

# Leifheit AG

## Investor Presentation

February 15th, 2016

ORG026A



# Agenda

- Introduction to Leifheit
- Highlights fiscal year 2015 and update strategy “Leifheit 2020”
- Preliminary financial figures 2015
- Key initiatives 2016



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

## Leifheit Group

Brand business	Volume business
~ 80 % of turnover	~ 20 % of turnover
<ul style="list-style-type: none"> <li>▪ High-quality branded products with a high degree of consumer benefit, mid- to upper-price segment</li> <li>▪ Consistent brand management</li> <li>▪ Systematic processes for innovation and market launch</li> <li>▪ Distribution in international markets</li> <li>▪ Product categories: Cleaning, Laundry Care, Kitchen goods, Wellbeing</li> </ul>	<ul style="list-style-type: none"> <li>▪ Products in mid-price segment</li> <li>▪ Customer-specific product development</li> <li>▪ Strong service component</li> <li>▪ Distribution in international markets</li> <li>▪ Product categories: Cleaning, Laundry Care, Kitchen goods, Wellbeing</li> </ul>
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;"> <p>Project Business</p> </div> </div>

# One of the leading manufacturers of household products in Europe

## 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.

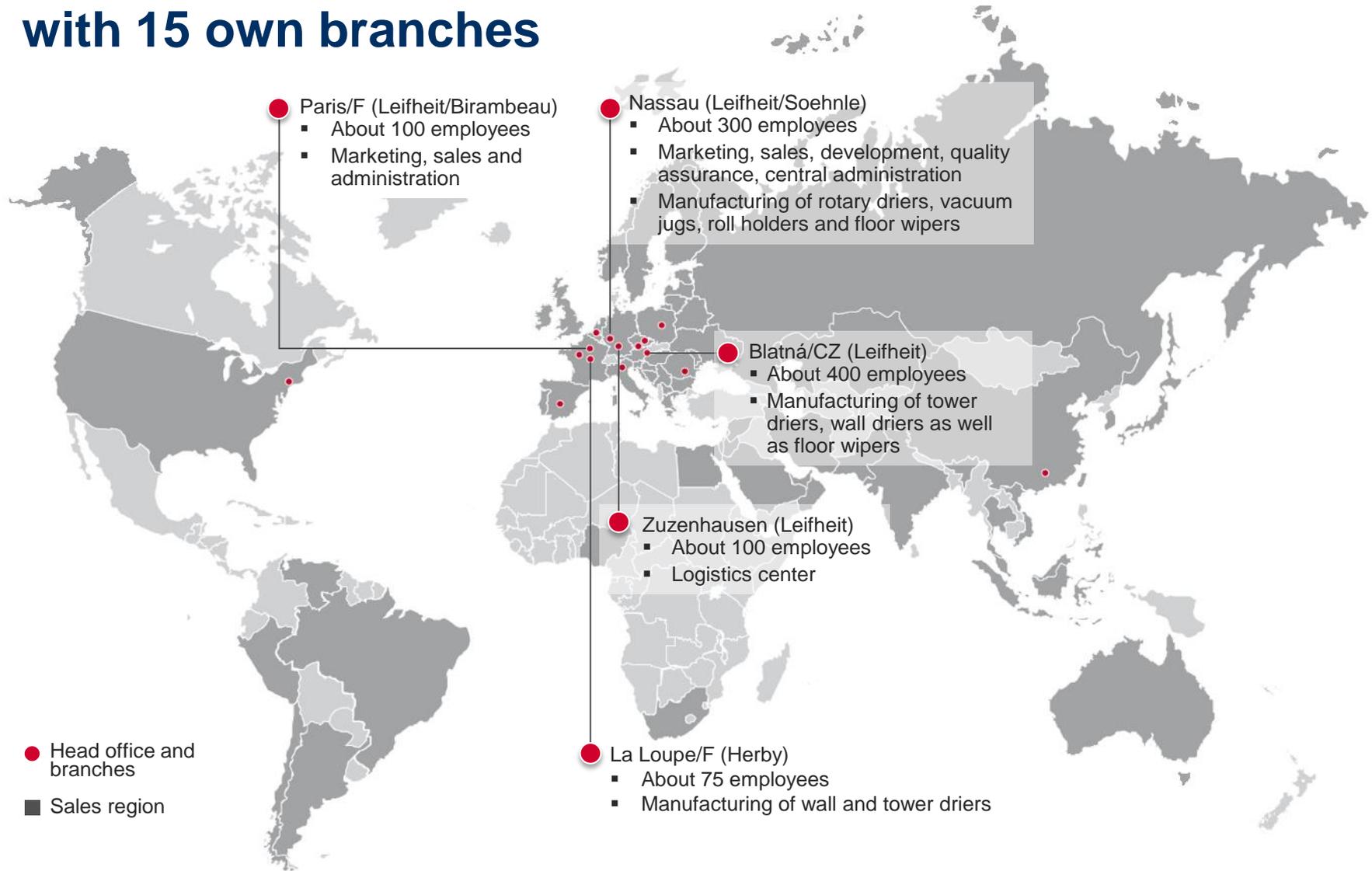


## Wellbeing

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



# **Highlights fiscal year 2015 and update strategy “Leifheit 2020”**

# Implementation of “Leifheit 2020” delivers first results

## Total revenues

2015 vs 2014 in €



## EBIT outlook clearly accomplished

2015 vs 2014 in €



## Revenue brand business

2015 vs 2014 in €



## Revenue volume business

2015 vs 2014 in €



## Strategy “Leifheit 2020” will deliver higher levels of growth and excellence

- Starting from an efficient platform, solid margins and a lean profile, Leifheit is focusing on future growth:
  - Expansion of the product portfolio
  - Expansion of the customer footprint
  - Expansion of geographical footprint
