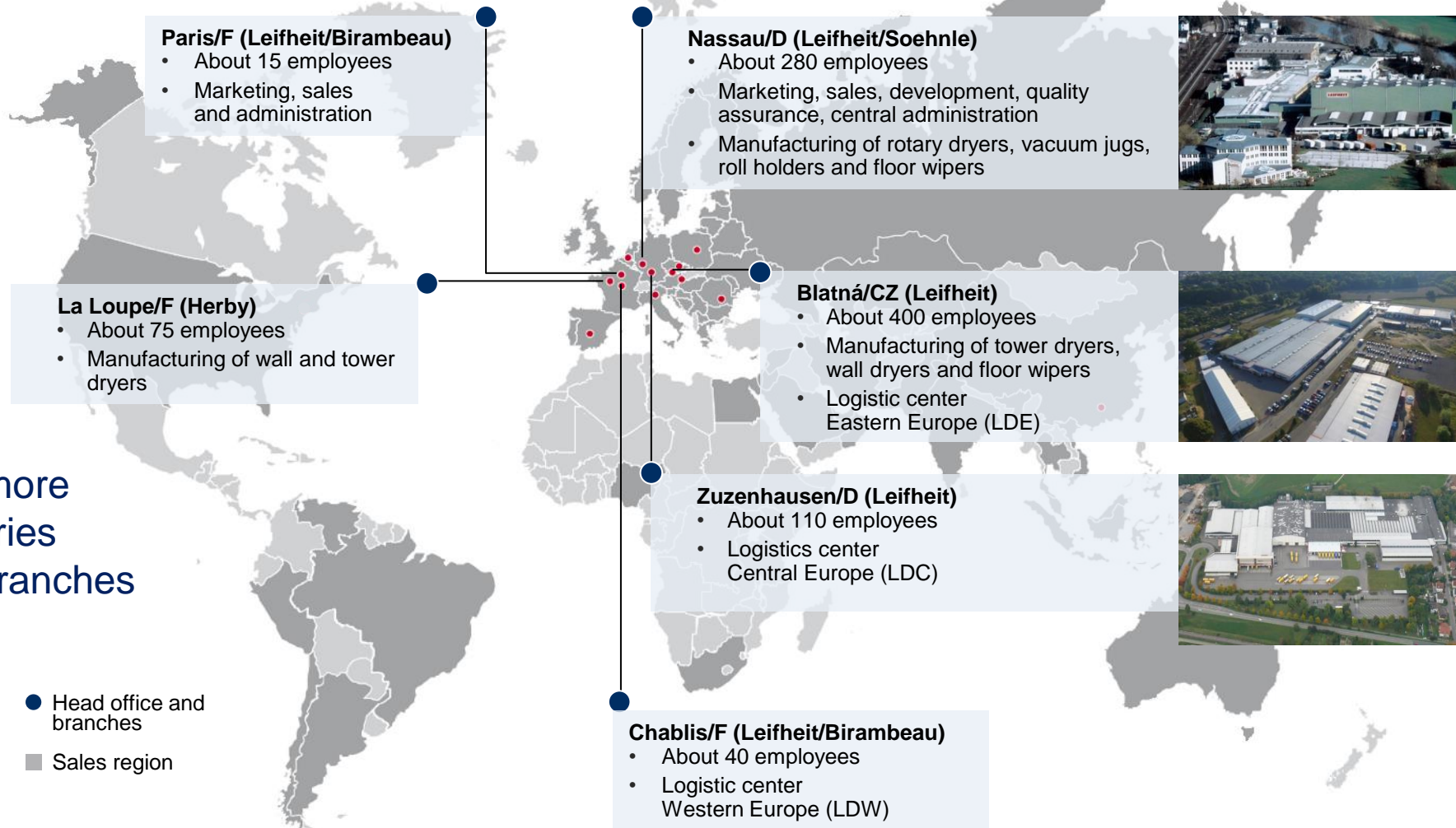
Linomatic 600 Deluxe  
4.7 stars



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



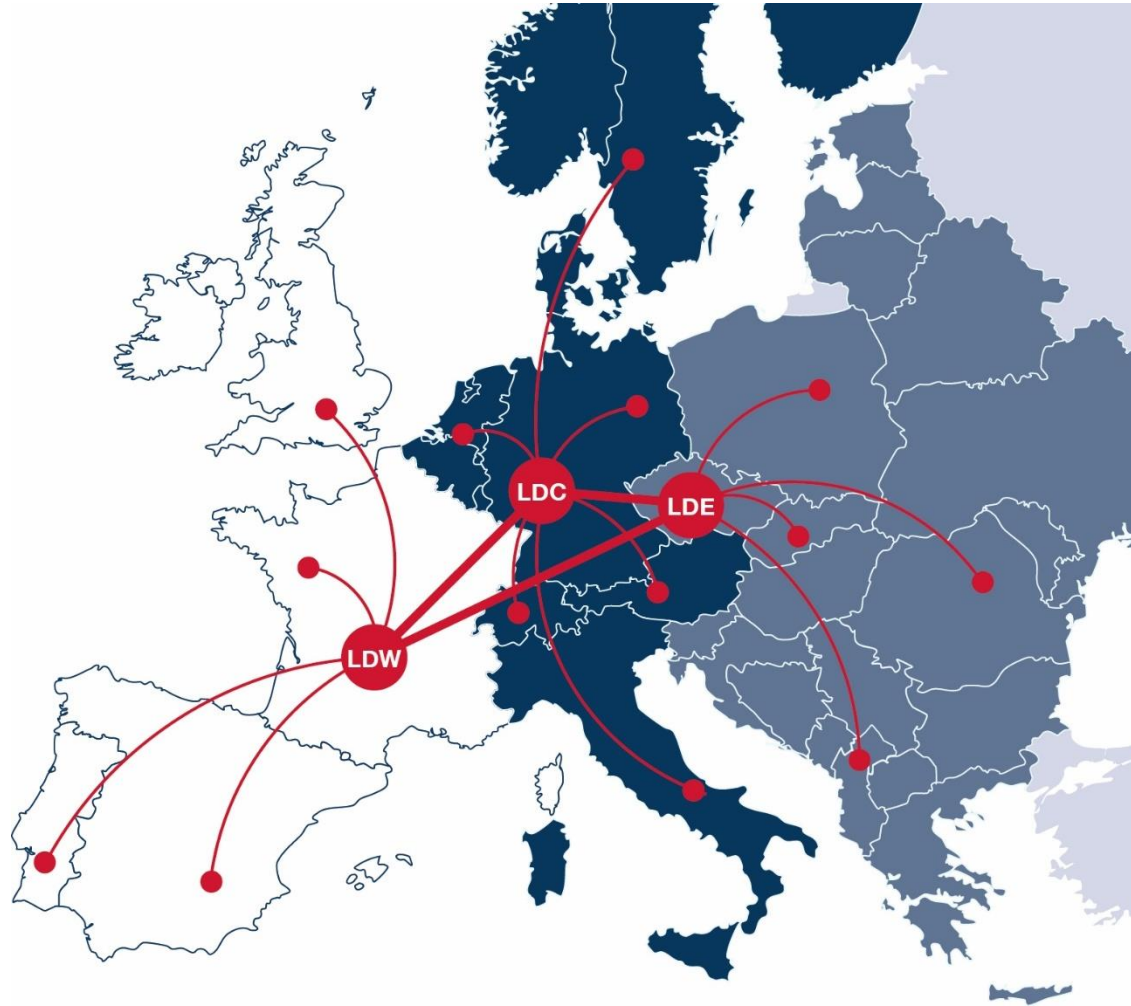
# Our European production and logistic footprint ensures efficient and reliable supply to customers



Operating in more than 80 countries with 14 own branches



# New central European logistics hub



- **New central European logistics hub** at the logistics site in Chablis, France, which was previously operated exclusively by our subsidiary Birambeau
- Distribution across three logistics locations **brings cost advantages, shortens transport routes** to our customers and simultaneously **reduces CO<sub>2</sub> emissions**
- Expanding our D2C capabilities to enable profitable growth in key markets in Western Europe
- **New logistics platform** in operation since October 2023

