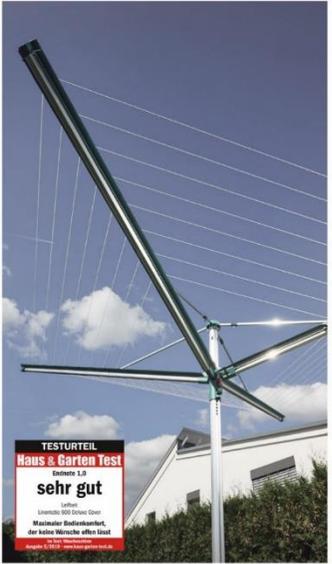


# SCALING UP SUCCESS



## Investor Presentation 9M 2022

# 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.

If one of these uncertain or unforeseeable factors occurs or the assumptions on which these statements are based prove inaccurate, actual results could differ materially from the results cited explicitly or contained implicitly in these statements. Leifheit neither intends to, nor does it accept any specific obligation to update forward-looking statements to reflect events or developments after the date of this presentation.

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Any liability of Leifheit AG for loss caused by the use or non-use of the information provided or by wrong or incomplete information is excluded.

# We anticipate a multi-year economic slowdown with high input cost (energy, raw materials) and depressed consumer demand

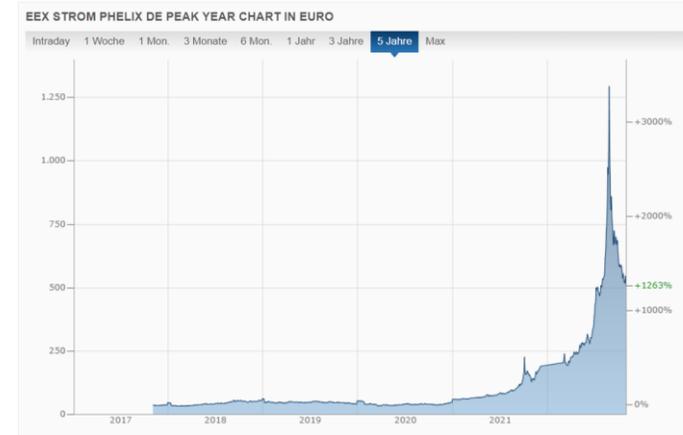


## Joint diagnosis of German economic institutes

Change in German GDP compared to prev. year in %, September 2022

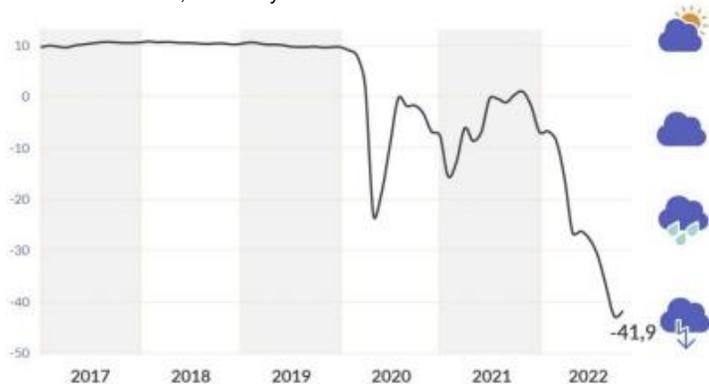


## Energy price development

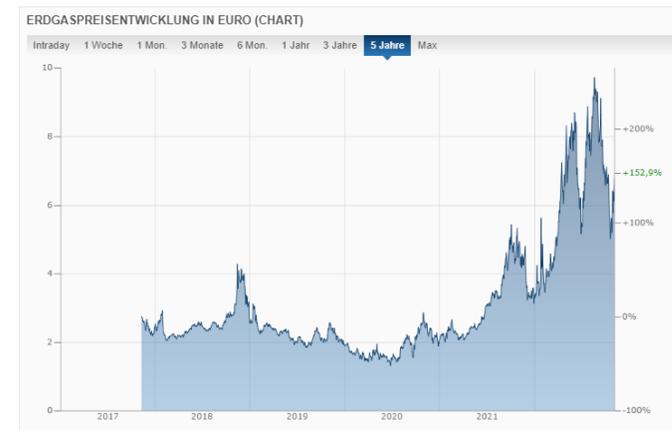


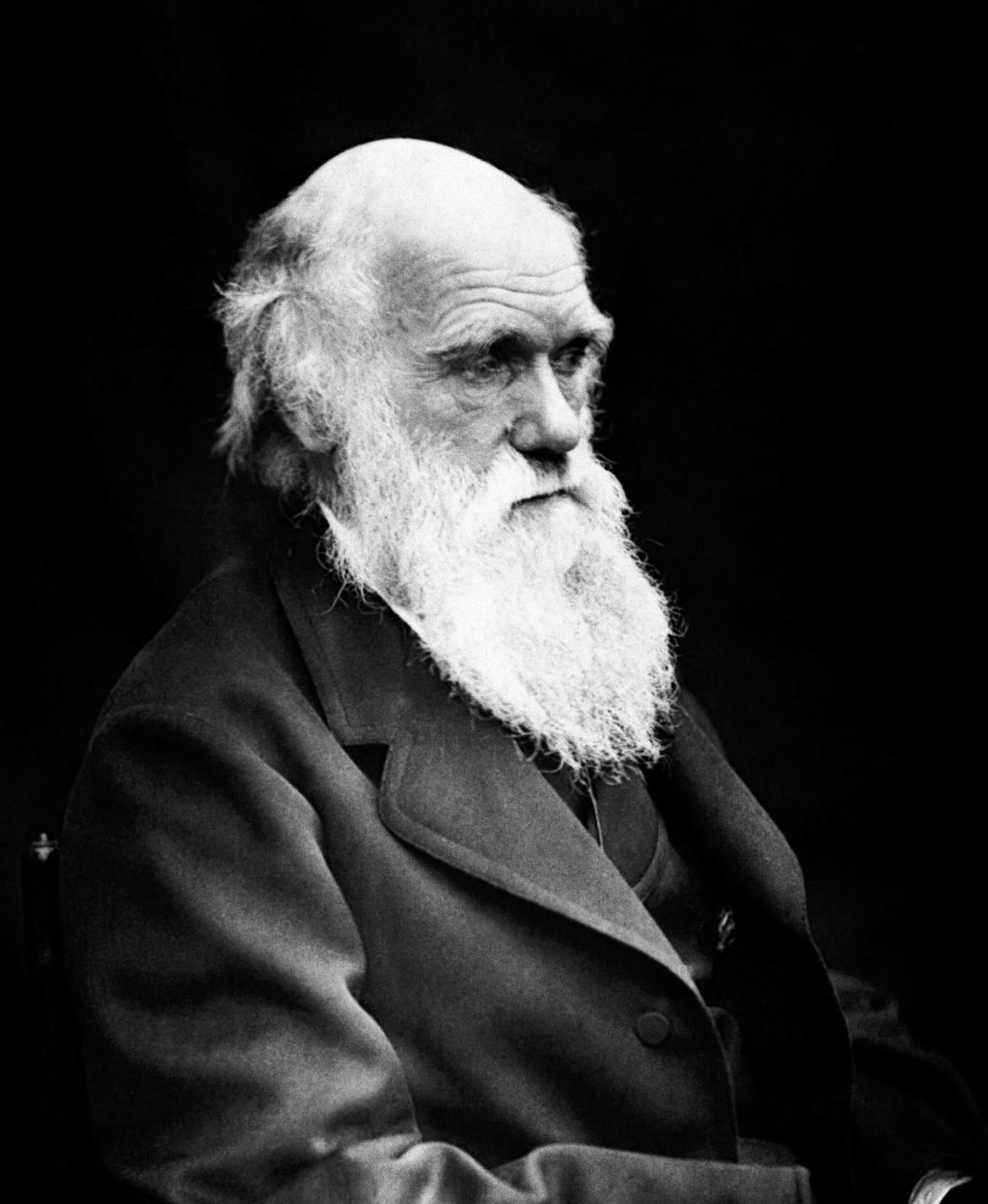
## GfK consumer climate index

November 2022, Germany



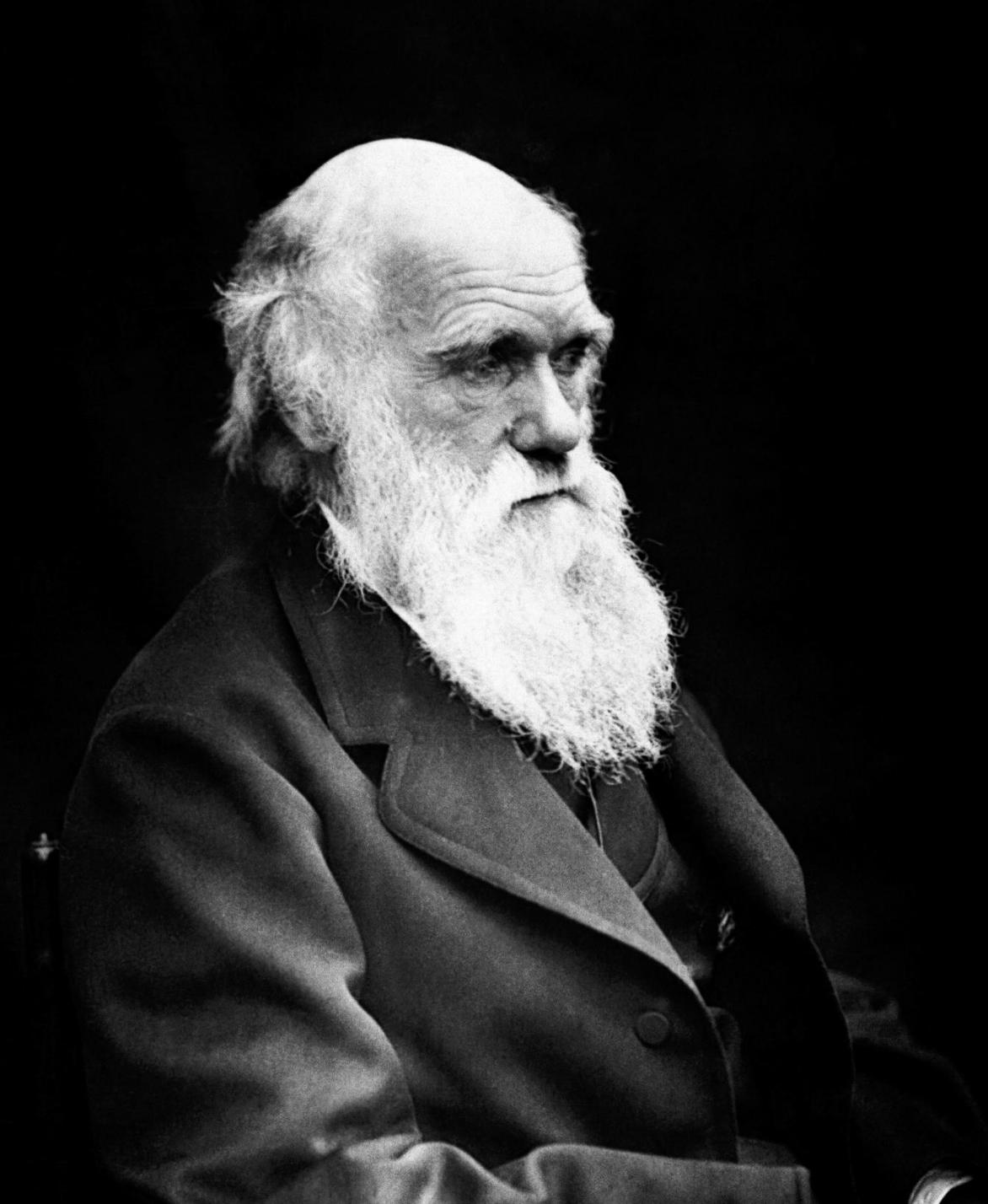
## Gas price development





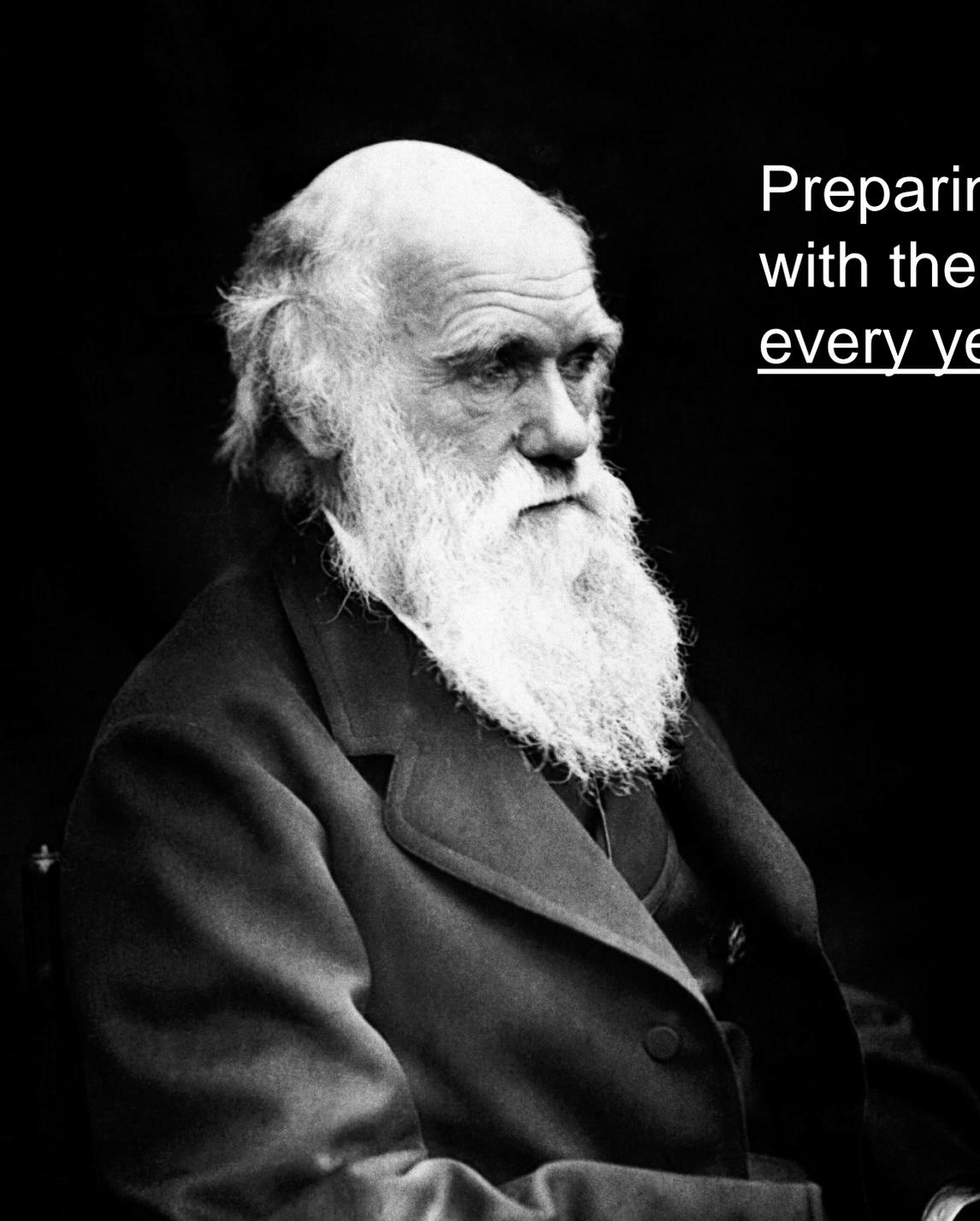
„It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.“

Charles Darwin



„We cannot change macro-economic conditions, but we can respond in a way that protects our profitability.“

Leifheit AG



Preparing Leifheit AG for a few difficult years,  
with the firm goal to produce positive EBIT  
every year

- winning additional retail customers
- double digit price increases
- higher efficiency and productivity
- process optimization
- cost reduction
- structural downsizing

# Some examples of our crisis response plan

**Streamlining portfolio and substantial SKU reduction**

**Group synergies in purchasing and logistics**

**Enhancing Direct-to-Consumer Selling & Shipping**

**Reduce transport cost & CO2 emissions through Western Europe Logistics Center**

**Lean manufacturing and cost saving projects**

**Reduction of energy consumption**

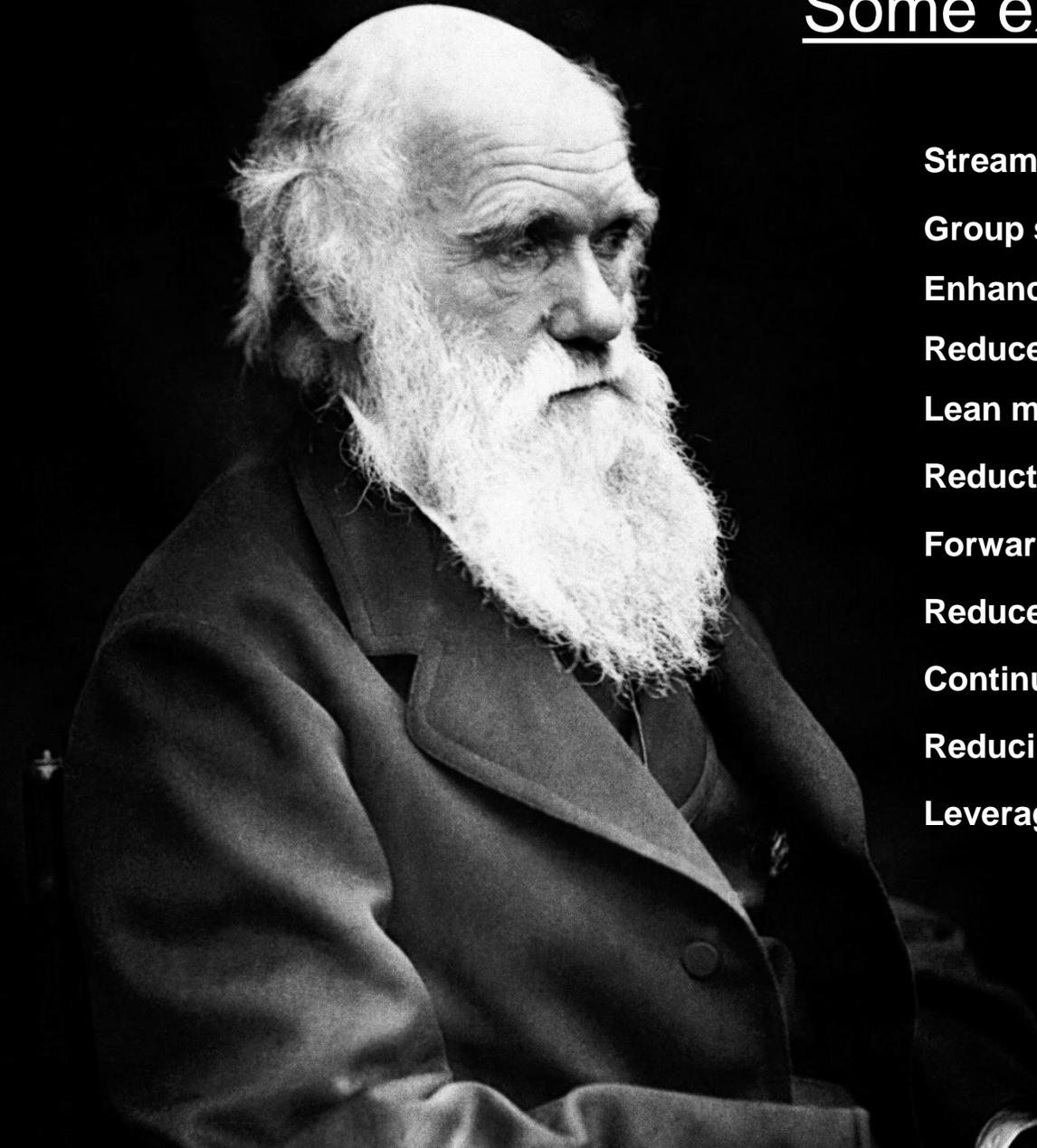
