



# SCALING UP SUCCESS

 <p><b>CLEAN TWIST M floor wiper</b></p> <p>TESTURTEIL sehr gut (1,4)</p>	 <p><b>CLEAN TWIST disc mop</b></p> <p>TESTURTEIL sehr gut (1,1)</p>
 <p><b>Profi XL floor wiper</b></p> <p>TESTURTEIL sehr gut (1,4)</p>	 <p><b>Regulus Aqua PowerVac cordless vacuum wiper</b></p> <p>TESTURTEIL sehr gut (1,4)</p>
 <p><b>Pegasus drying rack</b></p> <p>TESTURTEIL sehr gut (1,3)</p>	 <p><b>Linomatic rotary dryer</b></p> <p>TESTURTEIL sehr gut (1,3)</p>
 <p><b>Soehnle Style Sense digital personal scales</b></p> <p>TESTURTEIL sehr gut (1,3)</p>	 <p><b>Soehnle Airfresh air purifier</b></p> <p>STÜHUNG GUT (2,5)</p>

## Investor & Analyst Meeting

11 November 2021



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# Executive Summary 9M 2021



Group turnover up 12% vs last year

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Germany turnover up 20% vs last year

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EBIT up 8.1% vs last year

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EBIT at € 3.0 m in Q3 affected by distortions  
in the global supply chains

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Gross margin down from 44.7% to 42.7%

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Free cash flow soaring to € 7.1 m

# Strong 9M 2021 – but distortions in the global supply chains weigh on EBIT in the third quarter



## Good business performance in Q3 2021

- Successful TV campaigns in selected markets
- Normalization of consumer behavior compared with the prior-year period, which was significantly affected by COVID-19
- Group turnover in Q3 2021 only slightly below the exceptionally strong prior-year period

## Nevertheless, distortions in global supply chains affect gross margin and EBIT in the third quarter

- Increasing supply bottlenecks and associated cost increases for many raw materials
- Significant rise in steel and plastic prices
- Tense situation in the sea freight sector

## Earnings (EBIT) forecast adjusted on 13/10

- Group turnover increase of at least 5%
- Household up at least 6%, Wellbeing slightly below level of 2020, Private Label slightly above level of 2020
- EBIT between € 15 m and € 20 m
- Free cash flow between € 4 m and € 8 m



# Leifheit makes top quality household products, designed in Germany



Profi Floor Wiper  
4.7 stars



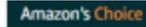
Leifheit rückenschonender Bodenwischer Profi XL micro Duo, effektiver Schrubber mit Bezug aus Mikrofaser, Wischer für Fliesen un...

★★★★☆ 4,7 von 5

911 Sternebewertungen



CLEAN TWIST  
4.6 stars



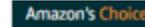
Leifheit Set Clean Twist Disc Mop Wischer für nebelfeuchte Reinigung, Wischmop mit effizienter Schleudertechnologie,

★★★★☆ 4,6 von 5

2.148 Sternebewertungen



Pegasus 150  
4.6 stars

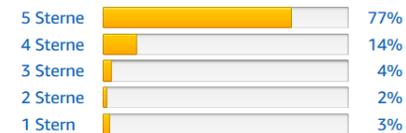


Dieser Artikel Leifheit Standtrockner Pegasus 150 Solid Slim, standfester Wäscheständer mit Flügeln auch für lange Kleidungsstücke, besonders schmaler Flügelwäschetrockner passt auch durch enge Türen



★★★★☆ 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



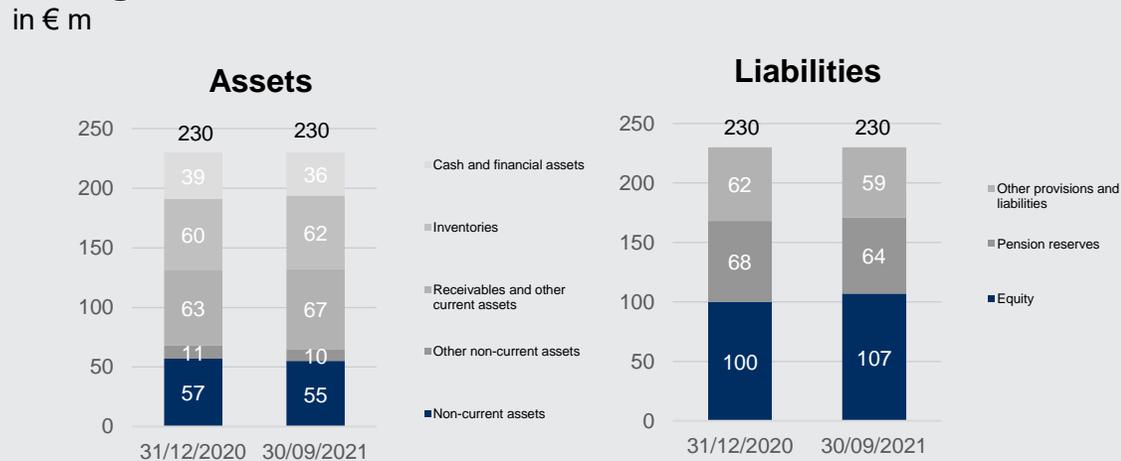
# Leifheit is financially solid and pays good dividends to shareholders