# Distribution in all relevant distribution channels

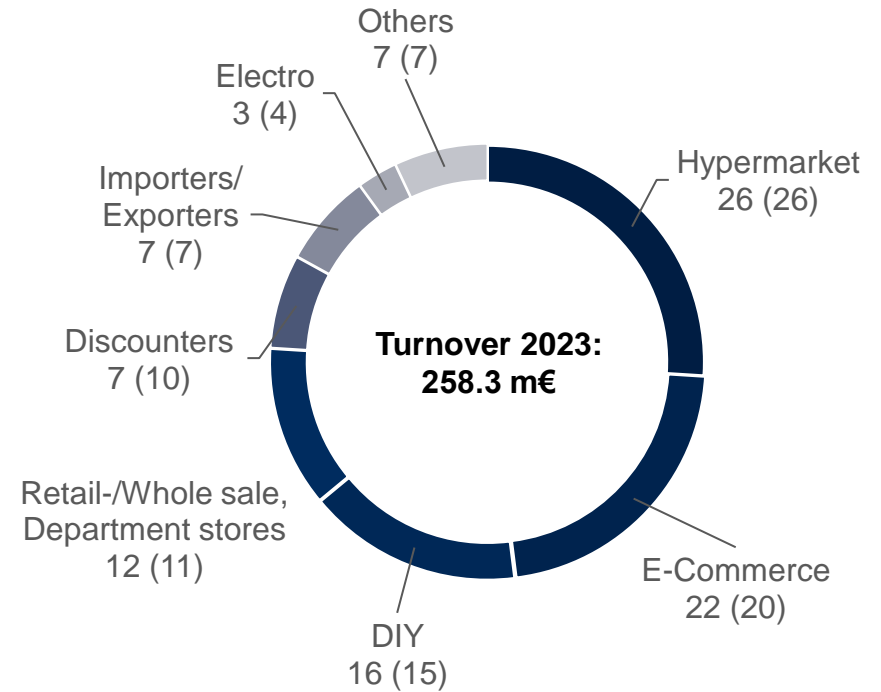


## Blue Chip client base



## Distribution channels

Turnover 2023 in % (previous year's figures)



# Long-term financial overview



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

# Long-term financial overview



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

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

<sup>2</sup> Dividend proposal

# Leifheit 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: Floor wiper  
Ausgabe 6/2019 - www.haus-garten-test.de

**TEST WINNER**  
**Haus & Garten Test**  
**good**  
(1,7)  
Leifheit  
Clean Twist Disc Mop Ergo  
In Test: Mop  
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: Wäschetrockner  
Vergleich.org

**TESTURTEIL**  
**Haus & Garten Test**  
Endnote 1.0  
**sehr gut**  
Leifheit  
Linomatic 400 Cover  
Maximaler Bedienkomfort,  
der keine Wünsche offen lässt  
In Test: Trockner  
Ausgabe 5/2019 - 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: Trockner  
Ausgabe 6/2019 - www.haus-garten-test.de

**TEST VERDICT**  
**Haus & Garten Test**  
**good**  
(1,6)  
Leifheit  
white and both vacuum cleaner Nemo  
In Test: Fensterstauger  
Ausgabe 7/2019 - www.haus-garten-test.de



Window vacuum  
cleaner Nemo

**PLUS X AWARD**  
High Quality  
Ease of Use  
www.allebeste.de

**PLUS X AWARD**  
High Quality  
Functionality  
www.stiftungwaerentest.de



Window vacuum  
cleaners

**Alles Beste**  
Empfehlung  
Leifheit Dry & Clean

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

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



Cordless vacuum wiper  
Regulus Aqua PowerVac

**TEST VERDICT**  
**Haus & Garten Test**  
**very good**  
(1,4)  
Leifheit  
Regulus Aqua PowerVac  
Zwei Kombinationen sind besser  
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: Trockner  
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: Mop  
Ausgabe 6/2019 - www.haus-garten-test.de

**TESTURTEIL**  
**Haus & Garten Test**  
**gut**  
(1,8)  
Leifheit  
Salatbecher ComportLine  
im Test: Salatbecher  
Ausgabe 7/2019 - www.haus-garten-test.de