**Forward looking inventory management and flexible production**

**Reduce dependencies from Asia**

**Continuous negotiation with our partners on the purchasing and sales side**

**Reducing number of temporary workers and if need be employees**

**Leverage digitalization to reduce travel and office cost**



# Executive Summary 9M 2022



Leifheit AG has a strong vision: to become the Procter & Gamble of consumer durables

“Scaling-Up Success” strategy with focus on consumer marketing and superior products

Vision and strategy deliver great results: 2019-2021 CAGR turnover +11% and EBIT +43%

However, 2022 is still an exceptional year with Russia-Ukraine war and pandemic effects deteriorating both consumer demand and operational cost

9M 2022 hence with 14.2% turnover decline vs record high 9M 2021, but still well above pre-COVID-19 level

9M 2022 with positive EBIT, but burdened by significant rise in material and energy prices, historically low consumer sentiment and high inflation

# Leifheit makes top quality household products, designed in Germany



Profi Floor Wiper  
4.7 stars



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

★★★★☆ 4,7 von 5

911 Sternebewertungen



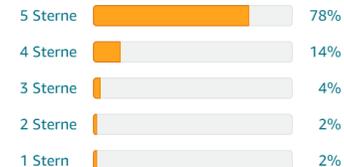
CLEAN TWIST Disc Mop Ergo  
4.6 stars



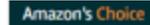
Leifheit Set Clean Twist Disc Mop Ergo 2.0 mit Rollwagen, Bodenwischer mit Mikrofaser Bezug für nebelfeuchte...

★★★★☆ 4,6 von 5

9.514 globale Bewertungen



Pegasus 150  
4.6 stars

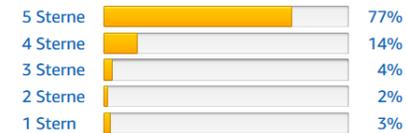


Dieser Artikel Leifheit Standtrockner Pegasus 150 Solid Slim, standfester Wäscheständer mit Flügeln auch für lange Kleidungsstücke, besonders schmaler Flügelwäschetrockner passt auch durch enge Türen

Bestseller Nr. 1

★★★★☆ 4,6 von 5

3.208 Sternebewertungen



Linomatic 500 Deluxe  
4.5 stars



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

★★★★☆ 4,5 von 5

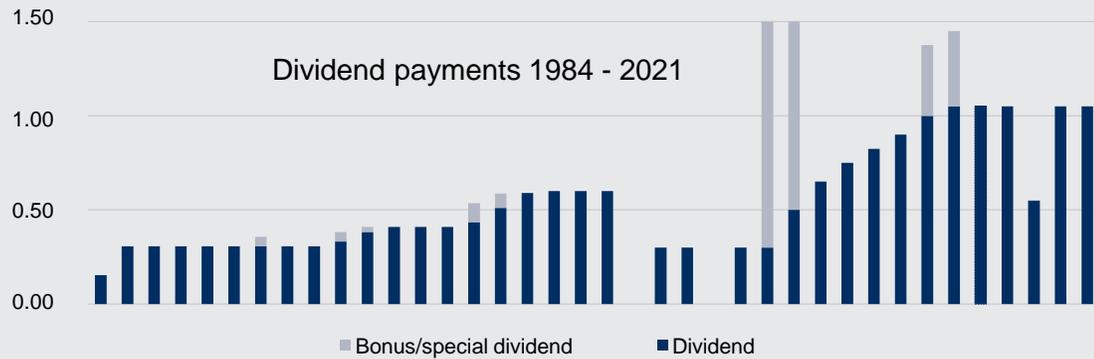
2.114 Sternebewertungen



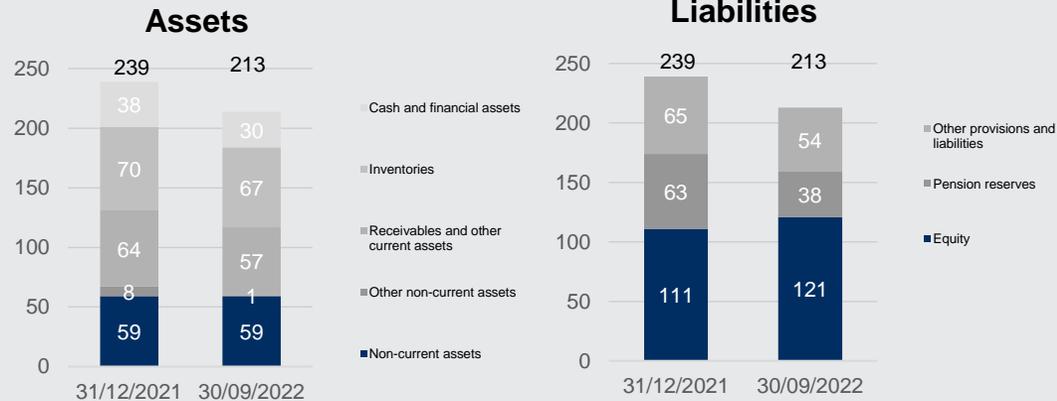
# Leifheit is financially solid and pays good dividends to shareholders