  - External growth options (focus on core categories)
  
- Leifheit is targeting organic growth of 5 - 6 % CAGR
  
- Leifheit defined 10 strategic guidelines to strengthen competitiveness, drive growth and increase sustained profitability:
  - Where to grow?
  - How to grow?
  
- Strategic guidelines are the basis for numerous individual projects to create the capability to deliver growth

## Foundation for further growth provided

- After successful restructuring from 2008 to 2014, the systematic implementation of **“Leifheit 2020”** bares first fruits
- Execution of **“high importance projects”**, e.g.
  - Implementation of **SAP EWM** (extended warehouse management)
  - **New logistic center** at Czech facility to boost efficiency of distribution to Eastern European markets
- **“Innovation Factory”** as holistic innovation strategy:
  - **Built-up of mid-term pipeline 2020**, providing innovative solutions with high market potential throughout the upcoming years
  - Strengthening of our **design competences** while maintaining our **high quality standards**
- **Brand positioning** of Leifheit reworked
- **Established a second price point** within the Leifheit brand – in particular for the Central and eastern European markets

## Successful course appreciated by market

- **Numerous awarded brands and products:**
  - Leifheit and Soehnle again received the “**Superbrands**” award
  - Kitchen scales Baking Star and Page Meteo Center declared “**Kitchen Innovation of the Year**”
  - Kitchen scale Genio received “**Plus X Award**”, “**IF Design Award 2016**” and elected as “**Kitchen Innovation of the Year 2016**” as well as awarded in the “**Best of the best**” category

## Attractiveness of stock increased

- **Attractiveness for investors further increased** by expanding free float to 76.7 % after placement of shares by Home Beteiligungs GmbH
- **Dividend distinctively increased in 2015** to 1.80 (1.65) € per share
- **Share price performance in 2015 at approx. 7 %**, throughout the past five years at a CAGR of approx. **25 %**