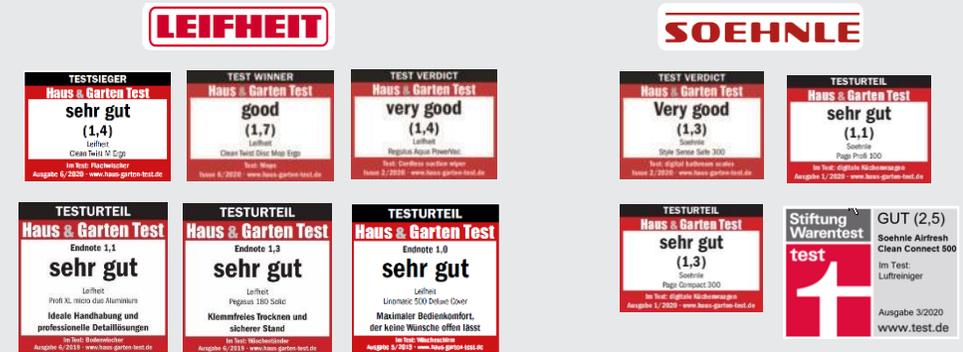
## Commitment to shareholders



## Strong financial structure



## Strong products and brands



## Strong long-term stock performance

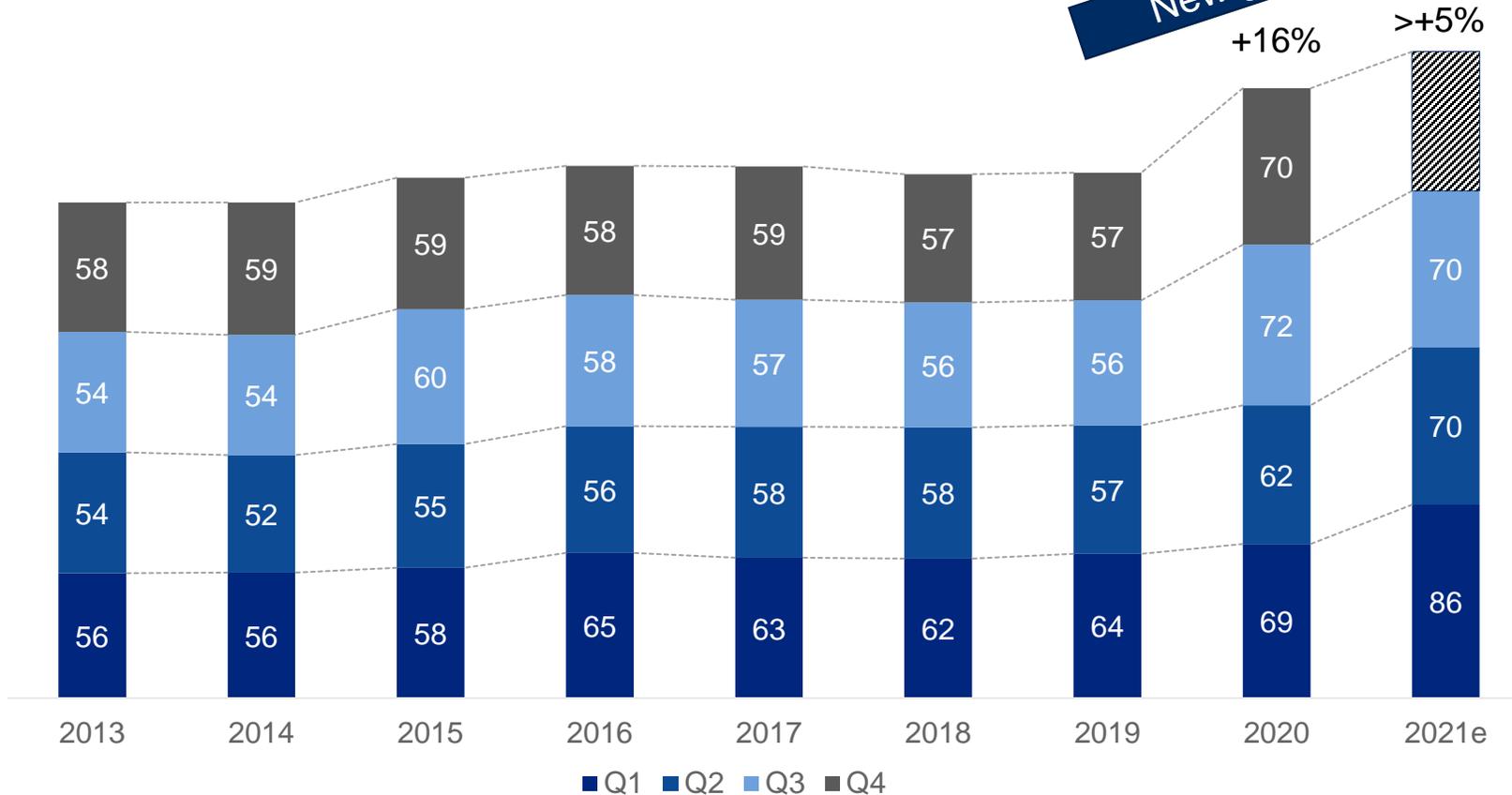


# Implementation of Scaling up success strategy leads to significant higher level of turnover

## Group turnover development by quarters

in € m

**SCALING UP SUCCESS**  
New growth strategy

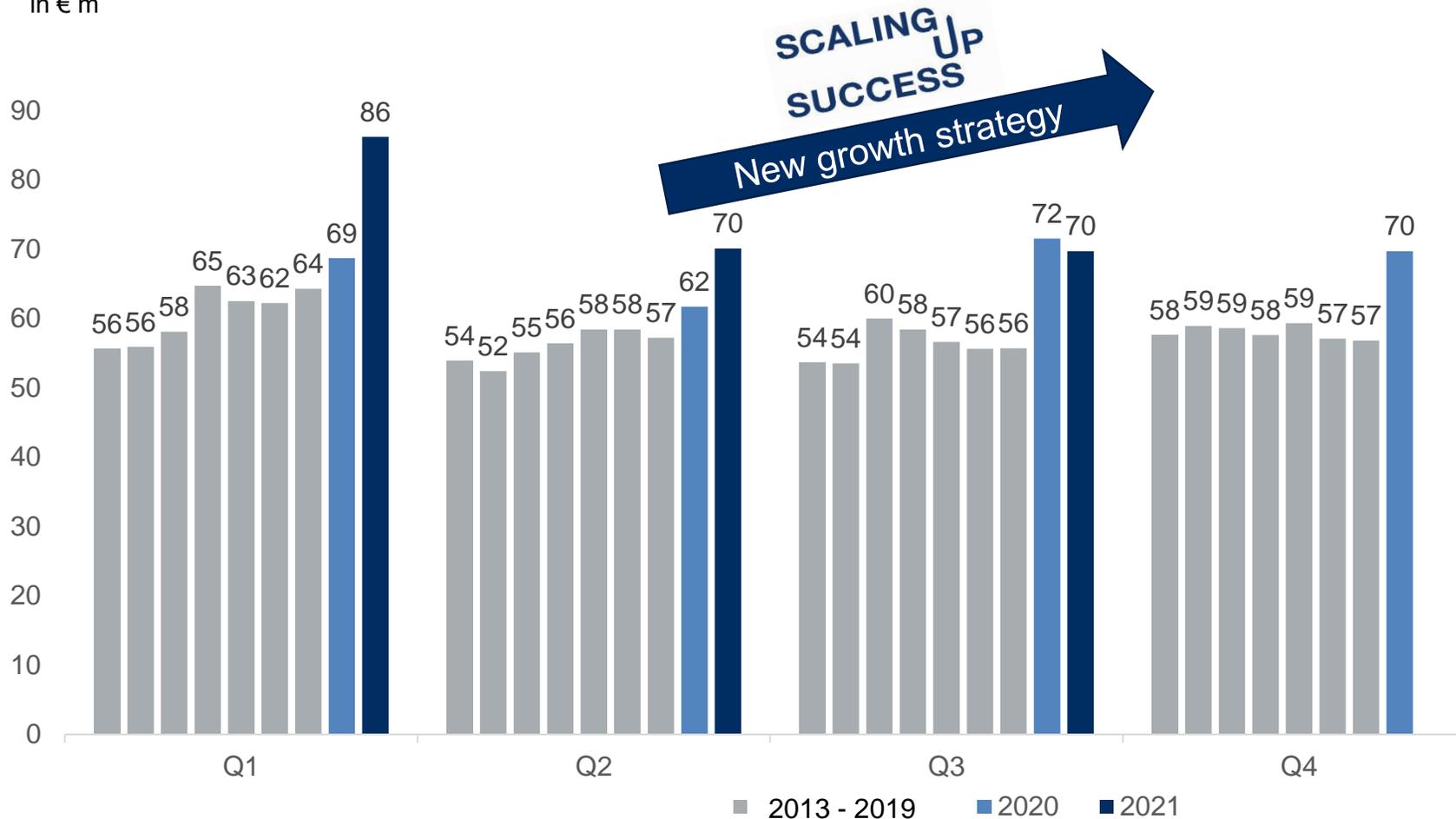


- Q3 2021: Slight decline against the backdrop of prior-year's Corona special demand boost in Q3 + Q4
- Compared to pre-pandemic level of Q3 2019 sales increased strongly by +25% in Q3 2021

# Implementation of Scaling up success strategy leads to significant higher level of turnover

Group turnover development by quarters

in € m



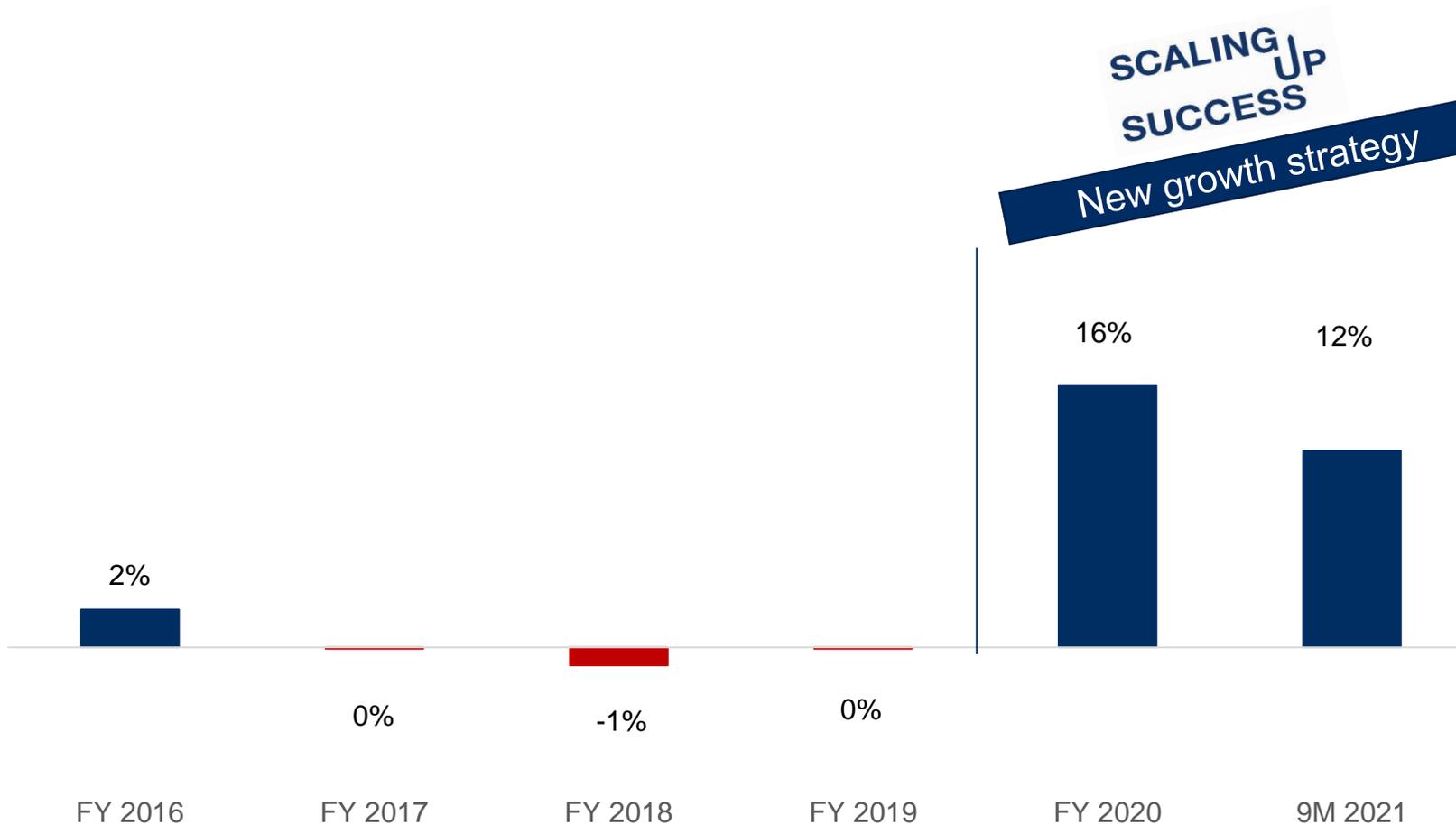
- Q3 2021: Slight decline against the backdrop of prior-year's Corona special demand boost in Q3 + Q4
- Compared to pre-pandemic level of Q3 2019 sales increased strongly by +25% in Q3 2021