## Commitment to shareholders



## Strong financial structure in m€



## Strong products and brands



## Strong long-term stock performance

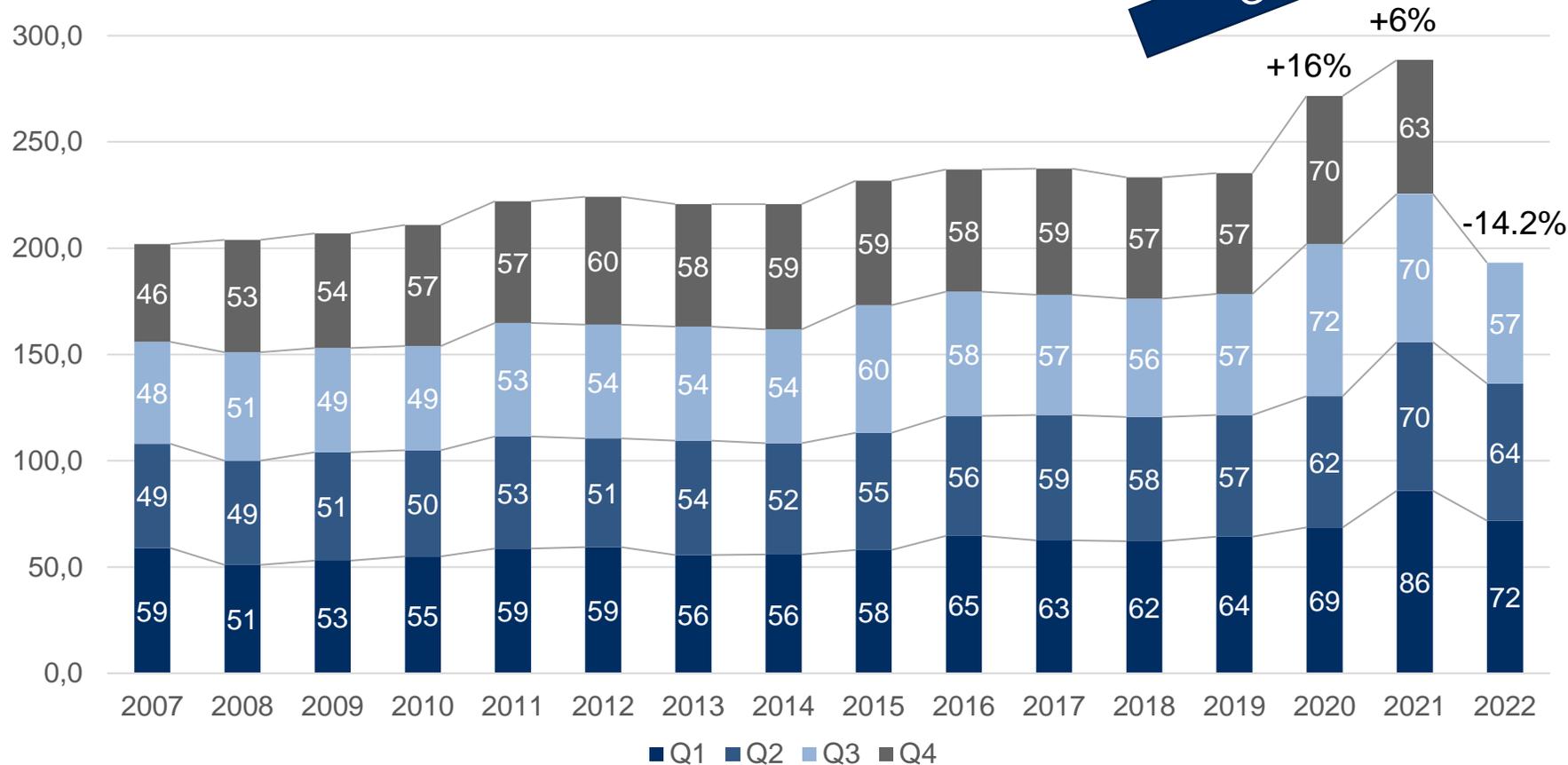


# Turnover in 9M 2022 higher than all 9M in 2007-2019



## Group turnover development by quarters

in m€



- Group turnover in 9M 2022 remains at a comparatively high level and still around 9% higher than in the pre-COVID-19 year 2019.
- High comparative values in record year 2021.

# Positive EBIT despite challenging market prices in raw materials, energy and freight

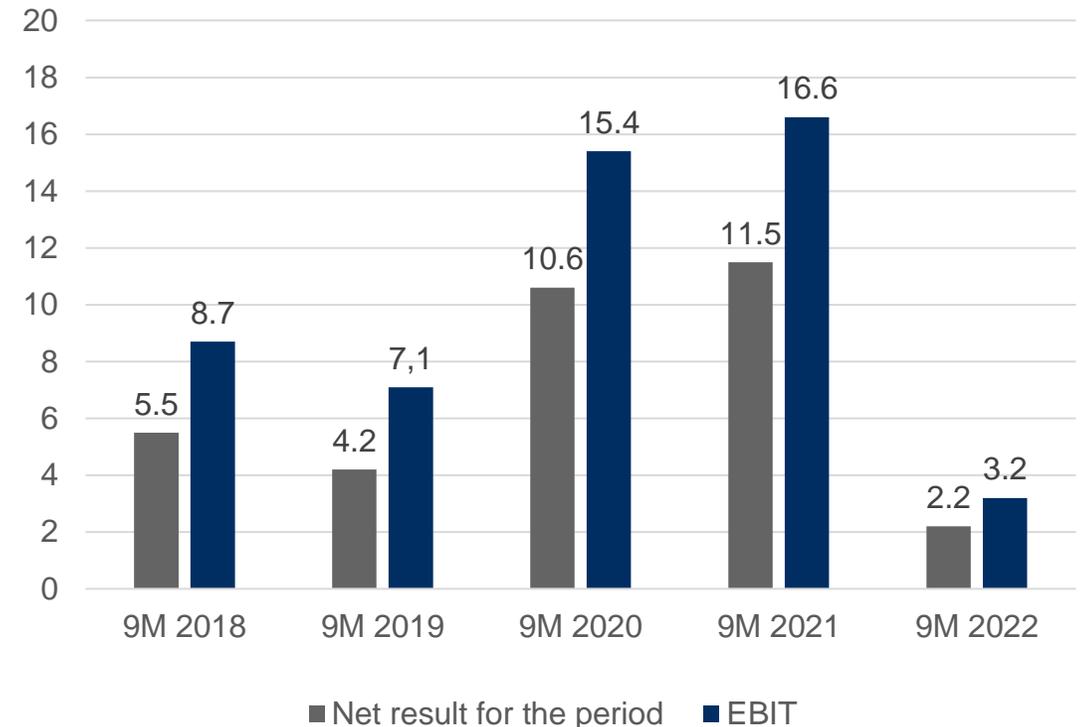
		9M 2021	9M 2022	Δ
Group turnover <sup>1</sup>	m€	225.3	193.2	-14.2%
Gross margin	%	42.5	38.4	-4.1 pps
Foreign currency result	m€	0.6	3.8	>100.0%
EBIT	m€	16.6	3.2	-80.8%
EBIT margin <sup>1</sup>	%	7.4	1.6	-5.8 pps
Earnings before taxes (EBT)	m€	16.0	2.5	-84.1%
Net result for the period	m€	11.5	2.2	-81.2%
EPS	€	1.21	0.23	-81.0%

- Foreign currency result includes positive effects from forward exchange transactions no longer accounted for in hedge accounting.
- EBIT down by m€ 13.4 mainly due to the lack of contribution margins from the decline in turnover and the drastic increase in material and energy prices.
- Sales price increases gradually having an effect but were only partially able to compensate for increased purchasing und production costs.

<sup>1</sup> 2021 adjusted due to year-end effects.

## Group earnings development

9M 2018 – 9M 2022 in m€



# 2022 Q3 sees return to positive EBIT and strong Cash generation



		Q1 2022	Q2 2022	Q3 2022	Jan.-Sept. 2022
EBIT	€m	2.7	-0.5	1.0	3.2
Gross Margin	%	40.9	36.0	37.9	38.4
Free cash flow	€m	-15.6	5.1	12.5	2.0

# Free cash flow increases by m€ 12.5 in the third quarter of 2022



in m€	9M 2021	9M 2022	Δ
Cash flow from operating activities	11.2	6.1	-5.1
Cash flow from investment activities	-4.0	-4.0	-
Cash flow from financing activities	-10.3	-10.5	-0.2
Free cash flow <sup>1</sup>	7.1	2.0	-5.1

in m€	30/09/2021	30/09/2022	Δ
Cash and cash equivalents at the end of reporting period	35.6	29.8	-5.8
Financial liabilities	-	-	-

- Free cash flow increases by m€ 12.5 in the third quarter of 2022 and reaches m€ 2.0, but stays below the previous year's value, as a result of the decline in cash inflow from operating activities.
- The cash outflow from financing activities amounted to m€ -10.5 and mainly included the dividend payment of m€ 10.0.

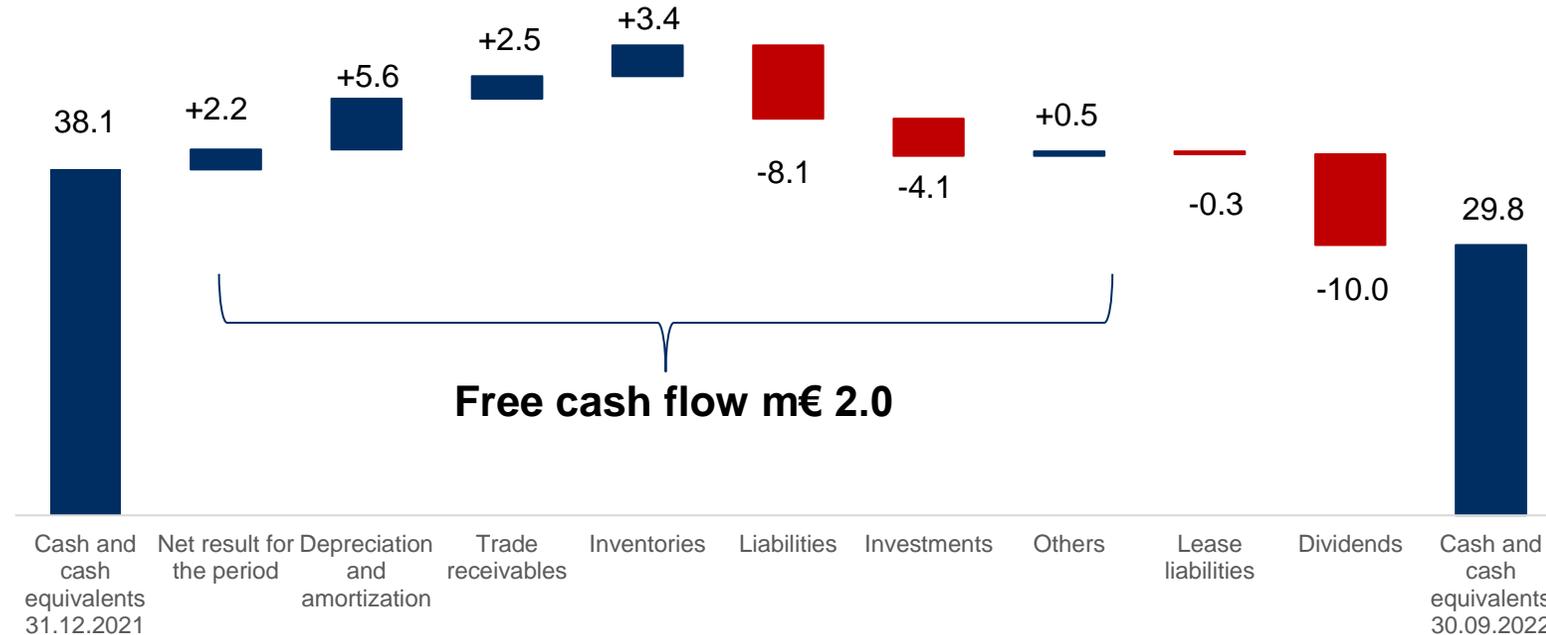
<sup>1</sup> Cash flow from operating activities and from investment activities, adjusted for incoming and outgoing payments in financial assets and, if existing, from acquisition and divestiture of business divisions.

# Free cash flow increases by m€ 12.5 in the third quarter of 2022



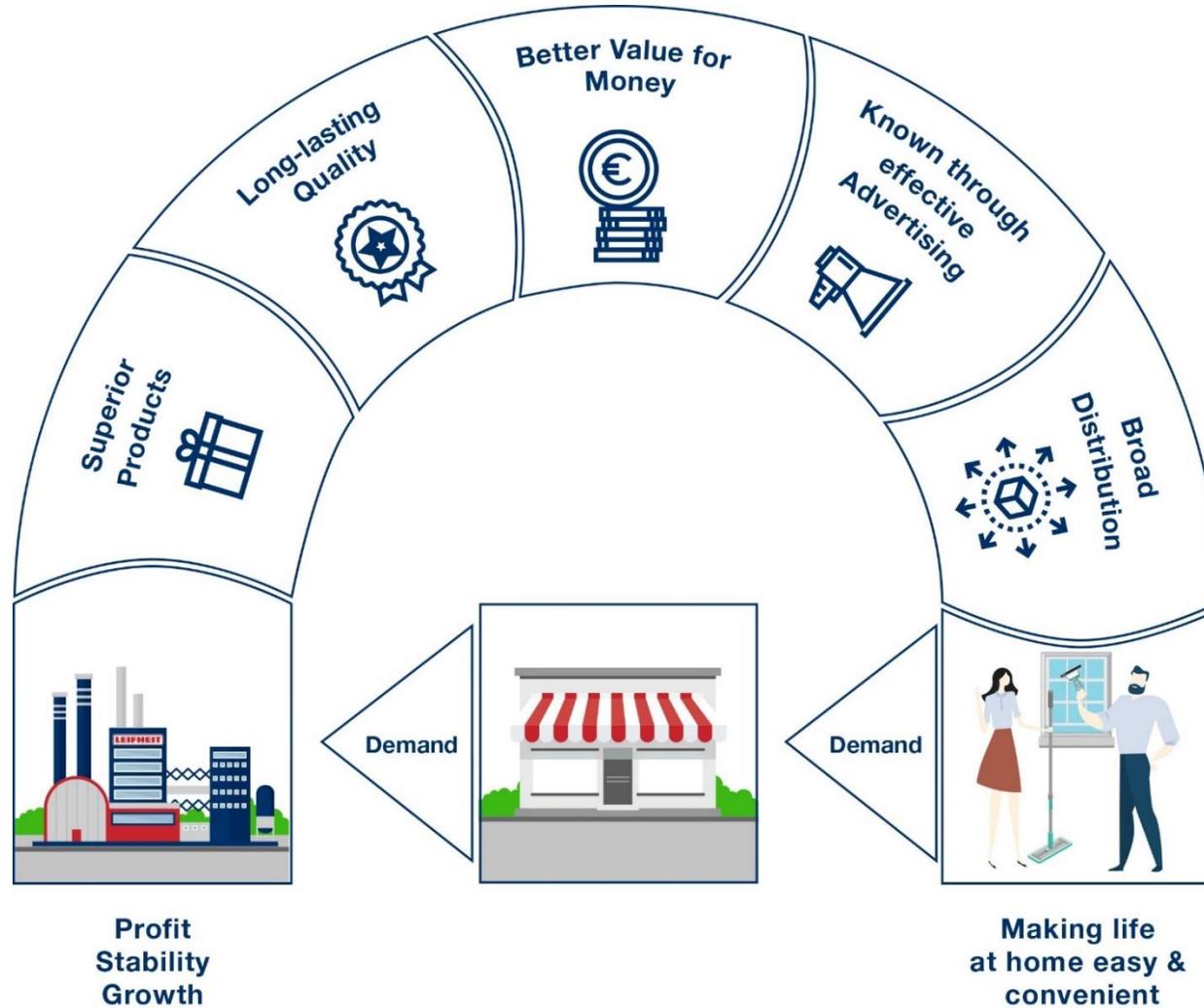
## Group liquidity

31/12/2021 vs. 30/09/2022 in m€



- Working capital up by m€ 1.9 compared to 31.12.2021
- Trade receivables down by m€ 2.5
- Decrease of m€ 3.4 in inventories
- Decrease in trade payables and other liabilities of m€ 8.1 due to lower liabilities to suppliers
- Dividends payment end of May