5 year share price performance

Timeframe: January 1st, 2011 till February 11th, 2016



## Changes within the Supervisory Board

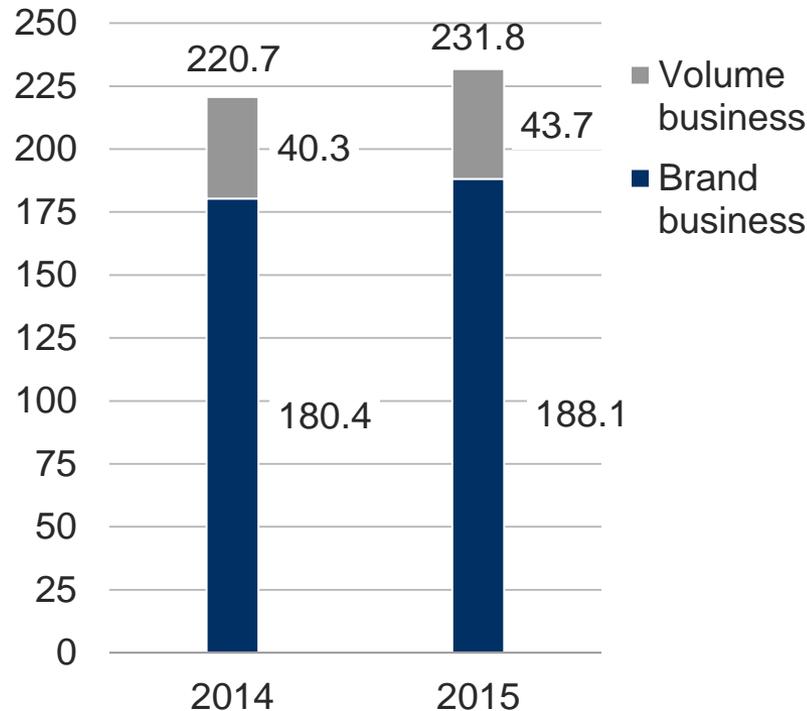
- **Dr. Robert Schuler-Voith** and **Dr. Friedrich M. Thomée** left the Supervisory Board at the end of 2015
- New board members appointed as of February 4<sup>th</sup>, 2016 are:
  - **Sonja Wärntges**,  
Member Executive Board/CFO, DIC Asset AG, Frankfurt
  - **Ulli Gritzuhn**,  
CEO/Executive Vice President Unilever D-A-CH, Hamburg

# **Preliminary financial figures 2015**

# Group turnover driven by growing demand in Central Europe

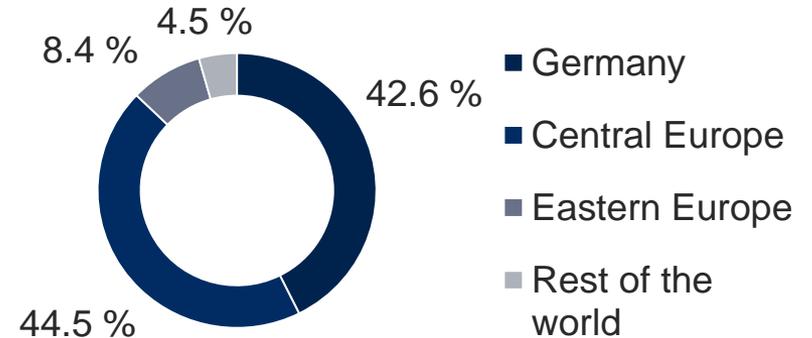
## Group turnover by segment

2015 / in € m



## Group turnover by region

2015



- Germany grew by 3.9 %, Central Europe by 7.7 %
- Decline in Russia and Ukraine compensated by growth in Czech Republic and Poland, increase by 0.8 % in Eastern Europe
- Business outside Europe declined by 0.9 %