Salad spinner  
Comport Line

**TESTURTEIL**  
**Haus & Garten Test**  
**gut**  
(1,8)  
Leifheit  
Isolierbecher Flip 350ml  
im Test: Thermobecher  
Ausgabe 1/2019 - www.haus-garten-test.de



**TESTSIEGER**  
**Haus & Garten Test**  
**sehr gut**  
(1,2)  
Leifheit  
Isolierbecher Flip 600ml  
im Test: Thermobecher  
Ausgabe 3/2019 - www.haus-garten-test.de

Isolating mugs  
Flip 600 + 350 ml

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

**TESTSIEGER**  
**Haus & Garten Test**  
Endnote 1.0  
**sehr gut**  
Leifheit  
Columbus Isolierkanne  
Einhandbedienung,  
original Aromastate  
im Test: Thermobecher  
Ausgabe 7/2019 - www.kaufpraxis.de



Isolating jug  
Columbus

**TEST WINNER**  
**Haus & Garten Test**  
**very good**  
(1,4)  
Leifheit  
Isolating jug Harmonic  
In Test: Thermobecher  
Ausgabe 2/2019 - www.haus-garten-test.de



Cordless vacuum  
Regulus PowerVac 2in1

**PLUS X AWARD**  
BESTES  
PRODUKT  
DES JAHRES  
2018  
Redaktions-Wertung  
Leifheit Regulus PowerVac 2in1  
www.allebeste.de

**testsieger.de**  
1,9  
08/2018  
gut  
Redaktions-Wertung  
Leifheit Regulus PowerVac 2in1  
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 9/2019 - www.haus-garten-test.de

**Alles Beste**  
Empfehlung  
Leifheit 11925 Regulus PowerVac



Steam Mop CleanTenso

**testsieger.de**  
1,5  
08/2018  
sehr gut  
Redaktions-Wertung  
Leifheit 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  
im Test: Dampfbödenwischer  
Ausgabe 7/2019 - www.kaufpraxis.de



# Soehnle awards (selection)



Kitchen Scales  
Page Profi + Page Profi 300



Personal Scales  
Style Sense



Personal Scales  
Style Sense Bamboo Magic



Body analysis scales  
Shape Sense Connect 100 + 200



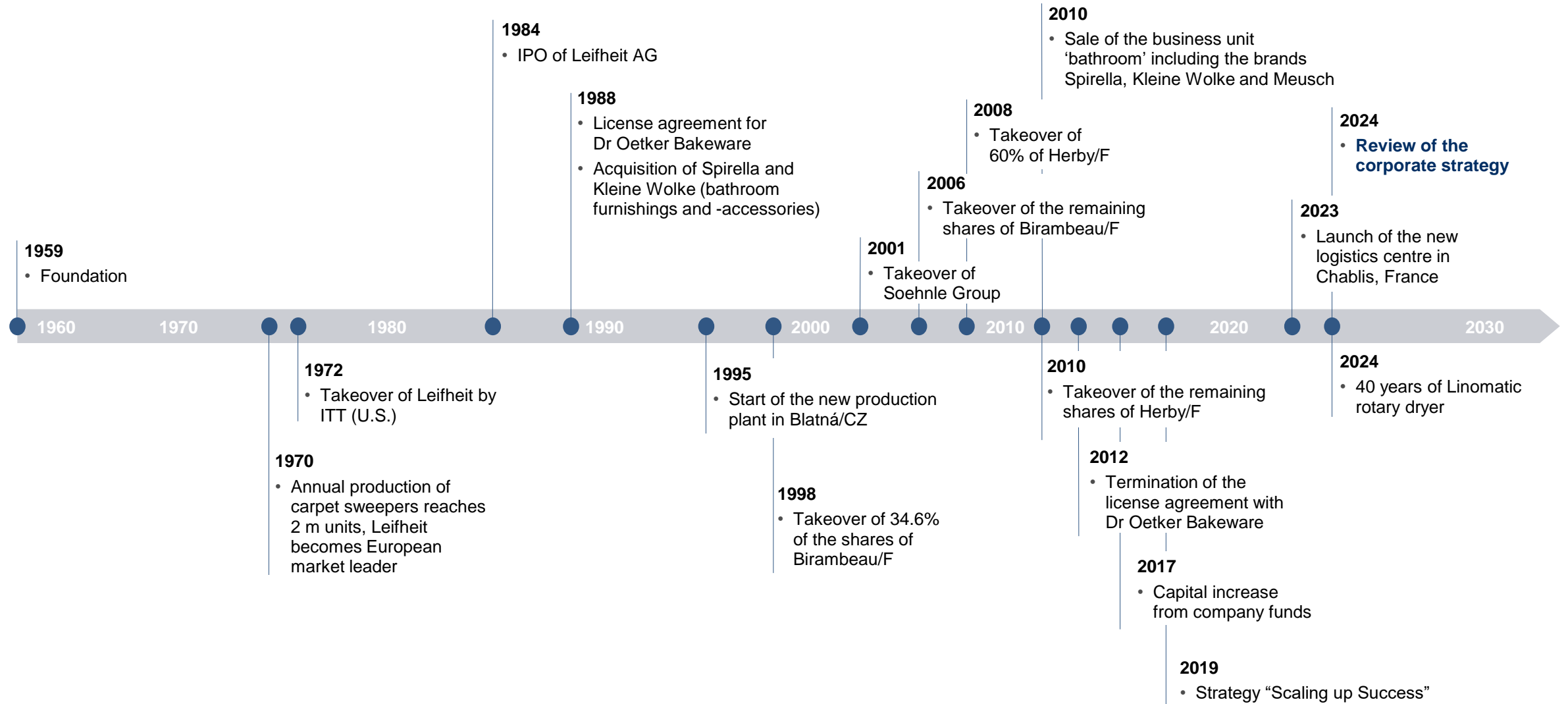
Blood pressure monitors  
Systo Monitor 200 + 300