# Our purpose? Happy consumers!



# We call our strategy “Scaling up Success”



SCALING  
UP  
SUCCESS

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

## KPIs 2019 vs. 2021

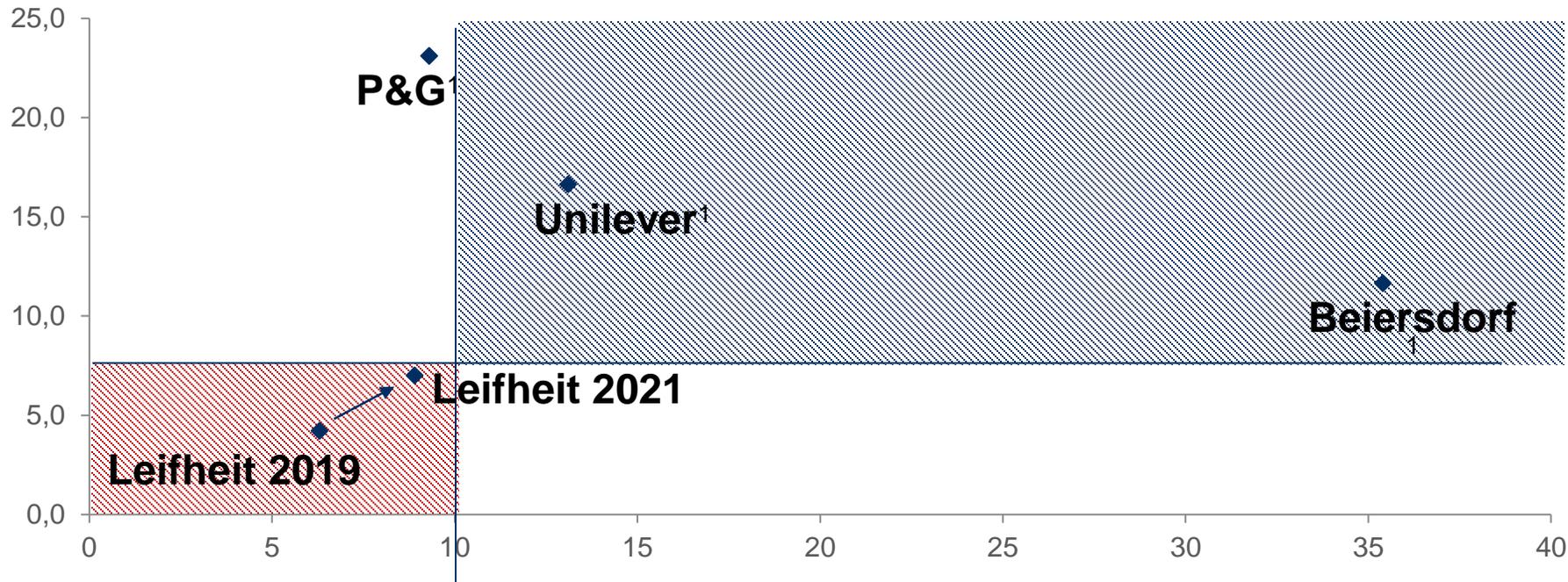
Revenue growth	+11% CAGR	
Gross profit	+10% CAGR	
Gross margin	-0.8 pps	
EBIT	+43% CAGR	
EBIT margin	+2.8 pps	

# ① Create consumer demand and make brands stronger

## Peer group comparison Marketing spend and EBIT

in % of turnover

EBIT margin

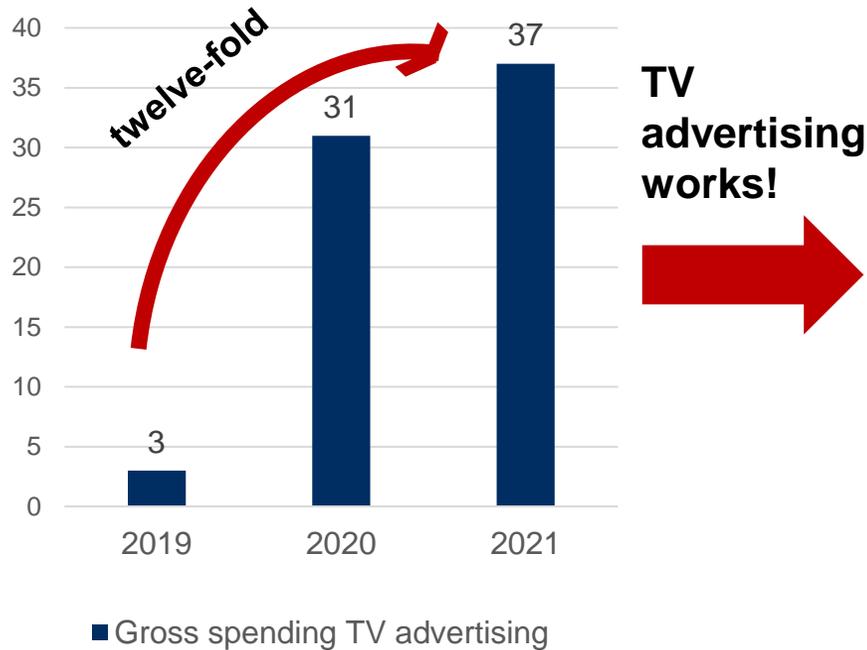


Marketing spend

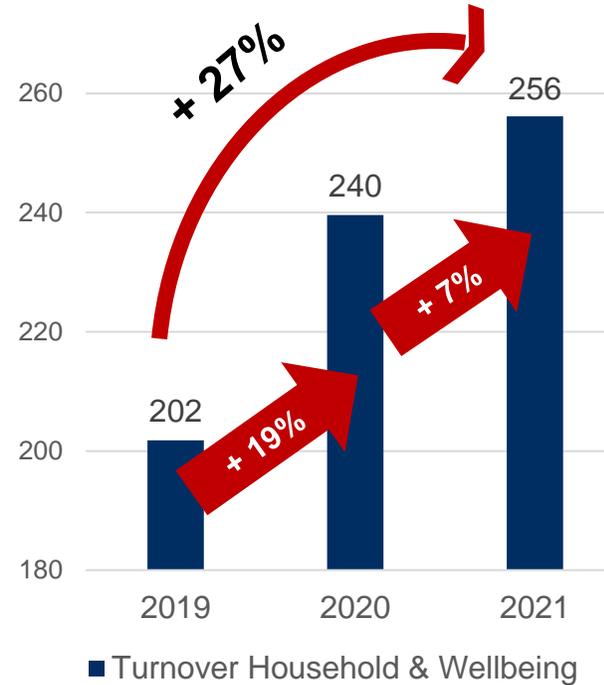
<sup>1</sup> Source: Annual reports 2021

# ① Our massive investments in TV advertising have turned Leifheit & Soehnle into winning brands

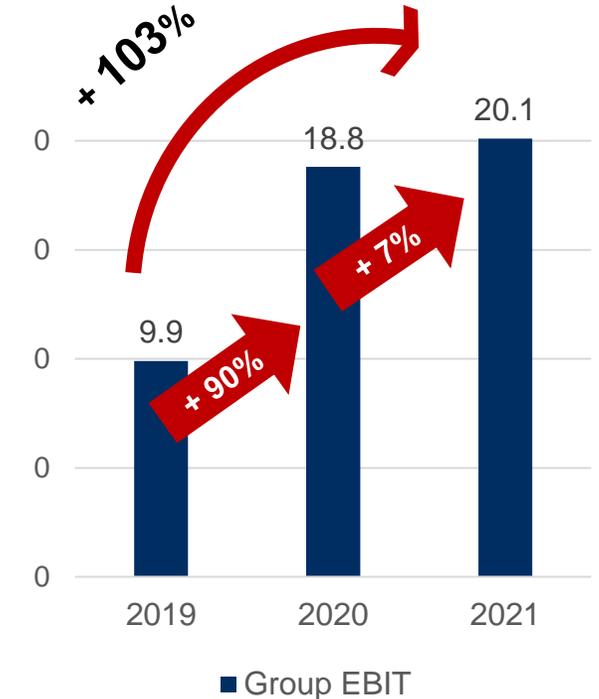
Leifheit & Soehnle  
Gross spending for advertising  
m€



Leifheit & Soehnle  
Turnover development  
m€



Group EBIT  
m€



# ① “Electricity Savers” campaign encourages consumers to switch to power-free laundry drying

**LEIFHEIT**  
So geht Haushalt heute.

## Our electricity savers.

Reduce electricity costs.  
Protect the climate and the laundry.

Save up to  
**€ 730**  
in 5 years with  
Leifheit\*\*

Buy now promotional product now and  
*save even more!*

We cover your electricity costs for one year!\*

\* Your complete electricity costs will be covered for 1 year (up to a maximum of €1,500). Promotion period: 01.07. until 09/30/2022. Promotional products: all Linomatic and Pegasus models exclusive accessories and spare parts. All information and conditions of participation at [www.leifheit.de/de-de/nachhaltig](http://www.leifheit.de/de-de/nachhaltig)

\*\* € 106 per year compared to the use of a condensation dryer in a 4-person household with 4 drying processes per week from April to October, 28 weeks per year, 4 kWh electricity consumption per drying process.



- Current market situation provides the chance to further promote our energy-saving, durable products.
- In face of rising energy prices, many households are currently looking for ways to reduce their energy consumption and, with it, their electricity costs.
- Switching from electronic dryers to Leifheit Pegasus and Linomatic dryers saves electricity and money, but also reduces CO<sub>2</sub> emissions by around 150 kg compared to an electric dryer.

# ① “Electricity Savers” campaign encourages consumers to switch to power-free laundry drying

Strong increasing prices for electricity is stressing the household budget. Now and for the years to come.  
One solution: drying laundry without electricity.

Per household:

- Reduction of carbon emissions up to 150kg/year\*
- Saving of electricity costs up to 146 €/year\*
- Therewith a Leifheit Linomatic dryer is already amortised after a year, a Pegasus after 2 - 3 months!\*\*

## Examples of promotion tools:



Retailers' leaflet



POS Poster A1



POS Ellipsis



POS Arch



Online banner



Banner in retailers' online shop

\*4-Persons-HH using Linomatic / \*\* In comparison to using an electric dryer 4 times a week from April till October/ 28 k/year. Per drying act 4 Kwh electricity consumption. Per Kwh 366g CO2 output, Comparison with a middle-aged used car and 0,35€ Kwh

# ① „Our most long-lasting products“ campaign aims for sustainability



High quality and along with it long life cycle products belong to the DNA of the Leifheit brand.

A major part of our assortment is being produced in Europe in our own factories where we have full quality control.

Strongly convinced from our product quality we often give longer warranty period than the competition or as required from the legislative authority.



**LEIFHEIT**  
How housework's done today.

**Our most long lasting products.**  
Good for the environment. Good for your home.

Buy a promotional product now and get **1 year's additional warranty!**

www.leifheit.de/de-de/nachhaltig

It's that easy:

1. Buy promotional product
2. Upload receipt
3. Enter the competition
4. Win with a bit of luck

## Examples of promotion tools:



Retailers' leaflet



POS Poster A1



POS Ellipsis



POS Arch



Online banner



Banner in retailers' online shop

① Further enhancements of successful efficient cleaning appliances range accompanied by intensive marketing efforts

**LEIFHEIT**

SCALING  
UP  
SUCCESS

Vaccum, wipe and dry in one – up to the edge.