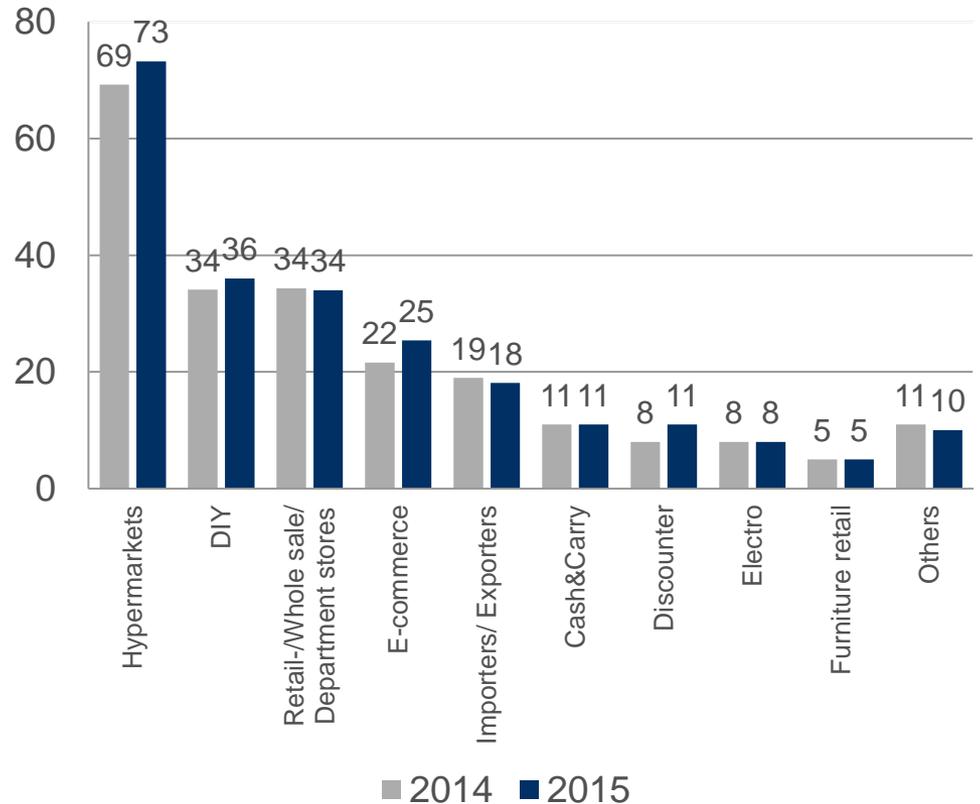
# Growth in all leading distribution channels