# Double-digit growth in FY 2020 and 9M 2021



## Group turnover development

in %

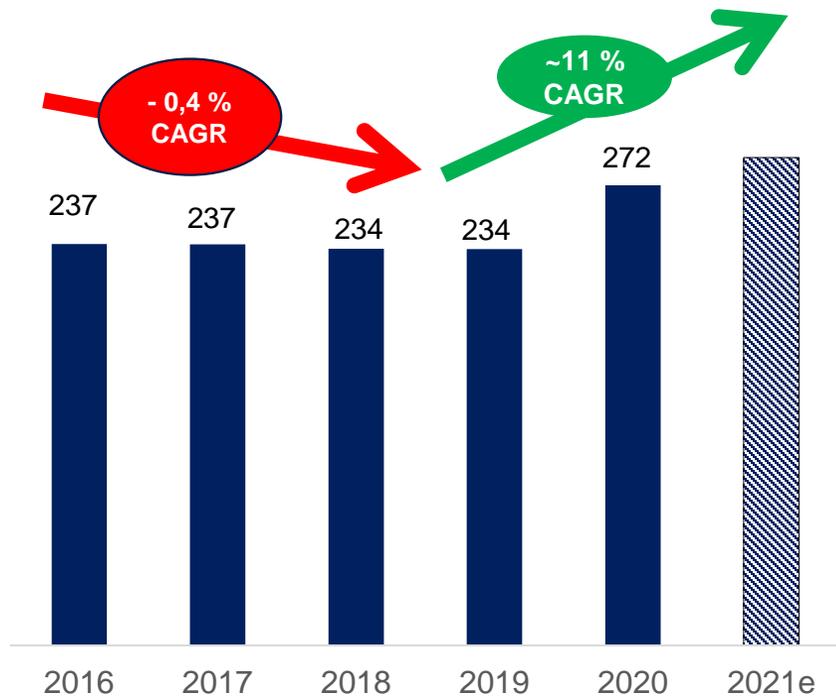


# The strategy works. 2019 to 2021 guidance shows CAGRs of +11% on turnover and +33% on EBIT



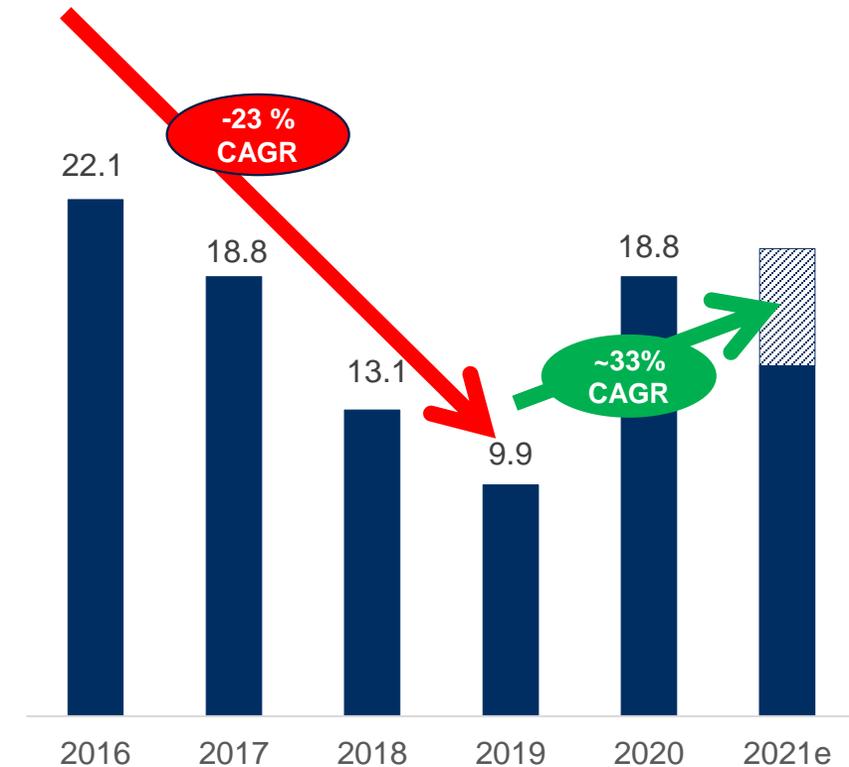
## Group turnover

in € m



## Group EBIT

in € m



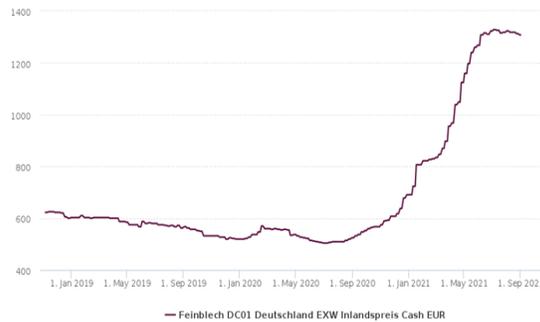
# Bottlenecks and enormous price increases for raw materials and shipping containers



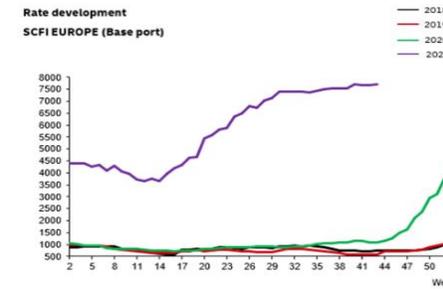
**Polypropylene: +86%**  
yoy Oct. 2020/2021



**Flat steel: +131%**  
yoy Oct. 2020/2021



**Seafreight: +599%**  
yoy Oct. 2020/2021

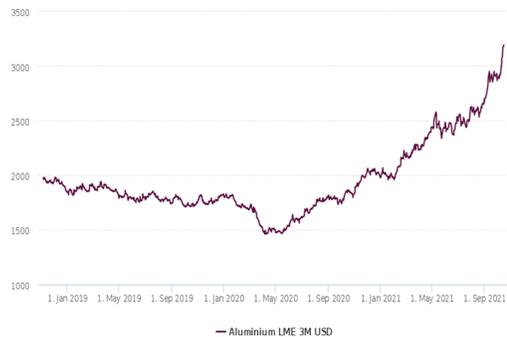


DHL Global Forwarding | SCFI | Hamburg | Oktober 2021

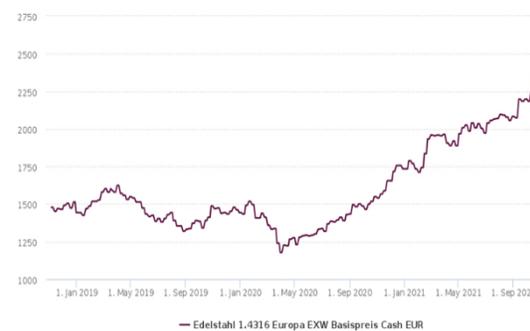
**ABS plastics: +65%**  
yoy Oct. 2020/2021



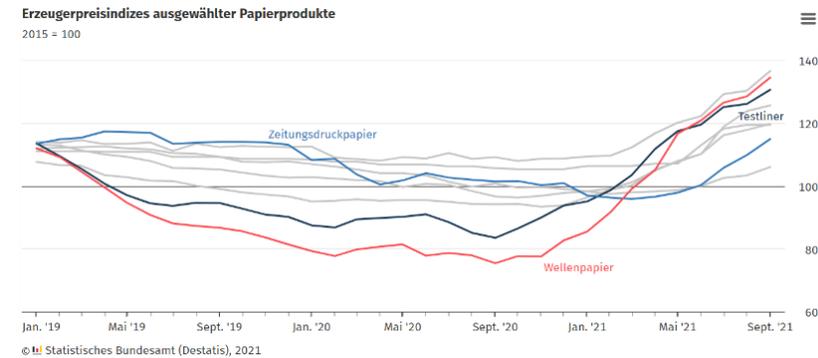
**Aluminium (LME): +76%**  
yoy Oct. 2020/2021



**Stainless Steel: +77%**  
yoy Oct. 2020/2021



**Packaging: +57%**  
(Testliner) yoy Sept. 2020/2021



# Operating result (EBIT) increase by 8.1% in 9M 2021 despite burdens in the third quarter, gross margin 2 pps down yoy



		9M 2020	9M 2021	Δ
Group turnover	€ m	201.9	226.0	11.9 %
Gross margin	%	44.7	42.7	-2.0 pps
Foreign currency result	€ m	-0.6	0.6	> 100 %
EBIT	€ m	15.4	16.6	8.1 %
EBIT margin	%	7.6	7.3	-0.3 pps
Earnings before taxes (EBT)	€ m	14.6	16.0	9.6 %
Net result for the period	€ m	10.6	11.5	8.8 %
EPS	€	1.11	1.21	9.0 %

- Distortions in global supply chains and significant price increases for production materials and incoming freight affected gross margin and EBIT
- However, EBIT margin only slightly below prior-year period due to strict cost management

# Measures to improve working capital are paying off, inventory value up due to procurement price effects



in € m	Q3 2020	Q3 2021	Δ
Cash flow from operating activities	4.6	11.2	6.6
Cash flow from investment activities	-4.9	-4.0	0.9
Cash flow from financing activities	-0.5	-10.3	-9.8
Free cash flow <sup>1</sup>	-0.3	7.1	7.4

in € m	31/12/2020	30/09/2021	Δ
Cash and cash equivalents at the end of reporting period	38.8	35.6	-3.2
Financial liabilities	-	-	-