**Cordless Vac & Wipe**  
Regulus Aqua PowerVac PRO

**LEIFHEIT**  
How housework's done today.

www.leifheit.com

Simply hygienic and clean – without chemicals.

Removes up to 99.99% of Viruses & Bacteria\*\*\*

NEU NEW  
LÄNGERE GARANTIE\*  
LÖSUNG WÄRRHEIT\*\*  
3 JAHRE YEARS  
LÖSUNG WÄRRHEIT\*\*

**Steam Mop**  
CleanTenso Power

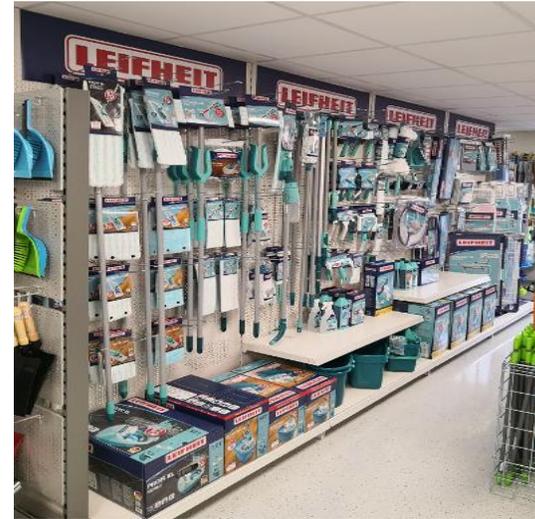
**LEIFHEIT**  
How housework's done today.

www.leifheit.com

- New Regulus Aqua PowerVac Pro, which vacuums, mops and dries all in one, can reach into every corner thanks to its new corner glider with Micro-Duo wipe cover.
- New Clean Tenso Power steam cleaner provides hygienic cleaning without chemical products while also saving water. To underline the Clean Tenso Power's high quality and durability, it is supplied with an extended warranty period.

## ② We are successfully expanding our distribution network

**LEIFHEIT**  
SCALING  
UP  
SUCCESS

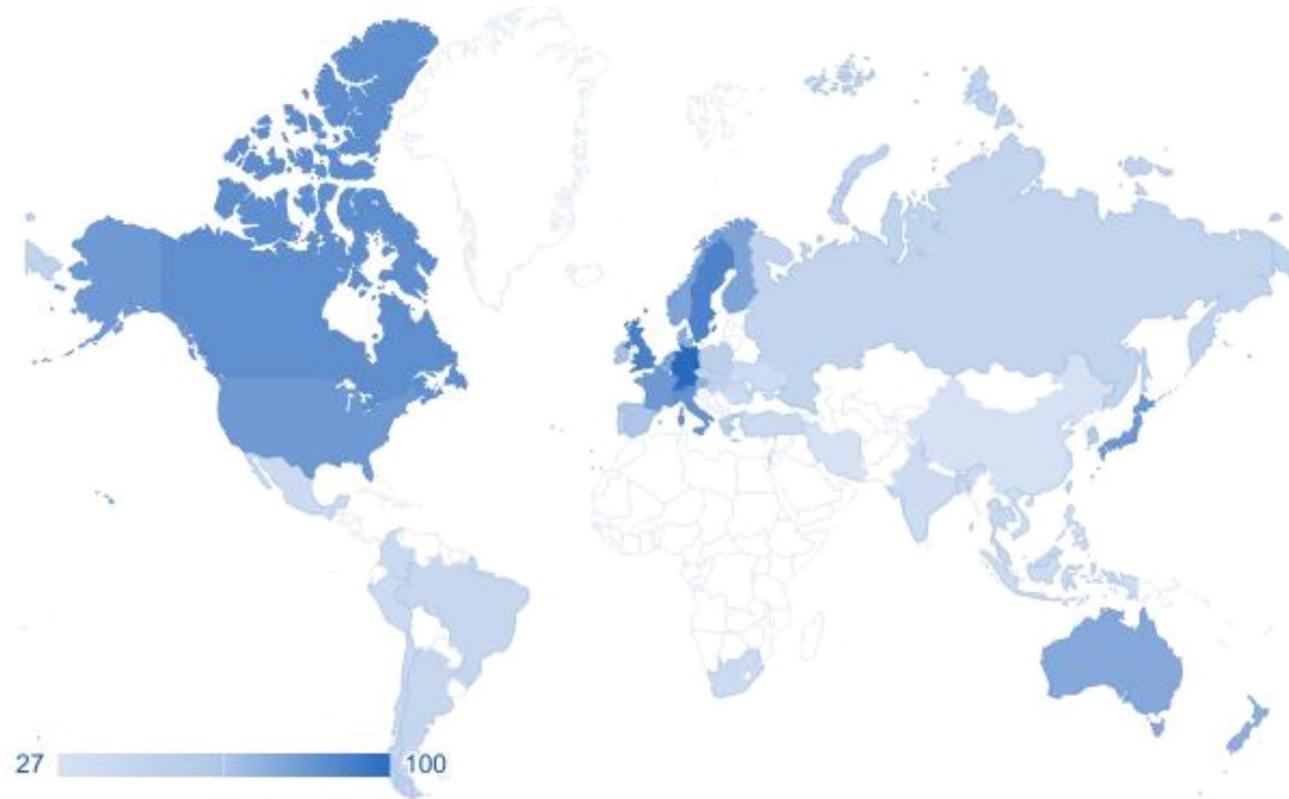


New customers in CZ and SK in 2022



### ③ International expansion: German heritage products are ranked # 1 for consumers in terms of positive image

Rank	Country	Index
1	Deutschland	100
2	Schweiz	98
3	Europäische Union	92
4	Großbritannien	91
5	Schweden	90
6	Kanada	85
7	Italien	84
8	Japan	81
8	Frankreich	81
8	USA	81
11	Finnland	77
11	Norwegen	77
13	Niederlande	76
14	Australien	75
15	Neuseeland	73
15	Dänemark	73
20	Spanien	64
30	Argentinien	42
42	Indien	36
49	China	28



Source: Statista Made-In-Country-Index 2017

- Germany leads the Made-in-Country-Index
- The global ranking according to the Made-In-Country-Index shows how positively products “Made in ...” from the respective country are perceived worldwide.

# 3 International expansion: German heritage products are ranked # 1 for consumers in terms of positive image



Rank	Country	Index
1	Deutschland	100
2	Schweiz	98
3	Europäische Union	92
4	Großbritannien	91
5	Schweden	90
6	Kanada	85
7	Italien	84
8	Japan	81
8	Frankreich	81
8	USA	81
11	Finnland	77
11	Norwegen	77
13	Niederlande	76
14	Australien	75
15	Neuseeland	73
15	Dänemark	73
20	Spanien	64
30	Argentinien	42
42	Indien	36
49	China	28

Source: Statista Made-in-Country-Index 2017

German heritage products are ranked #1 for consumers in terms of positive image

High quality, engineering, high safety standard are often positively associated with Germany



Two communication options according to production site of the advertised product

## Examples of promotion tools:



Retailers' leaflet



POS Ellipsis & displays



POS shelf



Banner in retailers' online shop

## ④ We create a fun, fast, friendly and fearless winning culture



Further developing our corporate culture into a “winning culture” is a key success factor in our Scaling up Success strategy. Our goal is to foster an agile culture that is fun, fast, friendly and fearless. Our vision is for our employees to tackle the challenges they face with a sense of fun and friendliness, and with speed and confidence. This will help us tap into the full potential of the Leifheit Group even better in the future.



### Fun

Generate positive energy. Make a joke, smile, laugh. Don't take yourself too seriously. Be optimistic. Visualise your goal. Concentrate more on opportunities than on issues. Find commonalities within the team and create a sense of cohesion. Be proactive and show initiative. Celebrate successes.



### Fast

Time is our biggest bottleneck: focus on the essentials, not on what seems to be most urgent. Bias for action. Focus on the future and the big picture. Don't look for perfection. Test and scale up fast. Be laser-focused on the business. Don't play politics.



### Friendly

Be tough on the facts, but respectful and appreciative to people. Try to understand first, then be understood. Forget your ego. View things from the other person's perspective. Give praise and be open to feedback. Don't point fingers or engage in destructive criticism. Don't bad-mouth others. Be friendly. Never raise your voice.



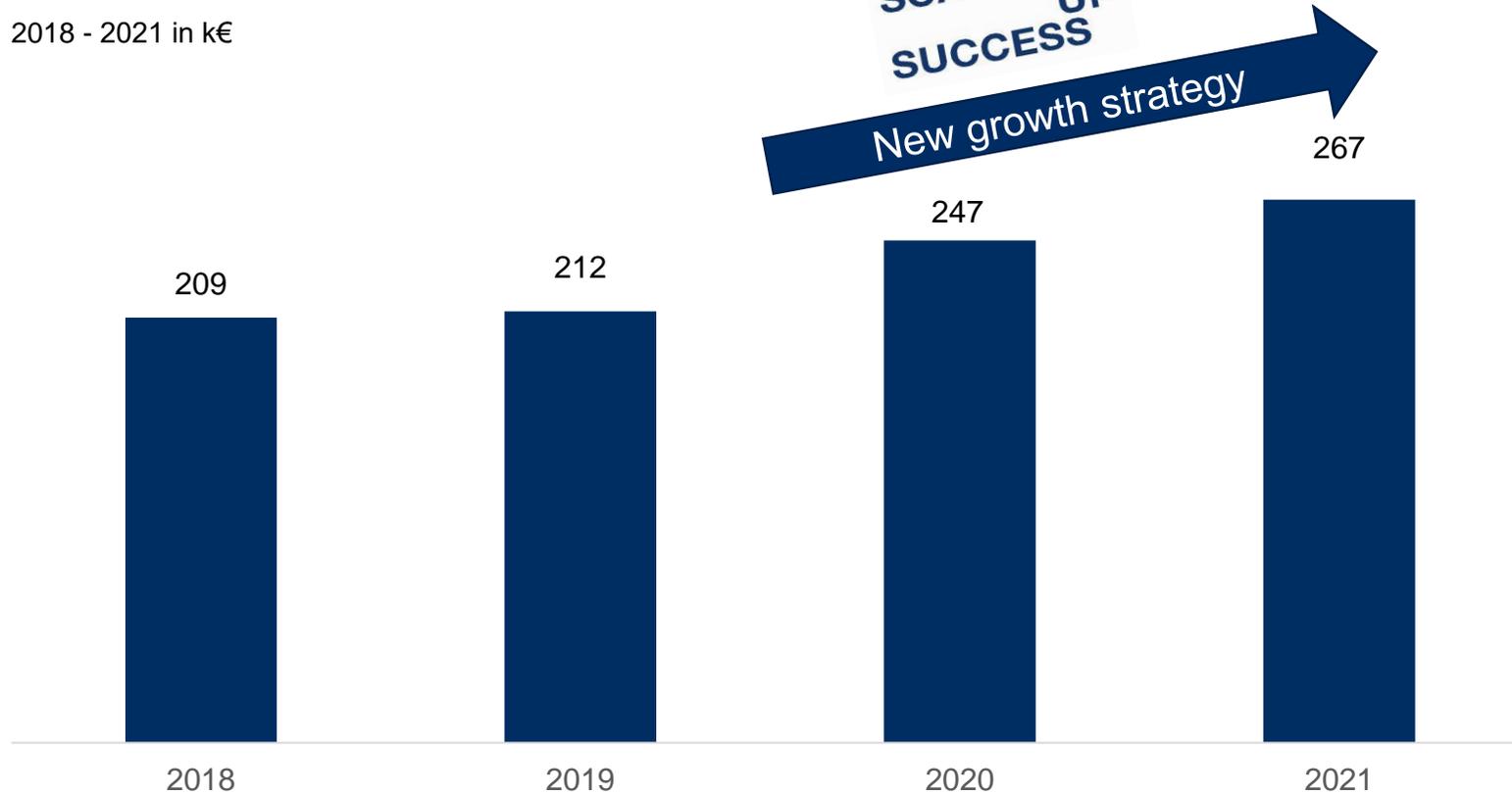
### Fearless

Don't be afraid of bosses or committees. Take calculated risks. Take decisions based on facts and figures. Mistakes are ok – celebrate them. Leave your comfort zone and try out new things. Set big, inspiring goals for yourself. Stay hungry and always keep working to improve yourself and the company. The most important leadership quality for successful managers: create a fear-free organisation.