## TOP-10 clients (50 % of turnover)



## Turnover by distribution channel

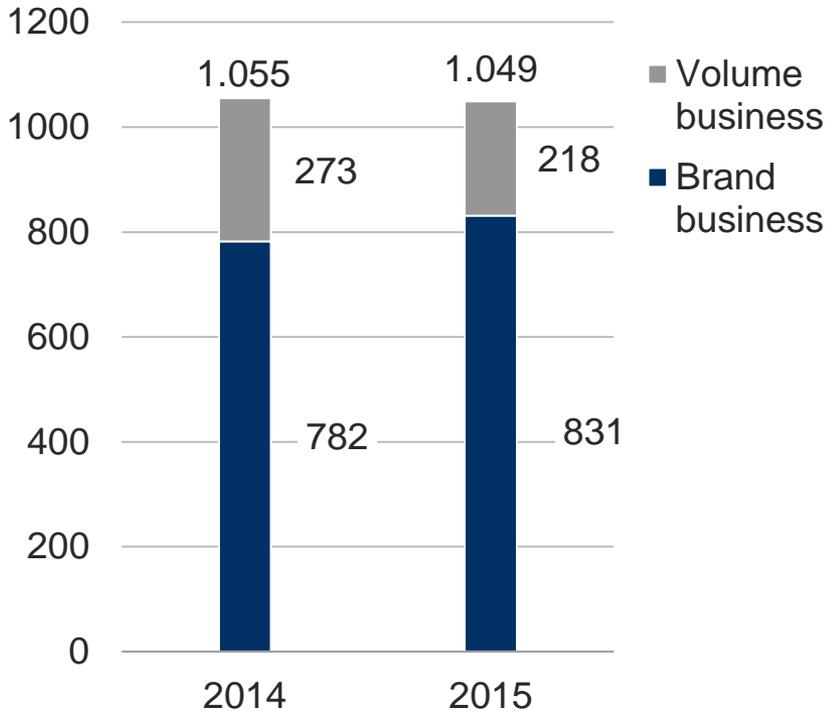
2015 in m €



# More capacity in R&D and marketing, expansion of production through increased insourcing

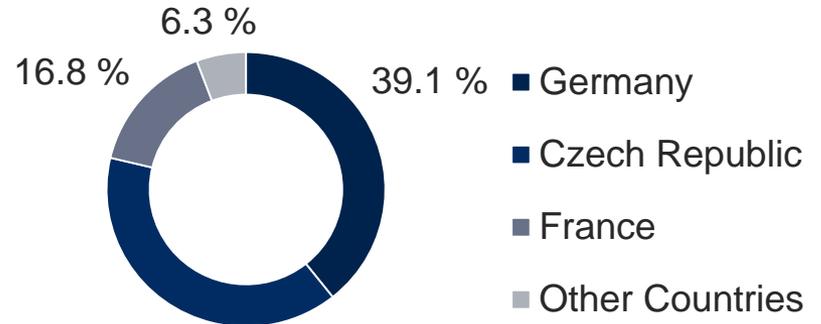
## Employees by segment

December 31st



## Employees by region

December 31st, 2015



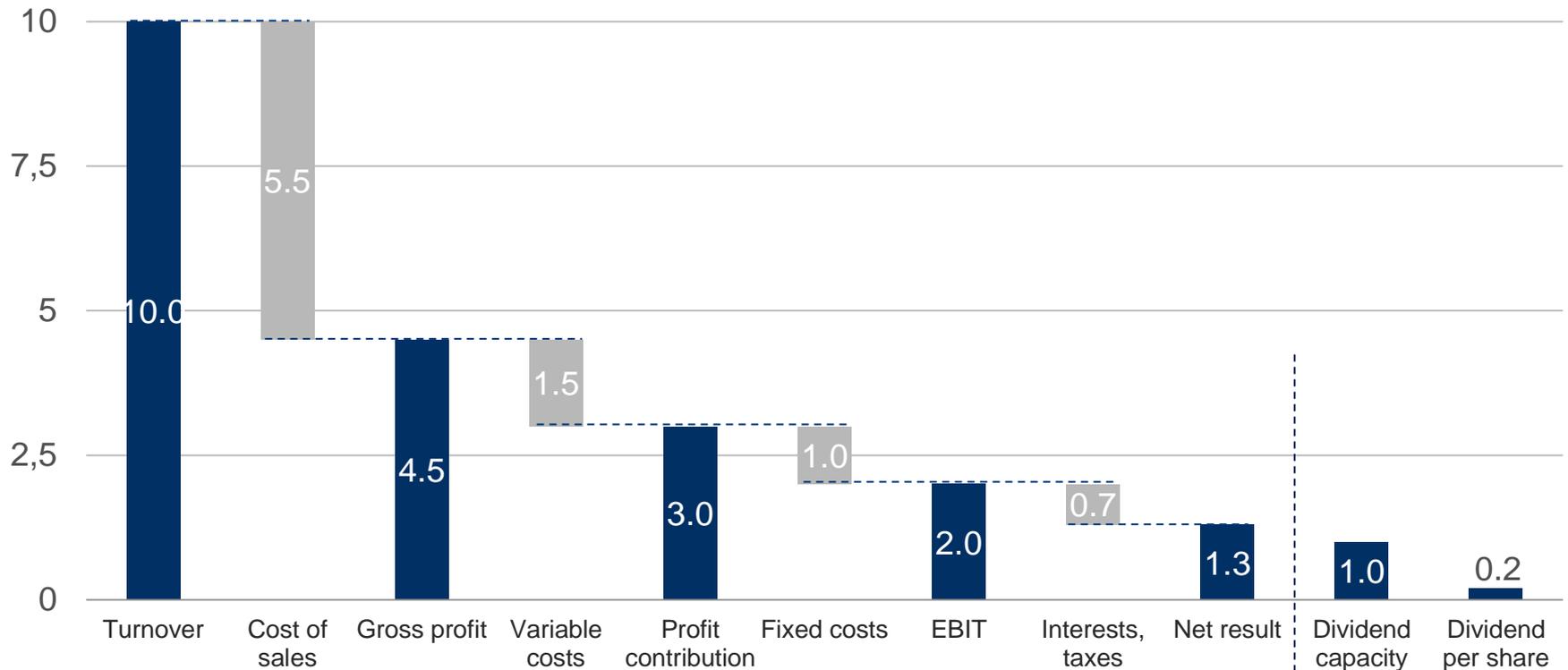
- Reallocation of staff from volume business to brand business due to completion of contract manufacturing and increase in production at site in Blatná
- R&D and marketing capacities tendentially strengthened
- Leifheit again “Top Employer Midsized Germany 2016”



# Growth generates dividend capacity

€ 10.0 m Turnover growth ~ € 2.0 m EBIT ~ € 1.3 m Net result € 1.0 m Dividend capacity  
 ~ 0.20 € dividend per share

in € m



# Key initiatives 2016

# Modern positioning of Leifheit brand

360 degree campaign “Experience the Leifheit Effect”  
TV advertisement:



CLEAN TWIST System:  
February 2016



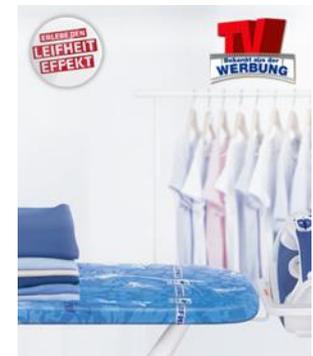
WINDOW VACUUM CLEANER:  
March 2016



AIR BOARD:  
October 2016



# Targeted marketing with harmonized campaign “Experience the Leifheit Effect”



# Secondary price point under Leifheit: Classic Laundry Dryer

## Laundry Dryer Classic 200 Easy

- With 20 meters of drying length – plenty of space for up to two washing machine loads
- X-shaped frame is quick to set up and can be easily stored away
- Height of wings 98 cm
- RRP 17.99 Eur



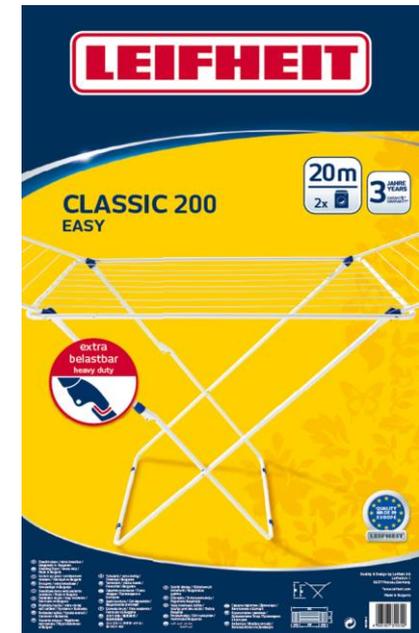
**NEW!**

## Laundry Dryer CLASSIC 180 Solid

- Robust and stable U dryer for indoors and outdoors
- 18 meters of drying length and foldable wings
- Height of wings 97 cm
- Incl. 4 clothes hanger holders
- RRP 29.99 Euro

**LEIFHEIT**

**NEW!**



# Ironing board covers: easy fitting and perfect fit

**NEW!**



## Easy to apply and perfect Fit

Elastic draw strings and adjustable with tensioning clips



## High ironing comfort

Thick foam- and molton padding for all covers



## Up to 33 % faster ironing

Thermo-Reflect-covers for ironing board with extended features (parking and gliding zone)



## Improved shelf presentation

Integrated material sample to touch, hooks and ready-to-sell box



Beach 'n' Bubbles



Cotton Classic



Cotton Comfort



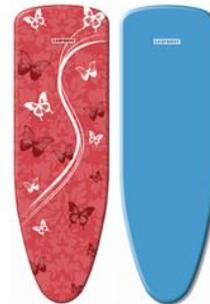
Heat Reflect



Thermo Reflect



Thermo Reflect Glide & Park



Perfect Steam

# A clean solution for every challenge

## The new Leifheit Mop Portfolio



## Extension of mop assortment by a strong duo

### COMBI Press Disc Mop

- The first mop for pressing with XL disc
- Extra absorbent microfibre
- 360 degree hinge for effective wiping
- With a 12 liter bucket and sieve extension for wringing – no bending down nor touching dirt water
- RRP Set COMBI Press Disc Mop 24.99 Euro  
Bucket COMBI 8.99 Euro, Sieve 4.99 Euro



### CLASSIC Mop System

- Economical complete set for easy and fast cleaning of tiles and stone floors
- Highly absorbent viscose strips for high water and dirt absorption
- With a 12 liter bucket and pressing sieve – no bending down nor touching dirty water
- RRP 14.99 Euro

Key initiatives 2016

# Colour Edition: Selected Leifheit and Soehnle products in colors of the elements



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# Colour Edition: Perfect presentation at POS



# “MEingemachtes” – fresh preservation ideas by Leifheit



## Extended preservation assortment

- Decorative hexagon glasses and bottles with screw cap in various sizes
- Decoration sets turn “MEingemachtes” into attractive presents
- Eye-catching and emotional presentation at POS