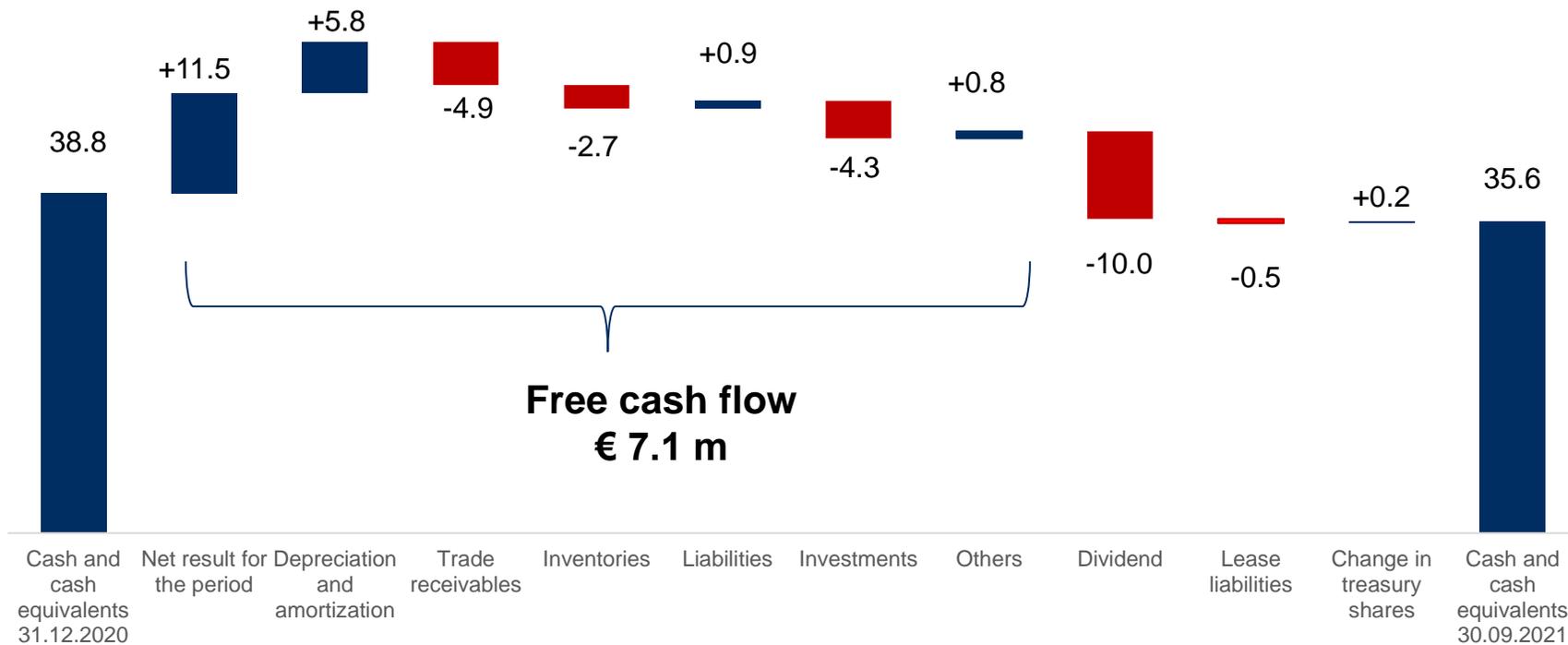
- Improved free cash flow mainly due to increase in cash inflow from operating activities by
  - rise in net result for the period and
  - significantly lower rise in receivables and inventories compared to the previous-year period
- Inventories up by € 2.7 million compared with 31/12/2020: although reduction in inventory volumes, inventory value increased in particular due to higher procurement prices, raw material inventories up by € 5 million compared with 31/12/2020
- Cash flow from financing activities includes dividend payout of € 10 m. In 2020 dividend was paid out in October.

<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.

# Measures to improve working capital are paying off, inventory value up due to procurement price effects

## Group liquidity

31.12.2020 vs. 30.09.2021 in € m



- No noteworthy effects from aging of receivables in connection with COVID-19
- Rise in trade receivables due to customer mix effects
- Inventory value increased in particular due to higher procurement prices

# Our purpose? Happy consumers!



# We call our strategy “Scaling up success”



		Focus		Level of Completion			KPIs
		Growth	Profitability	2019	2020	2020+	
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>			2019 Concept	2020 Realisation	2020+ Impact	Revenue growth
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>			2019 Concept	2020 Realisation	2020+ Impact	Gross margin
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>			2019 Concept	2020 Realisation	2020+ Impact	EBIT margin
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, friendly, fast &amp; fearless culture</li> <li>Growing revenues leverages current structure</li> </ul>			2019 Concept	2020 Realisation	2020+ Impact	

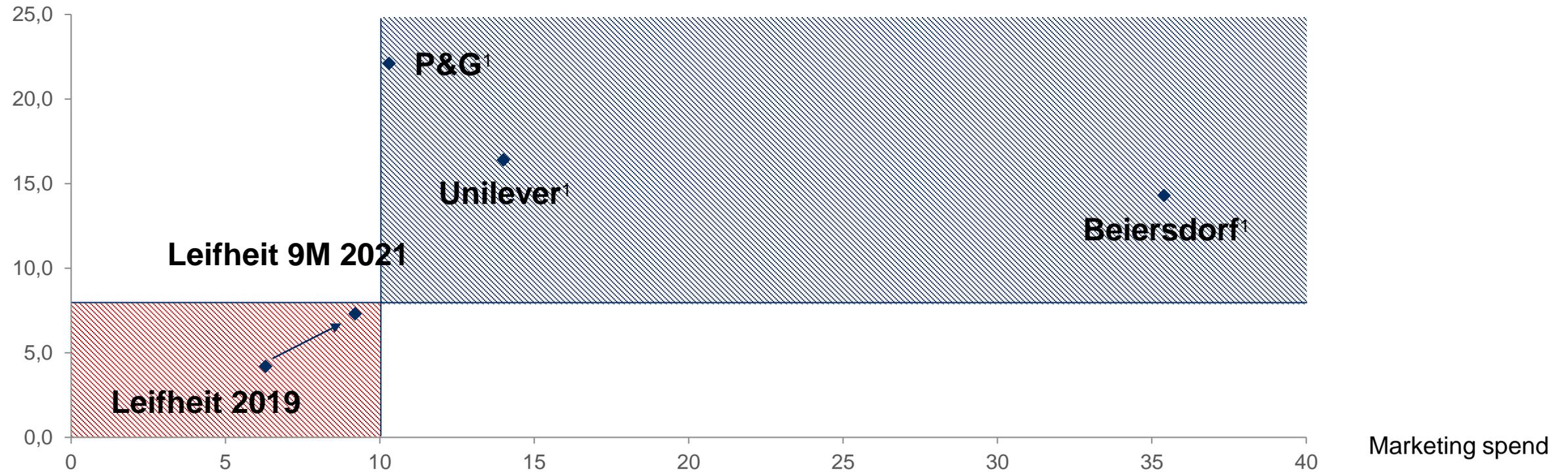
# ① Create consumer demand and make brands stronger



## Peer group comparison Marketing spend and EBIT

in % of turnover

EBIT margin



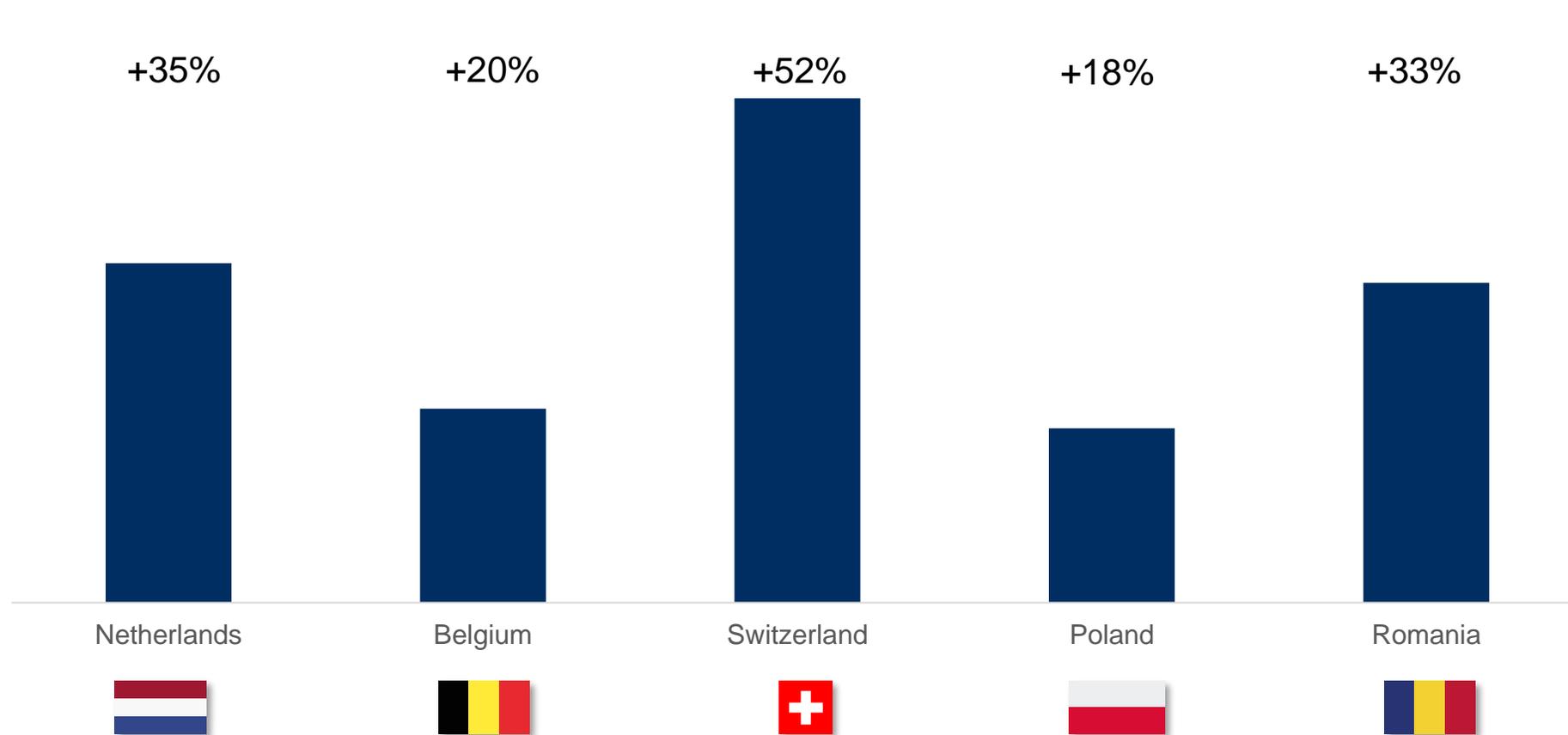
<sup>1</sup> Source: Annual reports 2020