Page Aqua Proof  
Kitchen Scale



# Leifheit – 65 years of passion for housework



# European competitors by category



## Cleaning

Spontex  
Tonkita Swiffer Rival  
Kärcher Vileda



## Laundry care

Vileda Brabantia Artweger  
Wenko Gimi Juwel Stewi  
Metaltex Rörets Blome



## Kitchen goods

Tescoma WMF Gefu  
Zyliss Oxo Rösle Fackelmann Lurch  
Brabantia Westmark Emsa Tefal



## Wellbeing

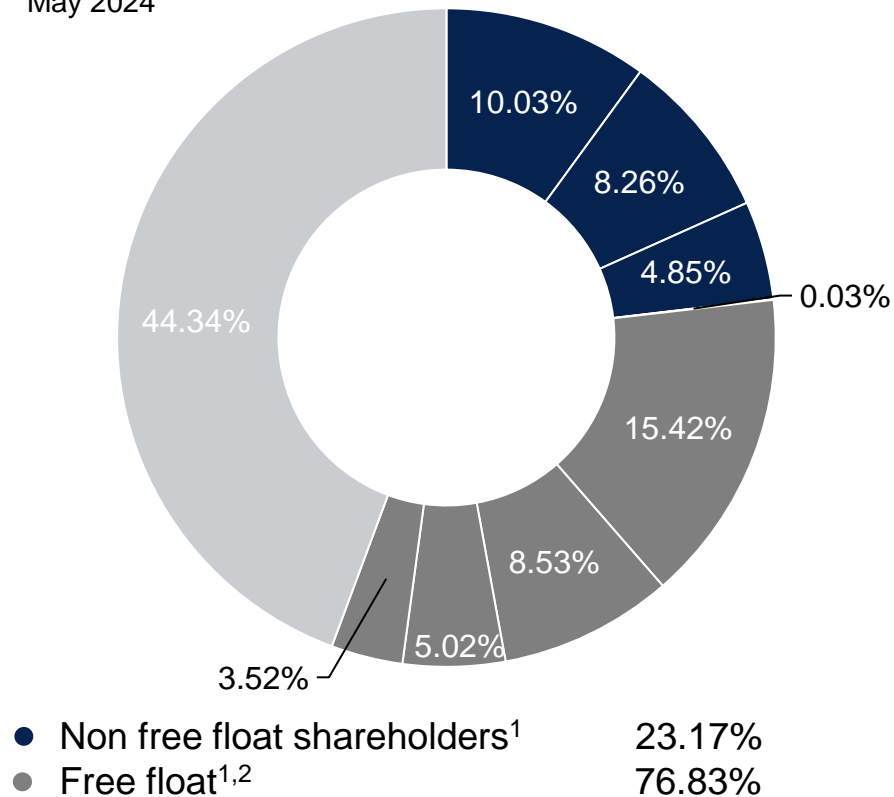
Bosch Laica Tanita  
ADE Sanitas Homedics Beurer  
Withings Terrailon