**NEW!**

Key initiatives 2016

# Soehnle kitchen scale Genio – successful start and multiple times awarded



# Best selling kitchen scale in new summer look: Soehnle Page Profi fruits

## Handy multi talent as design edition

- 15 kilogram load capacity, 1 gram scaling
- Extra wide weighing surface
- Innovative Hold Feature
- Flat design: only 1.8 cm thick
- Sensor Touch controls
- RRP 49.99 Euro

**NEW!**



Haushaltswaage  
Soehnle KWD Page Profi



**TECHNIK ZU HAUSE.de**  
5/2013

**sehr gut**

## Kitchen scale Flip Design Editions and Shiny Steel

### Flip Design Edition: Elegant Design for your Kitchen

- Easy to clean due to Sensor Touch
- 15 kilogram load capacity, 1 gram scaling
- RRP 29.99 Euro



Flip Design Edition Grey & White



**NEW!**



### Shiny Steel: Premium stainless steel in modern design

- Affordable kitchen scale
- Easy to clean due to Sensor Touch
- 5 kilogram loading capacity, 1 gram scaling
- RRP 29.99 Euro

## Kitchen scale Vintage Style

### Vintage – the furnishing trend for your kitchen

- Illuminated LCD display for ideal readability
- Additional analog display
- Detachable scale plate made from safety glass
- Sensor Touch
- RRP 39.99 Euro



*Vintage Style*

# Soehnle Personal scales Magia and Maya Black Edition

## Personal scale Magia

- Easy to clean glass surface made of strong safety glass (8 millimeter)
- Extra big, glossily illuminated LED display, invisible when turned off
- Loading capacity 180 kilogram, 100 Gram scaling
- RRP 39.99 Euro



**NEW!**



**NEW!**



## Personal scale Maya Black Edition

- Decor "Stripes" and "Circles": elegant satinized glass design at attractive price
- Compact slim design
- Easy to read LCD display
- Loading capacity 180 kilogram, 100 gram scaling
- RRP 18.99 Euro

# Trendsetting Bamboo Design: modern and natural of best Soehnle quality

**NEW!**

## Digital kitchen and personal scales Bamboo and aroma diffuser

- First class bamboo
- Pleasant and hygienic weighing surface of Bamboo scale
- Sensor Touch controls
- Easy to read displays
- Aroma diffuser with air freshener and LED lightshow
- RRP kitchen scale 29.99 Euro,  
Personal scale 39.99 Euro,  
Aroma Diffuser 79.99 Euro

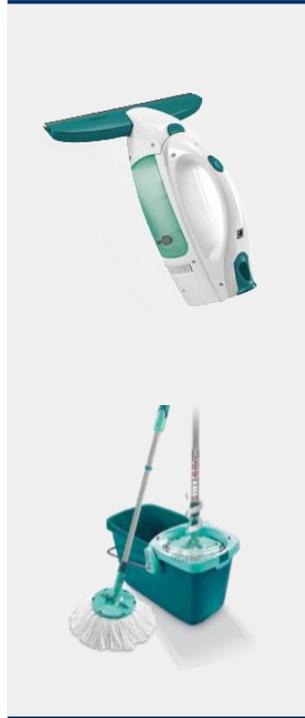


# Leifheit is well equipped for the future

Strong brands



Innovative products and solutions



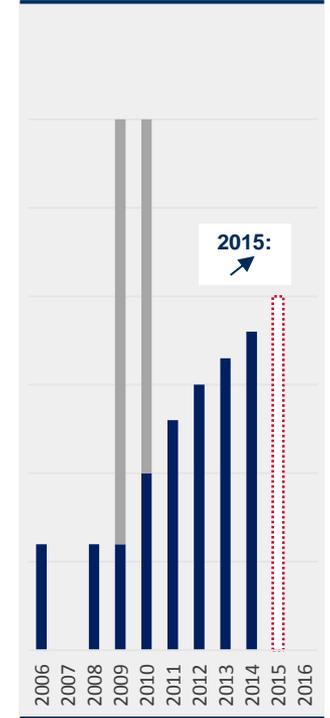
Creative people



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



Aktiengesellschaft

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