# ④ 26% increase in turnover per employee FY 2021 vs. FY 2019

## Group turnover per employee

2018 - 2021 in k€



# Forecast 2022: Turnover forecast slightly adjusted, EBIT forecast confirmed



	Forecast 2022
Group turnover	Decrease in the lower double-digit percentage range
Turnover Household	Decrease in the lower double-digit percentage range
Turnover Wellbeing	Decrease in the clear double-digit percentage range
Turnover Private Label	Slightly below the previous year
Group EBIT	In the lower single-digit million Euro range
Free Cashflow	Positive, below previous year

# Summary



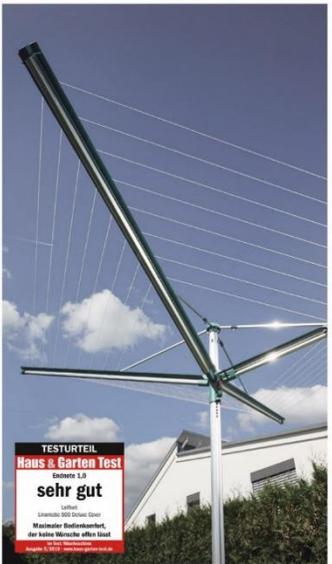
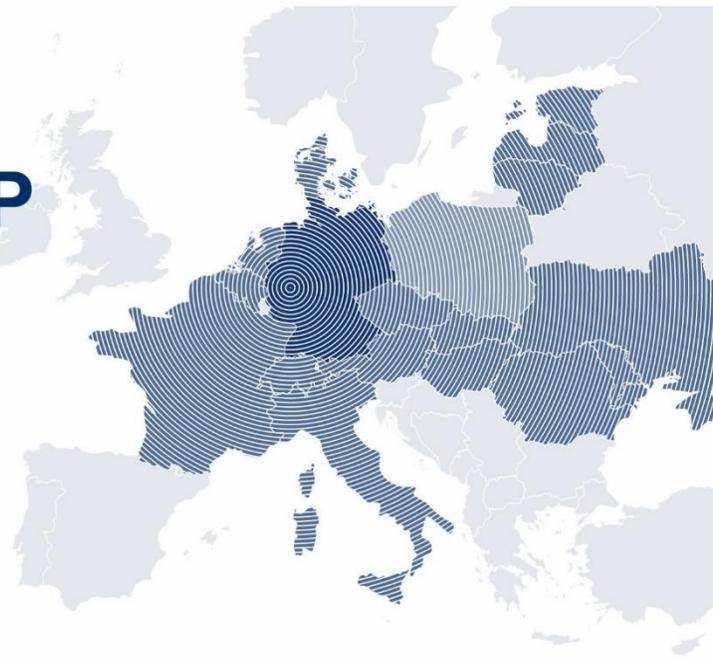
## – It's a perfect storm

- High comparative values in record year 2021
- Enormous procurement cost increases for raw materials, energy and freight
- Inflation, consumer uncertainty and reluctance to buy in our key markets
- Suffering economies and Euro weakness and possible multi-year economic crisis

## – Confidence in our business model and our Scaling up Success strategy

- Efficient cost structure and solid financial position
- Products with high degree of consumer benefit, excellent quality and attractive value for money
- Strong brands Leifheit and Soehnle
- Winning “fun, fast, friendly and fearless” culture

# SCALING UP SUCCESS



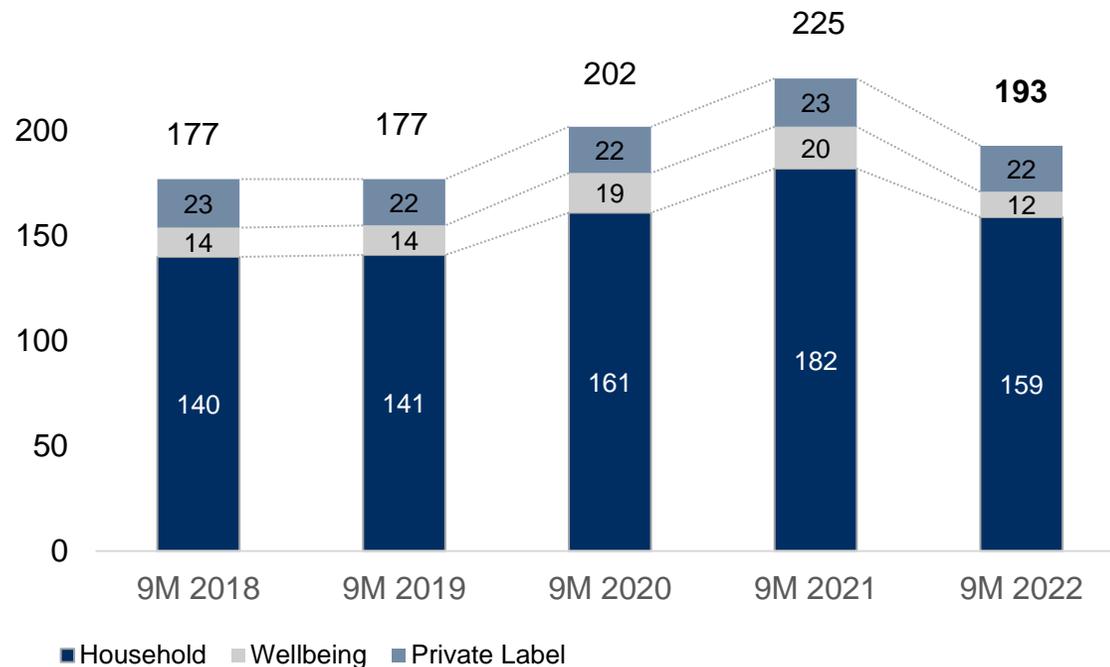
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# **Annex**

# Household segment turnover below record prior-year, but at high level compared to pre-COVID-19 level

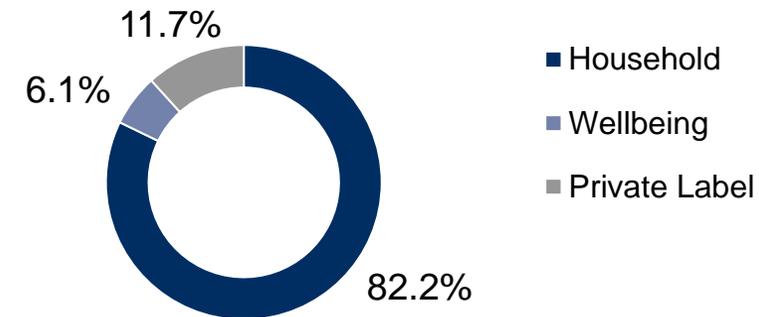
## Group turnover by segment

9M 2018 – 9M 2022 in m€



## Group turnover by segment

9M 2022



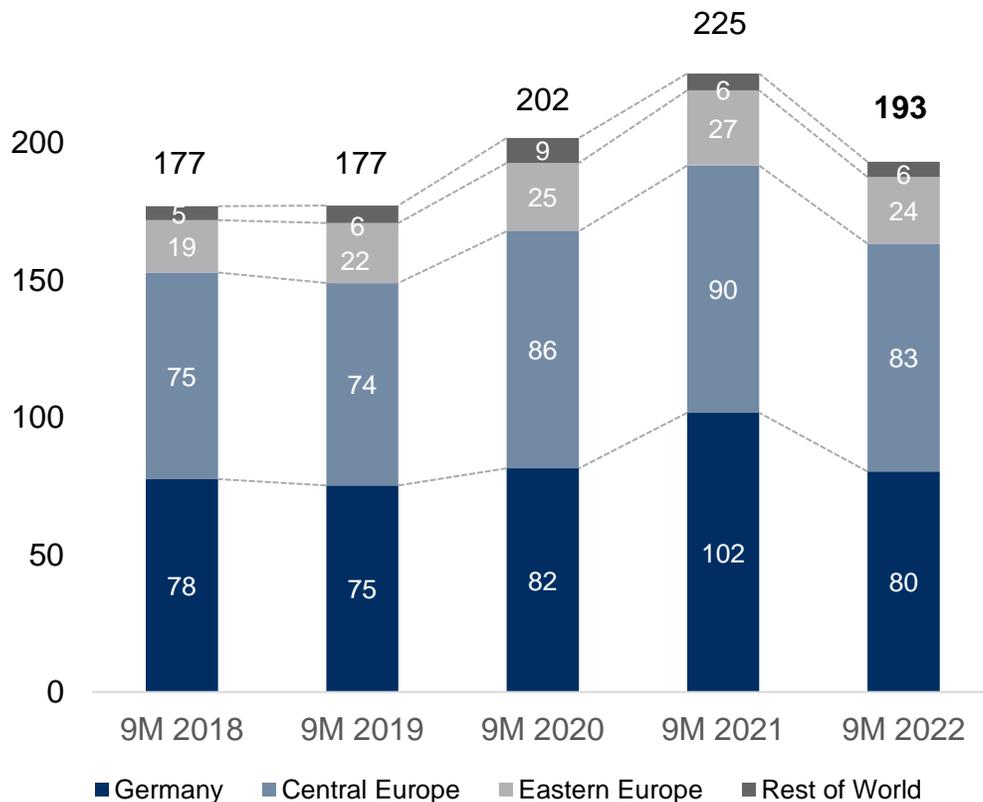
- Turnover in Household segment decreased by -12.7% year-on-year to m€ 158.9.
- Wellbeing segment declined by -40.7%. In the first nine months of the previous year, strong growth in Soehnle scales and increased demand for Soehnle air purifiers in view of the pandemic led to a high comparative values.
- Private Label segment generated turnover of m€ 22.6, thus 3.8% below the previous year's figure (9M 2021: m€ 23.5).

# Successful TV advertising campaigns are paying off, but Russia-Ukraine war and continuing inflation weigh on private consumption



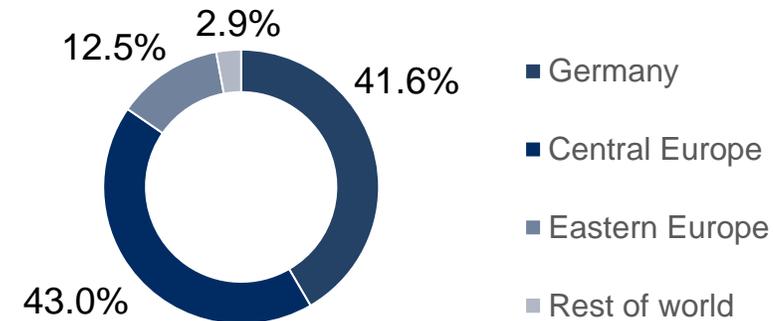
## Group turnover by region

9M 2018 – 9M 2022 in m€



## Group turnover by region

9M 2022



- Germany: Exceptionally strong consumer restraint in the backdrop of general uncertainty had a significant negative impact on the development of turnover.
- Central Europe: Growth in Spain and significant growth in sales of Leifheit products in the Netherlands could not significantly compensate for the negative trend in the Central Europe region.
- Eastern Europe: Double-digit turnover growth in the Baltic States and Slovakia. However, consumer demand in the Eastern Europe important markets was noticeably lower than in the prior year.