# Significant free float and international investors



## Shareholder structure

May 2024



- MKV Verwaltungs GmbH, Grünwald (GER), 10.03%
- Ruthild Loh, Haiger (GER), 8.26%
- Leifheit AG Nassau (GER), treasury shares, 4.85%
- Employee shares subject to a lock-up period 0.03%
- Alantra EQMC Asset Management, SGIIC, SA, Madrid (ES), 15.42%
- Gerlin Participaties Coöperatief U.A., Maarsbergen (NL), 8.53%
- MainFirst SICAV, Senningerberg (LUX), 5.02%
- Blackmoor Ownership Holdings Master Limited, London (UK), 3.52%
- Voting rights under notification threshold 44.34%

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

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

# ESG: Strategic sustainability goals

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



- Climate balance for our most important sites in scope 1 and scope 2 established in 2022
- Yearly climate balance in the future to measure progress

- Substantially reduce the emissions of direct greenhouse gases (scope 1 emissions)
- 100% renewable energies with a electricity mix (scope 2 emissions)
- Substantially reduce the emissions of indirect emissions (scope 3)

- Energy: increase efficiency, savings and share of renewable energies
- Mobility: reduce of vehicle fleet emissions at our sites, reduce CO<sub>2</sub> emissions of employees' drive
- Products: long-lasting and high-quality products with long life cycle, increase recycled share in products, packaging and displays
- Distribution: lean production, reduce transport routes and supply logistics

- Compensate non-avoidable emissions<sup>1</sup> by means of certified projects for climate protection

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



Scope 1: direct emissions from the company's owned or controlled resources e.g. gas, fuel, refrigerants  
 Scope 2: indirect emissions from purchased energy, e.g. electricity  
 Scope 3: indirect emissions in the value chain, (upstream + downstream)

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

# Our ESG Principles



What sustainability means to us:  
Responsible actions toward the environment and people,  
corporate integrity and durable, high-quality products



## Environment

Climate-neutral by 2030:<sup>1</sup>  
Avoiding and reducing carbon emissions, supporting climate protection projects

Durable, high-quality products that make life at home easier and more convenient

Efficient use of resources without sacrificing quality

European production and logistics footprint with close connections to our customers

Compliance with applicable laws and regulations in our production activities (WEEE, RoHS, REACH, PAH, Ecodesign Directive, etc.)

Strict environmental standards in our supply chain, laid down in our Supplier Code of Conduct



## Social

Open, positive corporate culture driven by performance and teamwork

HR strategy geared towards employer attractiveness

Focus on employee safety and health

Diversity and offer equality of opportunity

Fair and competitive pay, training and continuing education

Strict social standards in the supply chain, laid down in our Supplier Code of Conduct

Giving back to society at our locations



## Governance

Responsible corporate management and compliance

High transparency for stakeholders through quarterly reporting and regular news updates

Compliance management system (CMS), including guidelines and measures to ensure compliant and ethical conduct

Combating corruption and bribery as integral part of CMS

Protecting personal data according to the high standards of the GDPR



Read more at our **sustainability report 2023**

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

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



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

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

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

# Financial calendar and contact



## Financial calendar 2024

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**13-15 May 2024**

Equity Forum – Spring Conference, Frankfurt

**29 May 2024**

Annual General Meeting

**8 August 2024**

Financial report for the period ending 30 June 2024

**12 November 2024**

Quarterly statement for the period ending 30 September 2024

**25-27 November 2024**

Deutsche Börse – German Equity Forum 2024, Frankfurt

## Contact

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

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