# ① In 2020 we tested massive advertising spend in several countries with strong results



## Turnover development selected TV markets

Group turnover 2020 in € m

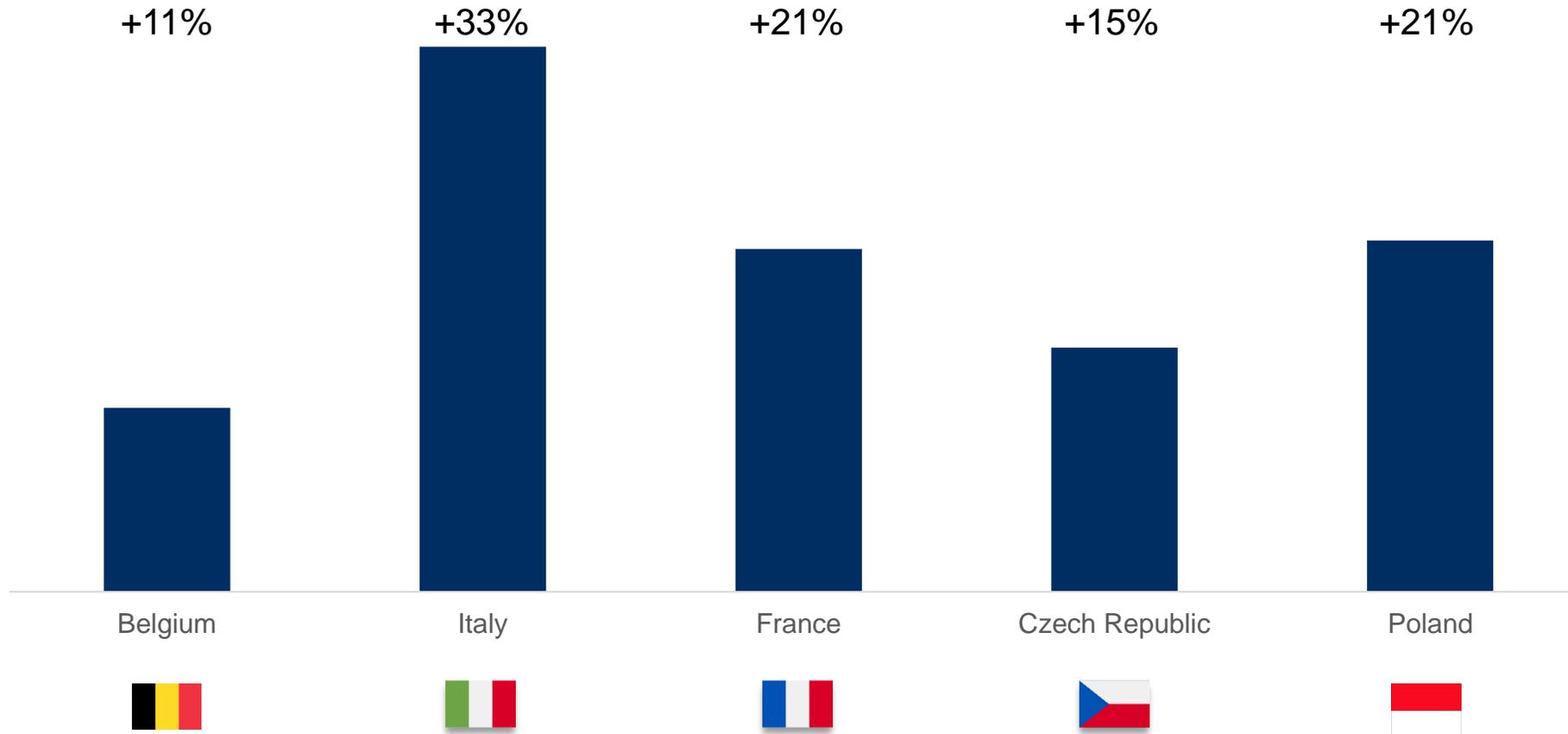


# ① Scaling-up TV advertising to France and Italy successful in 2021



## Turnover development selected TV markets

Group turnover 9M 2021 in € m



- ① Encouraged by strong results in TV advertising test countries we took the approach to our #1 market Germany



**Stark im TV 2021**  
Regulus Aqua PowerVac, CLEAN TWIST M Ergo und Profi XL

Three photographs showcasing Leifheit cleaning products. The first shows a white and teal stick vacuum cleaner on a dark carpet. The second shows a teal mop bucket with a mop head inside. The third shows a teal mop head on a grey carpet.

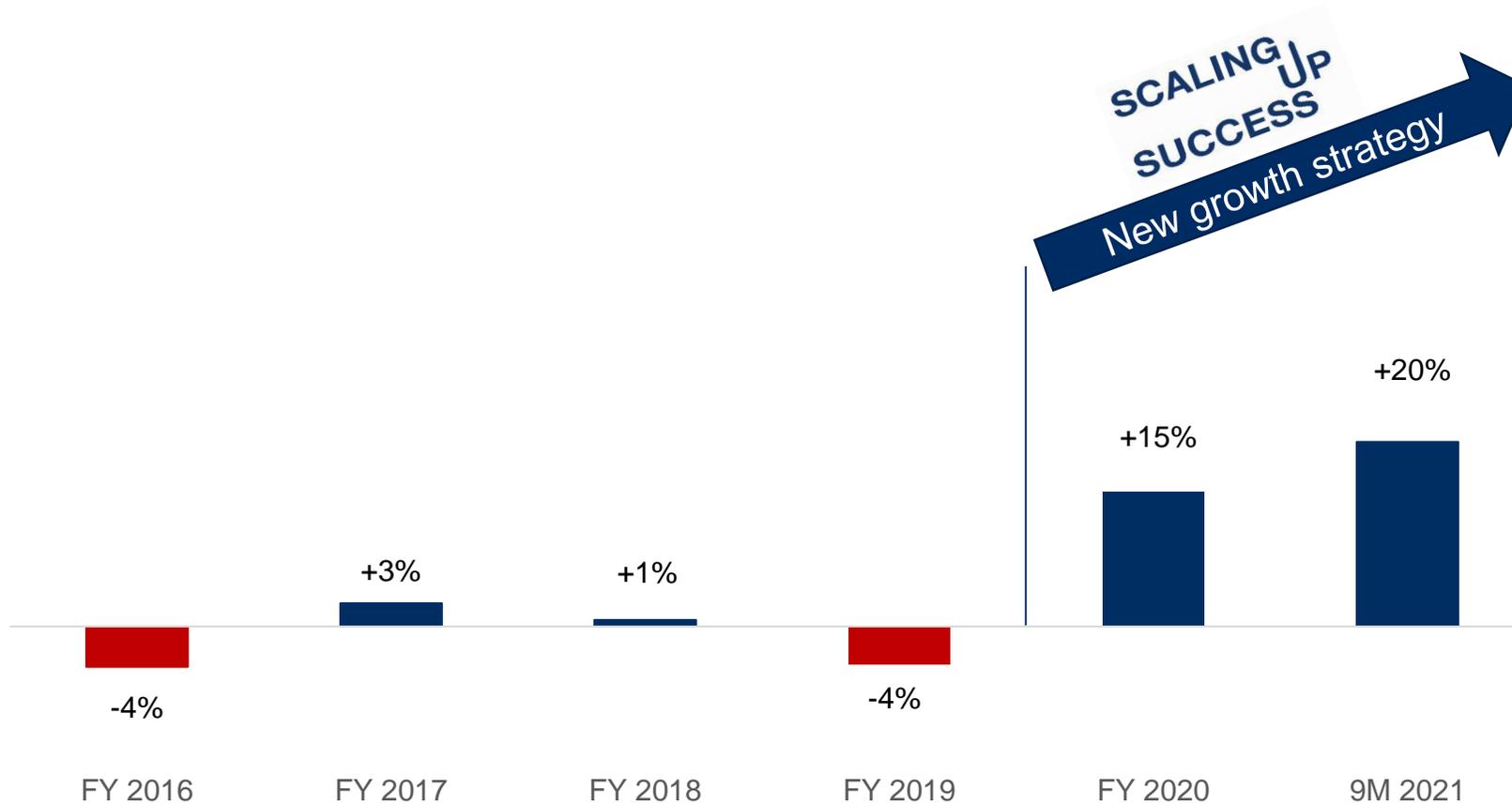
**TV** Kampagne 2. Halbjahr 2021  
Oktober bis November

Logos for the television channels where the campaign was aired: RTL, ZDF, SAT.1, and ARD.