# Leifheit Group structure



**Household**

**LEIFHEIT**

---

Laundry Care

Cleaning

Kitchen goods

**Wellbeing**

**SOEHNLE**

---

Personal scales

Kitchen scales

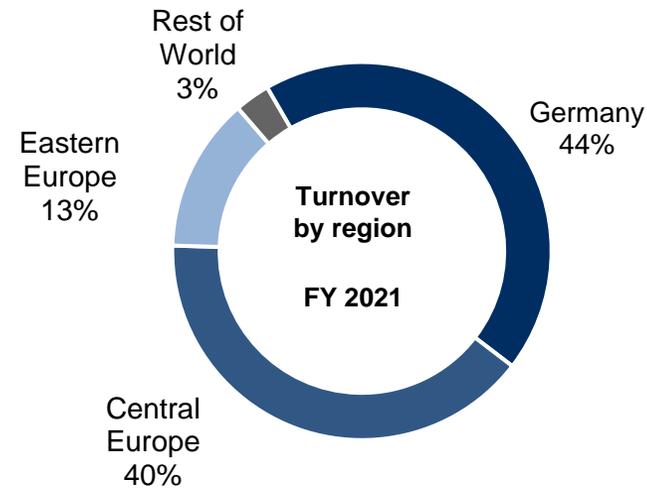
**Private Label**

**BIRAMBEAU** **herby**

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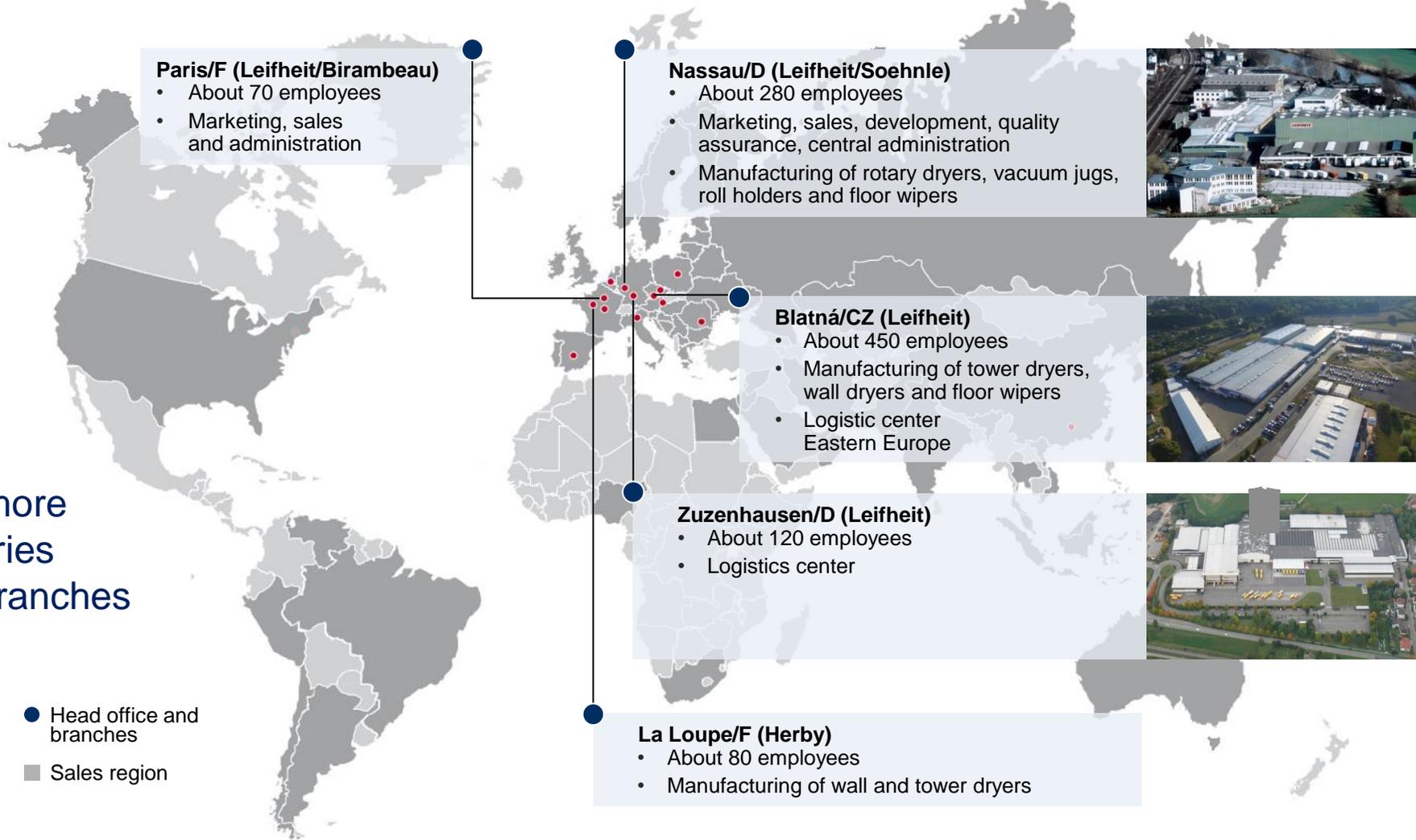
Kitchen goods

Standing Dryers



# Our European production footprint ensured reliable supply to customers in spite of challenges in the supply chain

Operating in more than 80 countries with 14 own branches



# Distribution in all relevant distribution channels



## Blue Chip client base



## Distribution channels

Turnover 2021 in % (previous year's figures)

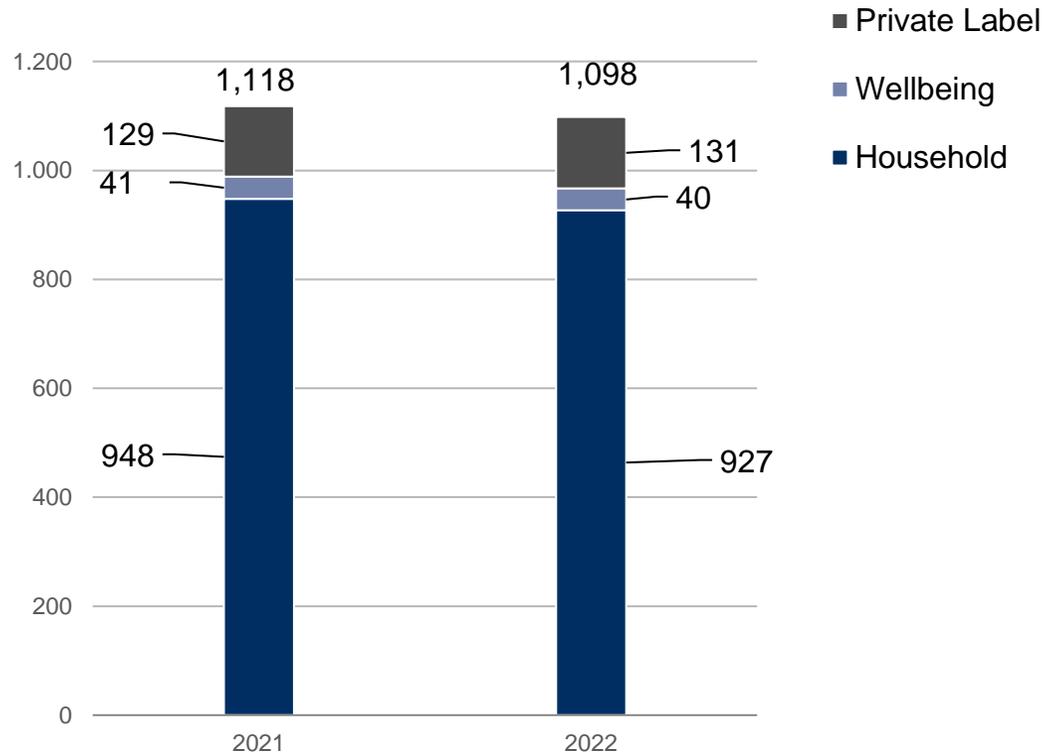


**We were able to react flexibly to the changed capacity utilization in production and logistics by reducing remaining vacation time and credits on working time accounts and by cutback in the numbers of temporary workers**



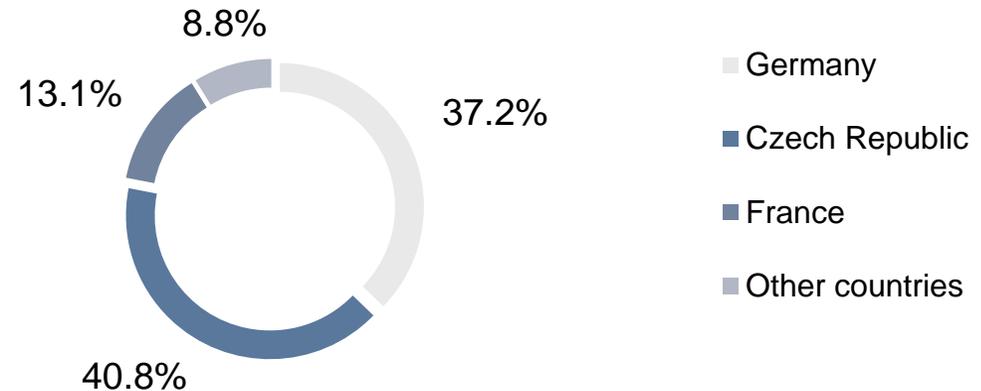
## Employee development

30 June 2022



## Employees by region

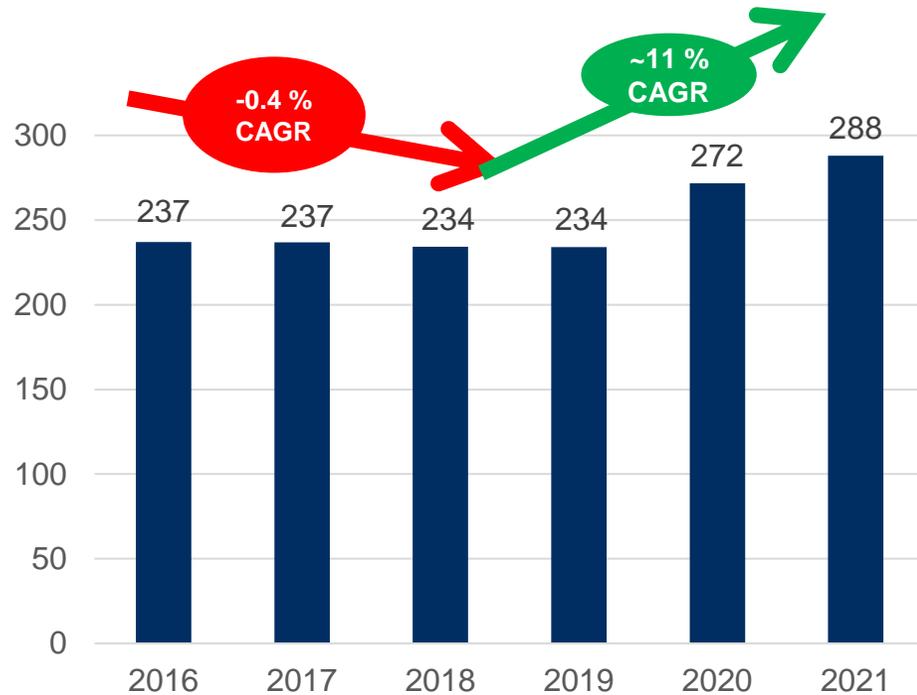
30 June 2022



# The strategy works: 2019 to 2021 shows CAGRs of +11% on turnover and +43% on EBIT

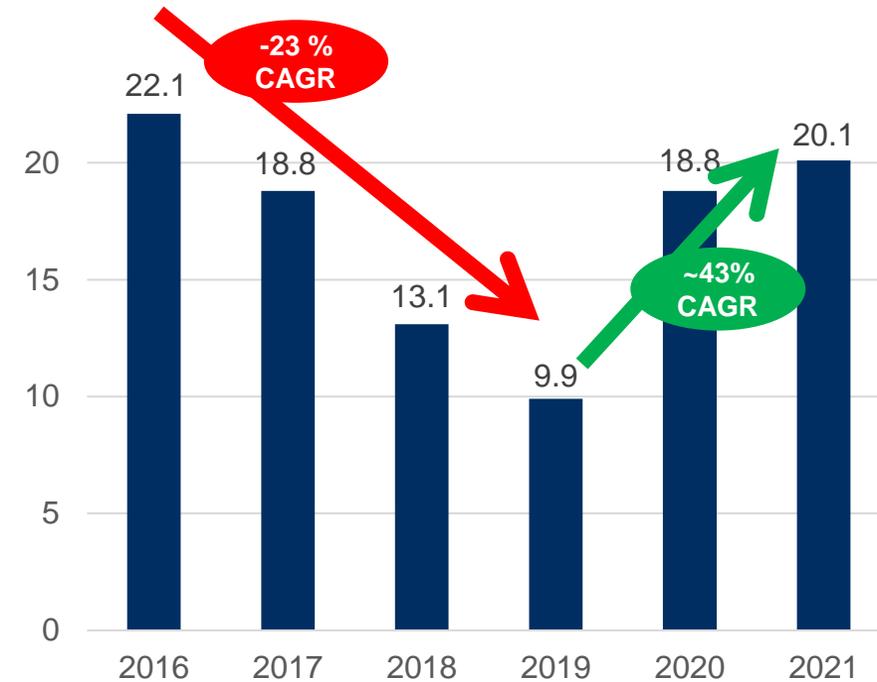
## Group turnover

in m€



## Group EBIT

in m€

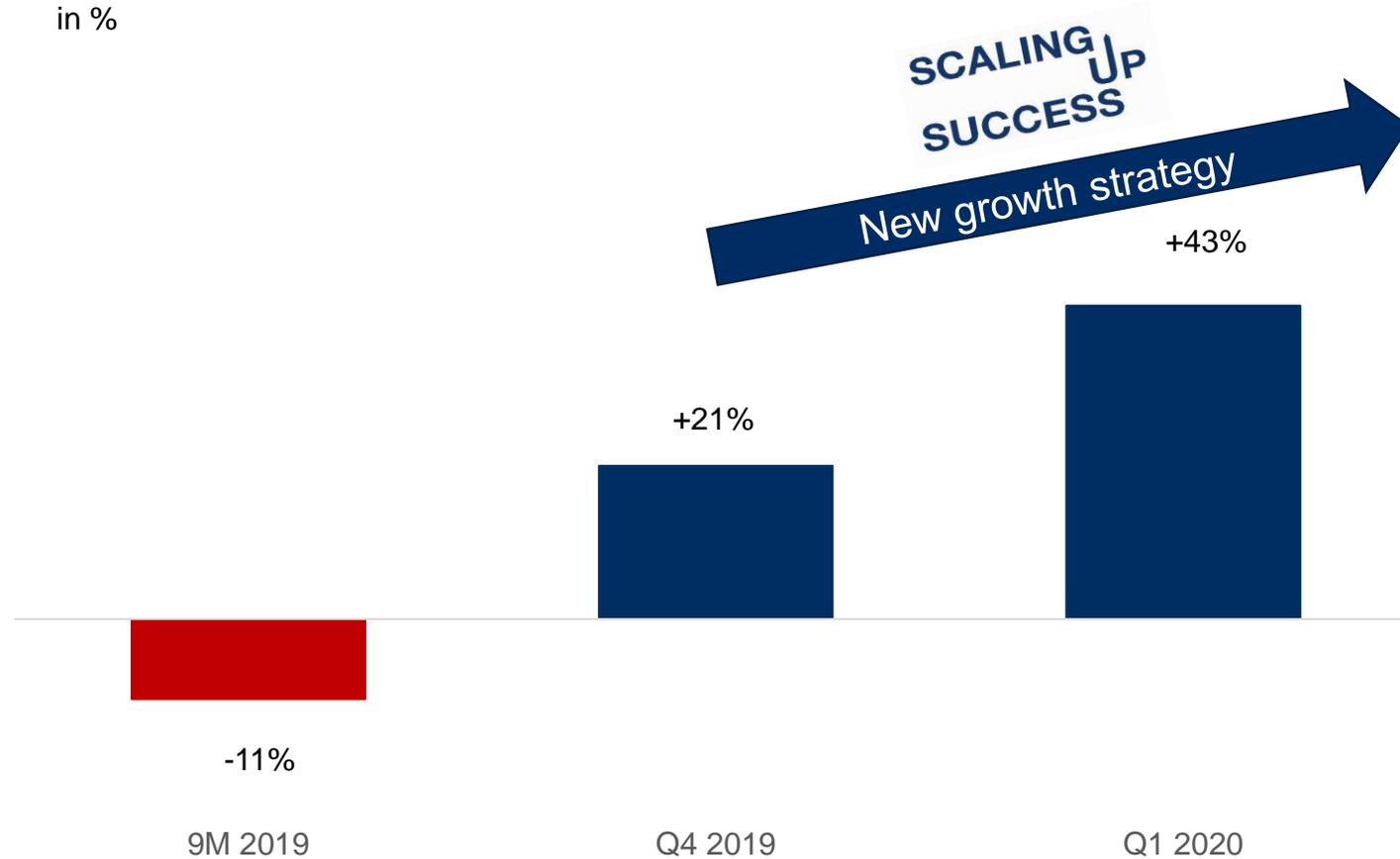


# Scaling-Up Success, i.e. heavy TV ad spend, was tested before COVID-19 in the Netherlands with remarkable results



## Turnover development Netherlands

in %



# Long-term financial overview



		2017	2018	2019	2020	2021
<b>Group turnover</b>	m€	236.8	234.2	234.0	271.6	288.3
<b>Profitability</b>						
Gross margin	%	46.4	43.6	43.1	45.0	42.3
Cash flow from operating activities	m€	7.2	10.2	15.9	4.0	16.4
Free cash flow	m€	1.5	3.7	10.1	-5.5	9.6
EBIT	m€	18.8	13.1	9.9	18.8	20.1
EBIT margin	%	8.0	5.6	4.2	6.9	7.0
EBT	m€	17.7	11.9	8.5	17.7	19.3
Net result for the period	m€	12.8	8.4	5.8	12.5	14.2
ROCE <sup>1</sup>	%	12.7	10.5	8.2	14.1	13.8

<sup>1</sup> Definition of ROCE changed in 2019, ROCE 2018 adjusted for comparability reasons

# Long-term financial overview



		2017	2018	2019	2020	2021
<b>Per share</b>						
Net result for the period, EPS <sup>2</sup>	€	1.35	0.88	0.61	1.32	1.49
Free cash flow	€	0.16	0.39	1.06	-0.57	1.00
Dividend	€	1.05	1.05	0.55	1.05	1.05 <sup>2</sup>
Special dividend	€	--	--	--	--	--
<b>Investments</b>	m€	7.8	6.6	6.0	9.6	7.3
<b>Depreciation</b>	m€	6.4	6.9	8.2	8.5	7.8
		31/12/17	31/12/18	31/12/19	31/12/20	31/12/2021
<b>Employees</b>	No.	1,137	1,119	1,106	1,098	1,080
<b>Balance sheet total<sup>1</sup></b>	m€	224.9	221.8	214.6	230.0	238.8
<b>Equity</b>	m€	98.5	101.8	96.2	100.4	111.3
<b>Equity ratio</b>	%	43.8	45.9	44.8	43.7	46.6
<b>Liquidity</b>	m€	57.2	50.9	50.3	38.8	38.1

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

<sup>2</sup> Dividend proposal

# Experienced Management



**Henner Rinsche**

CEO

## Previous experience

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

## Core competencies

- General management and consumer goods marketing



**Igor Iraeta Munduate**

COO

## Previous experience

- Many years of experience as CTO at 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

- Resp. 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

# Committed to shareholder returns



## Long-term dividend development

Dividend per share / in €

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

2021: 2.9%	2017: 3.8%
2020: 2.4%	2016: 5.1%
2019: 2.3%	2015: 5.6%
2018: 5.9%	2014: 3.9%



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

# Leifheit awards (selection)



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



Floor wiper  
Profi micro duo

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

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

**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 6/2019 www.haus-garten-test.de

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

**TEST VERDICT**  
**Haus & Garten Test**  
**good**  
(1,6)  
Leifheit  
Nemo  
Whisper and both vacuum cleaner Nemo  
In Test: Fensterstauger  
Ausgabe 2/2019 www.haus-garten-test.de



Window vacuum  
cleaner Nemo



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.haus-garten-test.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 Cordless wischer wiper  
Ausgabe 2/2019 www.haus-garten-test.de



Laundry dryers  
Pegasus

**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

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

**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

**Alles Beste**  
Empfehlung  
Leifheit Salatspinner  
In Test: Salatspinner  
Ausgabe 3/2019 www.haus-garten-test.de



Salad spinner  
Comport Line

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



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

Isolating mugs  
Flip 600 + 350 ml

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



Cordless vacuum  
Regulus PowerVac 2in1

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

**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  
Clean Tenso 11925  
Hochwertiger Helfer  
mit sehr guter Funktion  
In Test: Dampfbödenwischer  
Ausgabe 9/2019 www.haus-garten-test.de

# Soehnle awards (selection)



Kitchen Scales  
Page Profi + Page Profi 300



Personal Scales  
Style Sense



Personal Scales  
Style Sense Bamboo Magic



Page Aqua Proof  
Kitchen Scale



Body analysis scales  
Shape Sense Connect 100 + 200

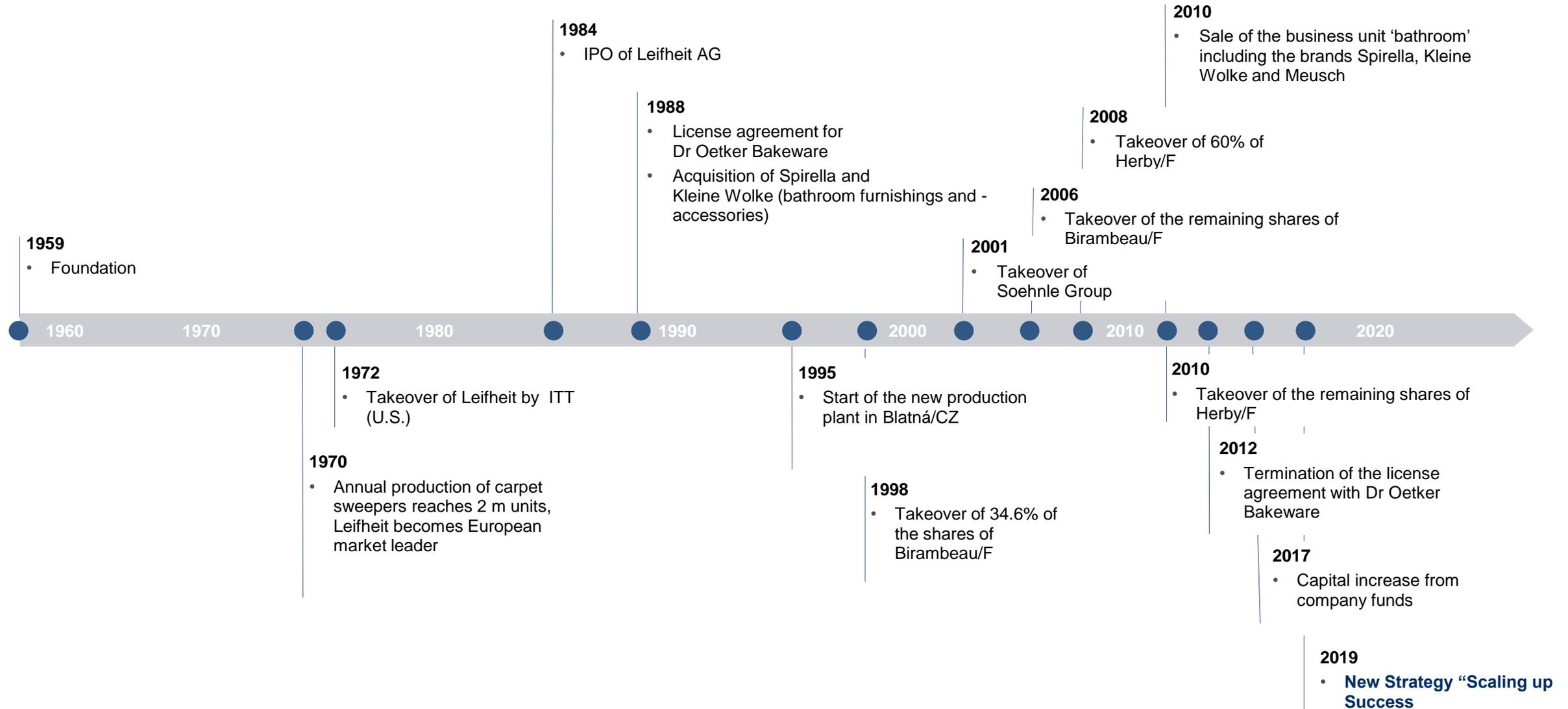


Blood pressure monitors  
Systo Monitor 200 + 300



Air Purifier  
AirFresh Clean 400

# Leifheit – more than 60 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

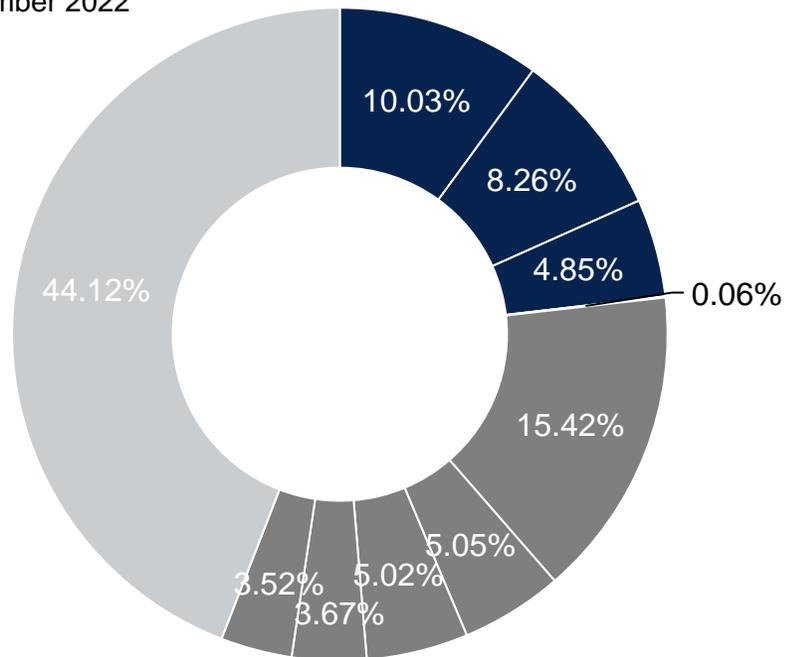
Bosch Laica Tanita  
ADE Homedics Beurer  
Sanitas Withings Terrailon

# Significant free float and international investors



## Shareholder structure

November 2022



- Non free float shareholders<sup>1</sup> 23.20%
- Free float<sup>1,2</sup> 76.80%

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

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

- 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 0.06%
- Alantra EQMC Asset Management, SGIIC, SA, Madrid (ES), 15.42%
- Teslin Capital Management BV/Gerlin NV, Maarsbergen (NL), 5.05%
- MainFirst SICAV, Senningerberg (LUX), 5.02%
- Morgan Stanley & Co. International plc, Wilmington (USA), 3.67%
- Blackmoor Ownership Holdings Master Limited, London (UK), 3.52%
- Voting rights under notification threshold 44.12%



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

## Most Valuable Company

July 2021  
Deutschland Test / Focus Money



**1<sup>st</sup> place**  
**Home appliances**  
100.0 points  
awarded 3rd time in a row

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

## Germany's fairest companies

Jan 2022  
IMWF Institut / FAZ-Institut



**3<sup>rd</sup> place**  
**Household items**  
90.3 points

Study analyses social listening data and identified 7.4 million mentions for over **17,000 companies**. Relevant criteria include product and service, customer satisfaction and value for money, employer fairness and sustainability

## Highest Level of Trust 2021

Oct 2021  
Deutschland Test / Focus Money



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

Study shows which companies have a high level of trust by assigning and identifying **3.7 million mentions** of **about 21,000 brands** in the investigation period September 2020 to August 2021.

## Germany's Best Customer Hotline 2021

July 2021  
IMWF Institut / FAZ-Institut



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

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

# Our ESG Principles



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



## Environment

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

Fun, fast, friendly and fearless corporate culture

HR strategy geared towards employer attractiveness

Focus on employee safety and health

Welcome diversity and 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 parts of CMS

Protecting personal data according to the high standards of the GDPR



Read more at our  
sustainability report 2021

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

# Financial calendar and contact



## Dates 2023

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### **29 March 2023**

Publication of Annual Reports 2022, Sustainability Report incl. Non-Financial Report 2022; Analyst Conference

### **11 May 2023**

Publication Quarterly Statement (Q1)

### **7 June 2023**

Annual General Meeting

### **10 August 2023**

Publication Half-yearly Financial Report

### **9 November 2023**

Publication Quarterly Statement (Q3)

## Contact

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Corporate Communications / Investor Relations

Phone: +49 2604 977-218

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

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

**LEIFHEIT**

Aktiengesellschaft

Postfach 11 65  
D-56377 Nassau