# ① New strategy led to positive turnaround in Germany away from the recent downward trend

## Group turnover development in Germany

in %



# ① Encouraged by strong advertising results on brand Leifheit, we scaled up this approach to Soehnle

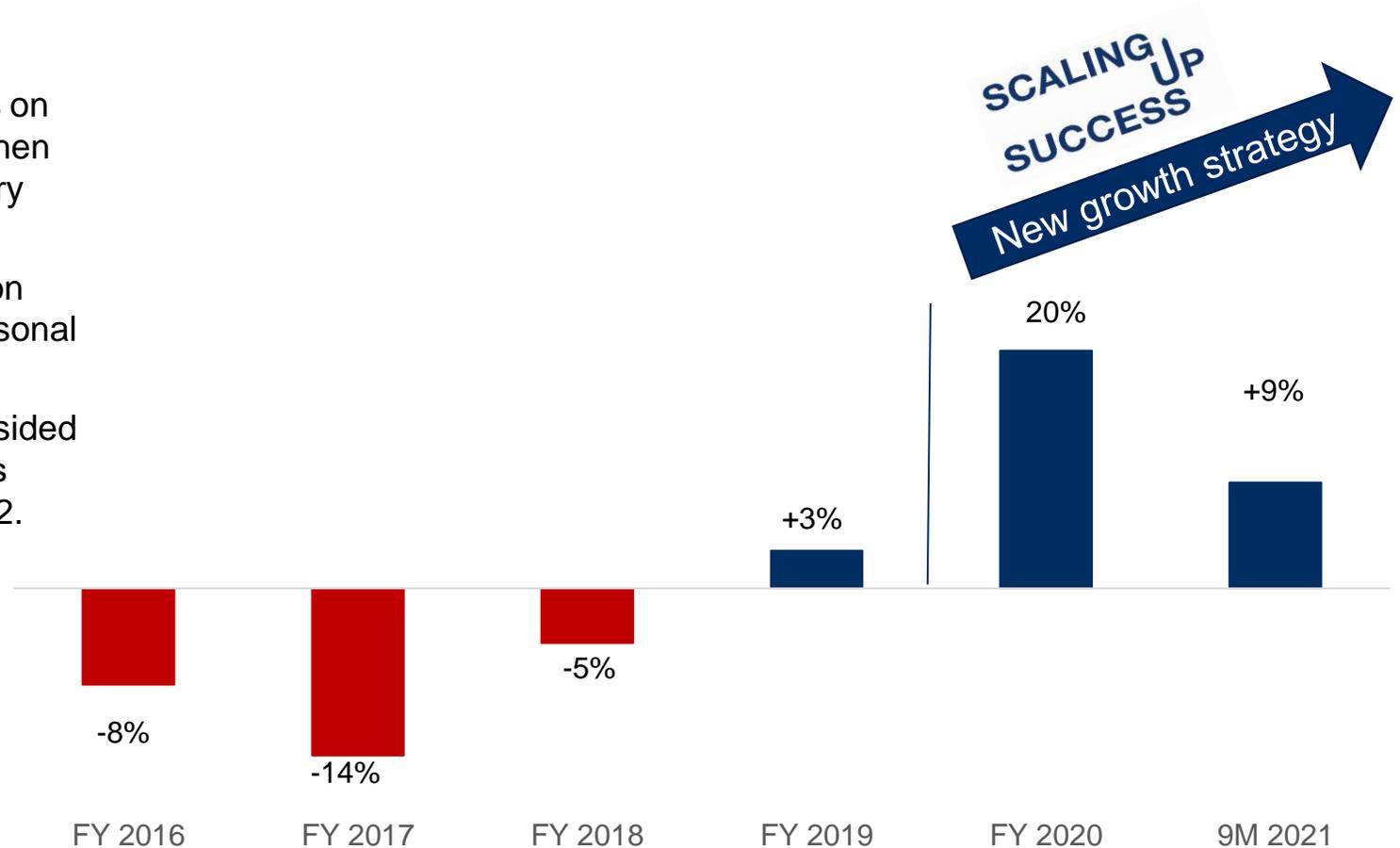


## Turnover development Soehnle scales product category

in %



- Print campaign in H2 2021 focuses on Soehnle Page Profi 300 digital kitchen scale, which was awarded with “very good” test result.
- TV campaign in H1 2021 focused on Soehnle Style Sense Safe 300 personal scale, also rated “very good”.
- Nevertheless, growth dynamic subsided against the backdrop of prior-year’s Corona special demand boost in H2.



② We are successfully expanding our distribution network



Permanent listings in

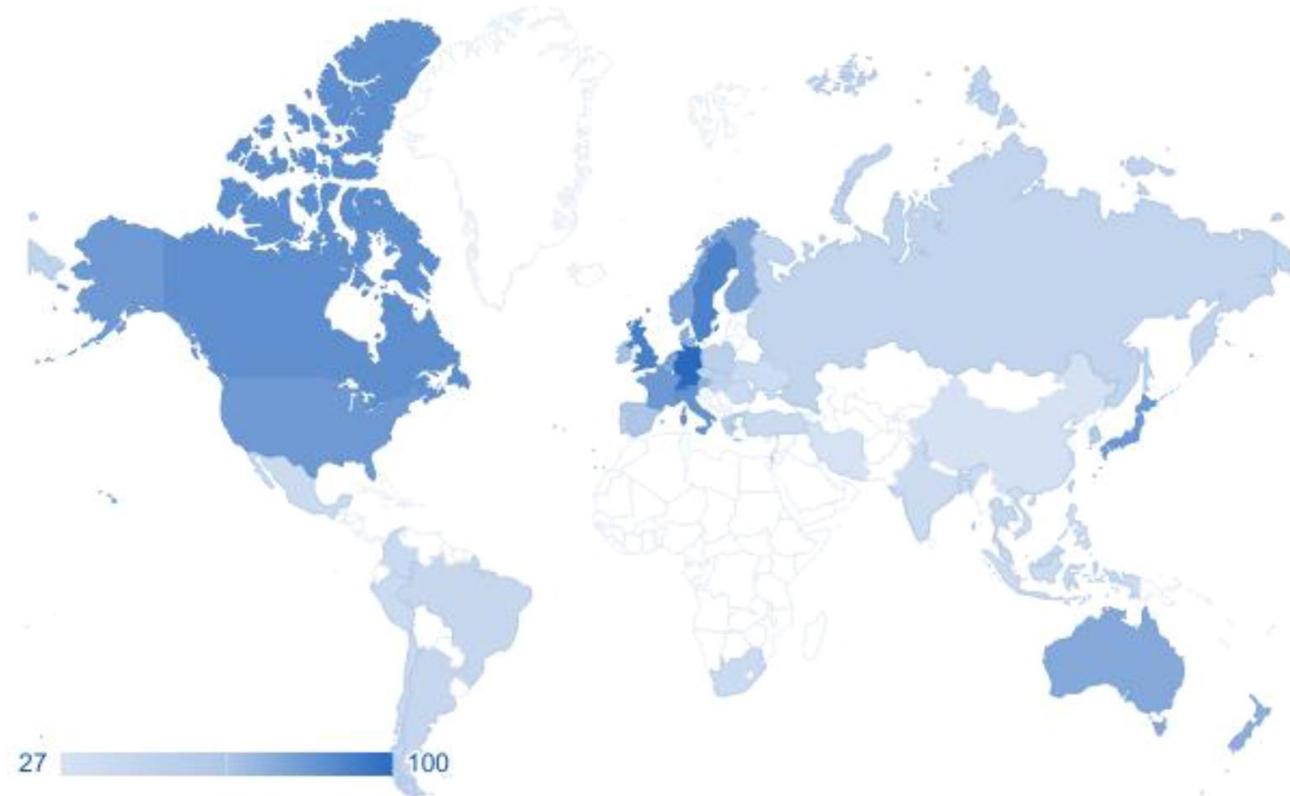
1,200

additional supermarkets  
in the DACH region



## ② 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.

④ **We need to compensate growing raw material and cargo cost with price increases in order to improve gross margins again**



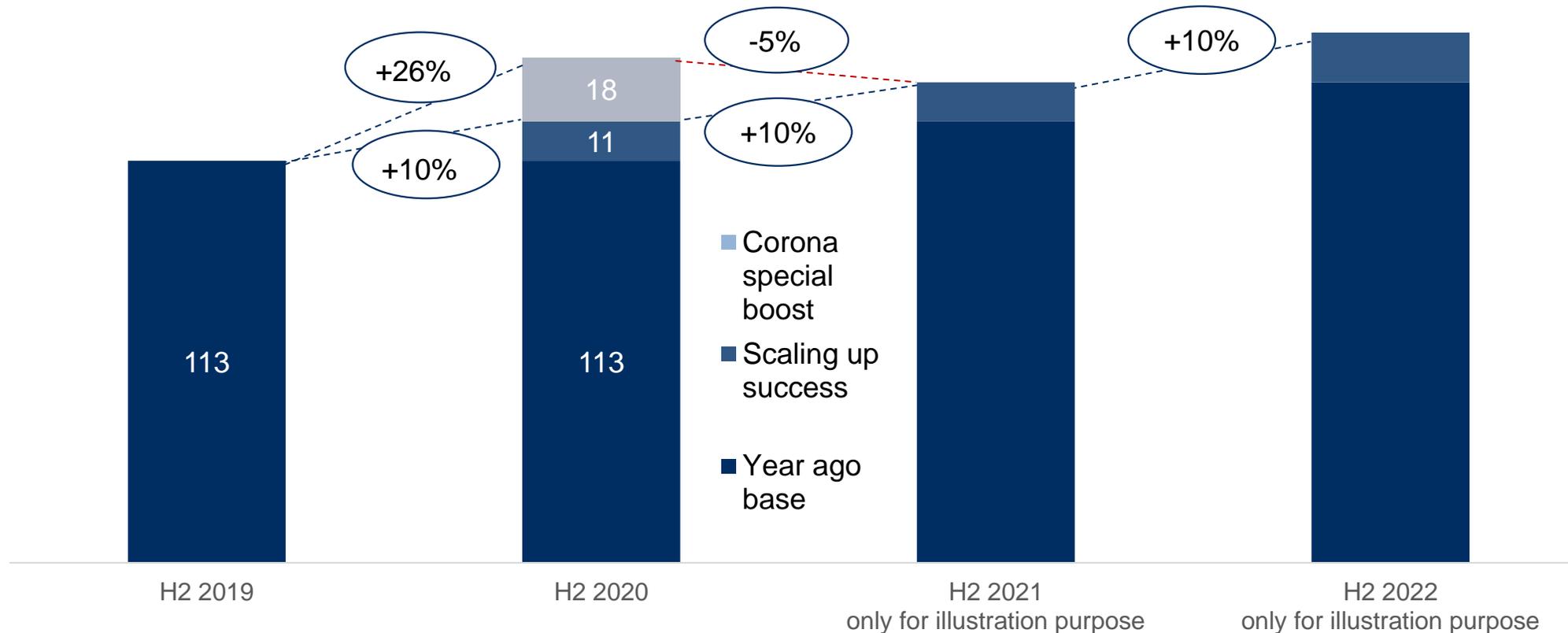
% of Group turnover	FY 2018	FY 2019	FY 2020	9M 2020	9M 2021	Change
Consumer marketing	0.7%	1.7%	5.5%	4.7%	6.5%	+1.8 pp ✓
Other marketing	5.4%	4.6%	3.6%	3.8%	2.7%	-1.0 pp ✓
R&D	2.3%	2.4%	2.1%	2.0%	1.9%	-0.1 pp ✓
Logistics <sup>1</sup>	11.0%	11.5%	10.5%	9.9%	9.5%	-0.4 pp ✓
Administration	6.1%	6.4%	5.4%	5.8%	5.0%	-0.8 pp ✓
<b>Cost of turnover</b>	<b>56.4%</b>	<b>56.8%</b>	<b>55.0%</b>	<b>55.3%</b>	<b>57.3%</b>	<b>+2.0 pp !</b>
OPEX <sup>2</sup> adj. by Consumer marketing	94.2%	94.7%	87.7%	87.8%	86.9%	-0.9 pp ✓
OPEX <sup>2</sup>	94.9%	96.4%	93.2%	92.6%	93.4%	+0.8 pp !

<sup>1</sup> Not including inbound cost <sup>2</sup> Without other operating income/expenses

**If new strategy enabled 10% sales CAGR, then there would be a temporary sales decline in H2 2021 against the backdrop of a Corona special boost in H2 2020. In H2 2022 sales would return to +10% CAGR.**

## Turnover development July - December

Leifheit Group in € m



# EBIT forecast 2021 adjusted



	Forecast 2021
Group turnover	at least +5%
Turnover Household	at least +6%
Turnover Wellbeing	Slight decrease (prev. at least +7%)
Turnover Private Label	Slight increase
Group EBIT	€m 15 – 20 (prev. €m 20 – 24)
Free Cashflow	€m 4 – 8 (prev. €m 10 – 14)

- Free Cashflow forecast adjusted against the background of adjusted earnings forecast and ongoing challenges in the supply chain
- Increase of working capital expected:
  - Increase in inventories due to price effects and necessary higher stockpiling, especially of raw materials to secure delivery ability
  - Decline of trade receivables



# SCALING UP SUCCESS

New winning strategy will now be scaled up to more countries, retailers, brands and product lines.

CLEAN TWIST M floor wiper



CLEAN TWIST disc mop



Profi XL floor wiper



Regulus Aqua PowerVac cordless vacuum wiper



Pegasus drying rack



Linomatic rotary dryer



Soehnle Style Sense digital personal scales



Soehnle Airfresh air purifier



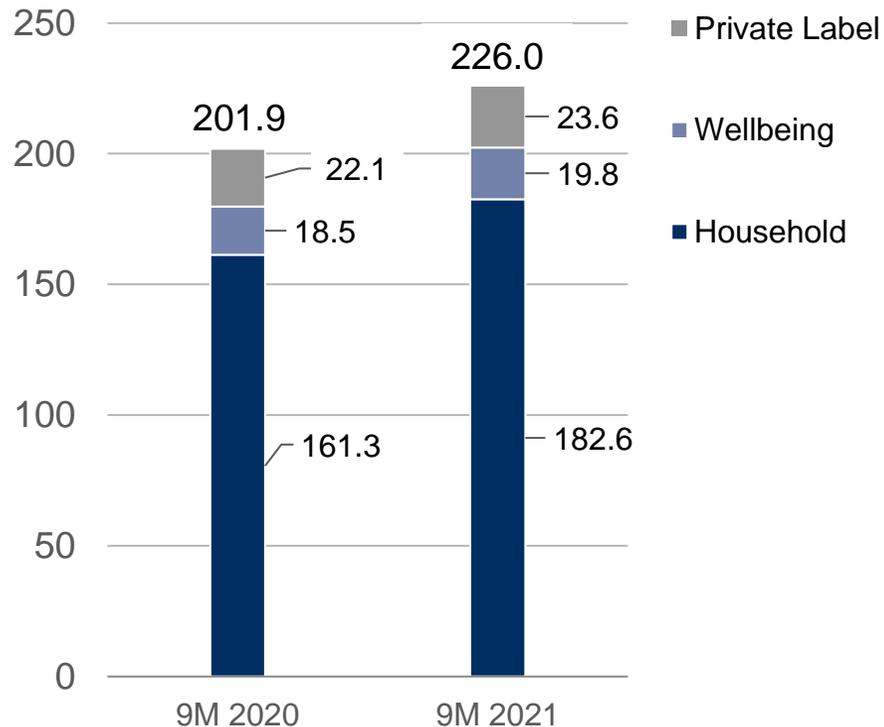
# **Annex**

# Growth in Household and Wellbeing segments continued following large-scale advertising



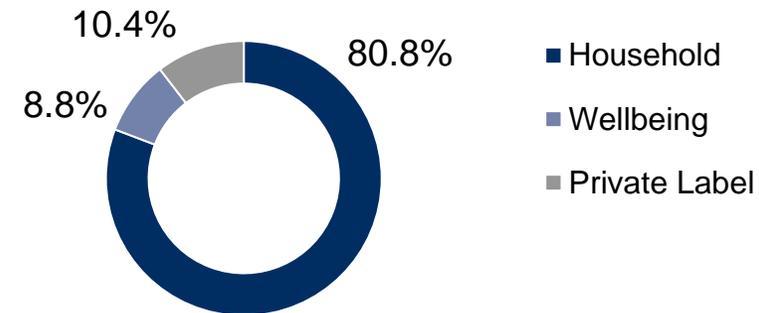
## Group turnover by segment

9M 2020 vs 9M 2021 in € m



## Group turnover by segment

9M 2021



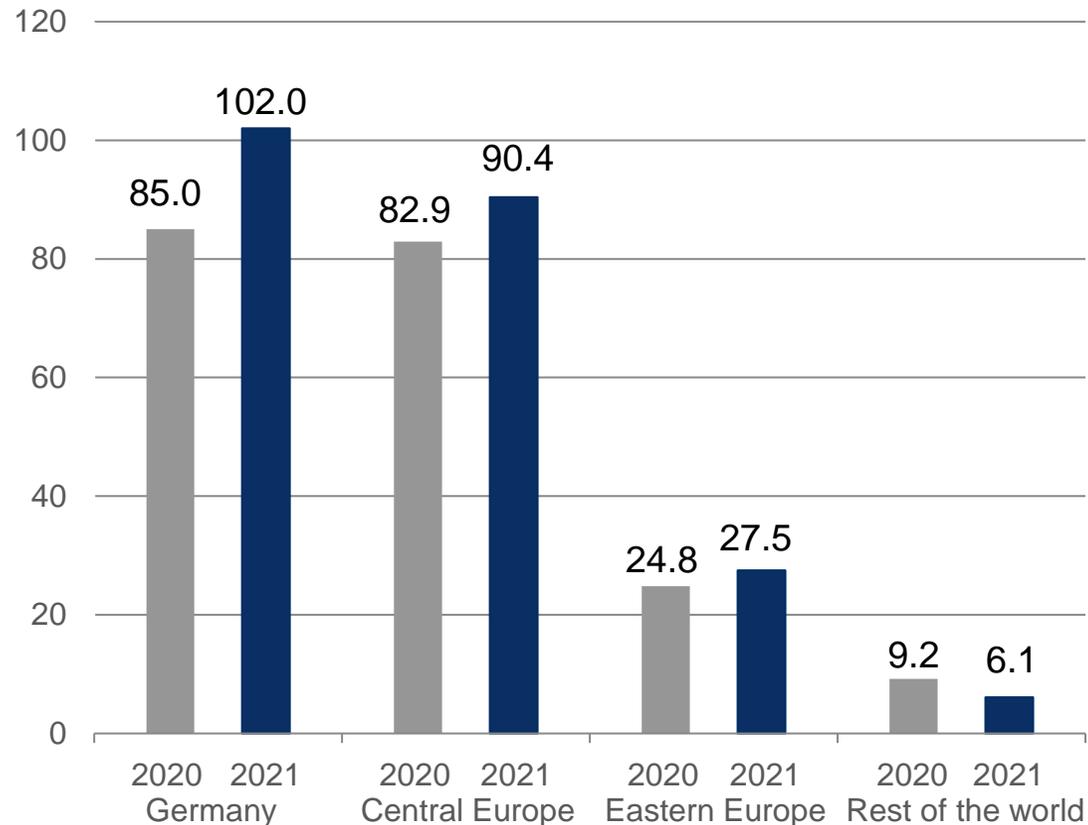
- Turnover in Household segment up by 13.2%, strong growth especially in product category Cleaning due to successful TV campaigns and consumers' increased need for hygiene.
- Wellbeing segment increased by 6.7%, continuously strong demand for Soehnle kitchen scales, significant decrease in sales figure for air purifiers.
- Private Label increased by 6.9% largely due to strict Covid-19 retail closures in France in the previous year's period and pipeline filling effects due to distribution expansion.

# Continued strong turnover growth in Germany through successful TV advertising campaigns



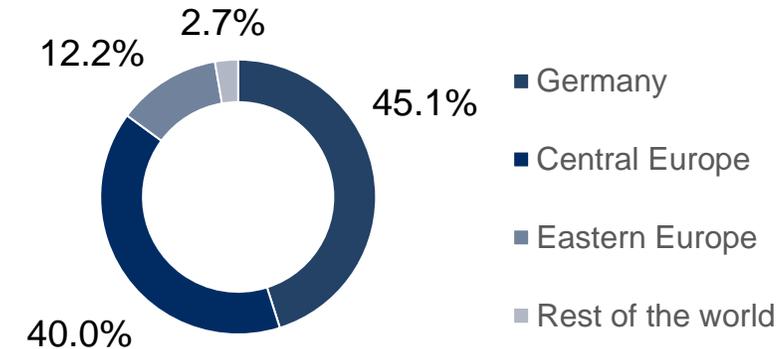
## Group turnover by region

9M 2020 vs 9M 2021 in € m



## Group turnover by region

9M 2021



- Growth trend in Germany: 20.0% growth following TV campaigns for Leifheit products as well as for Soehnle brand.
- Central Europe with strong growth of 9.1%. In particular, important markets in France and Italy grew significantly due to increased marketing activities.
- Eastern Europe with turnover increase of 10.6%. In Czech Republic and Poland, the strongest markets in this region in terms of turnover, double-digit growth was achieved mainly due to increased marketing activities.

# Leifheit Group structure



**Household**

**LEIFHEIT**

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Laundry Care

Cleaning

Kitchen goods

**Wellbeing**

**SOEHNLE**

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Personal scales

Kitchen scales

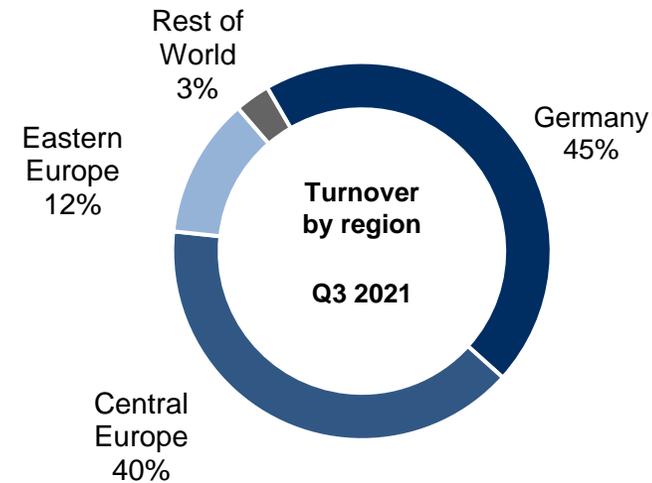
**Private Label**

**BIRAMBEAU** **herby**

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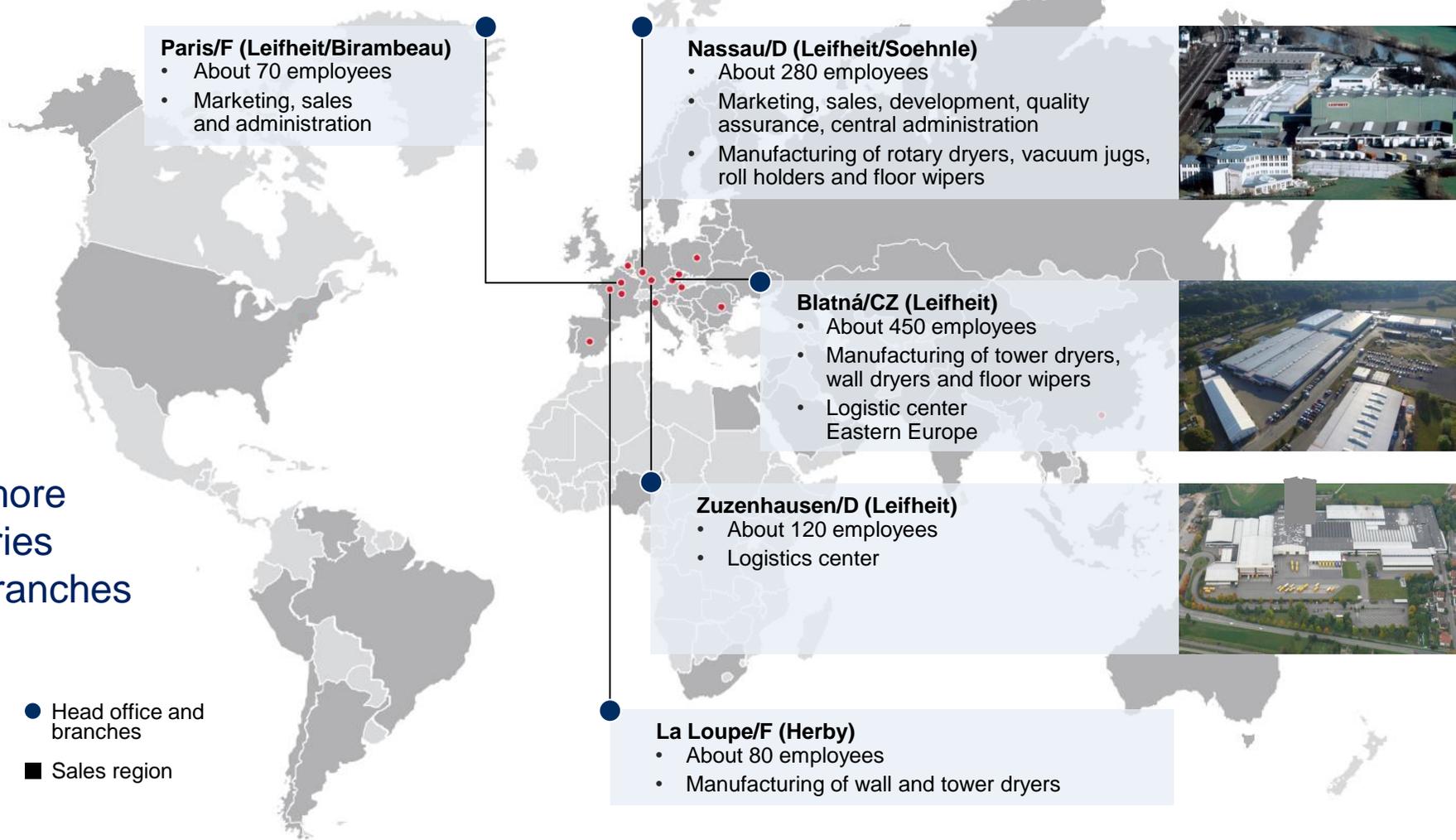
Kitchen goods

Standing Dryers



# Our European production footprint ensured reliable supply to customers in spite of COVID-19 challenges in the supply chain

Operating in more than 80 countries with 14 own branches



# Distribution in all relevant distribution channels

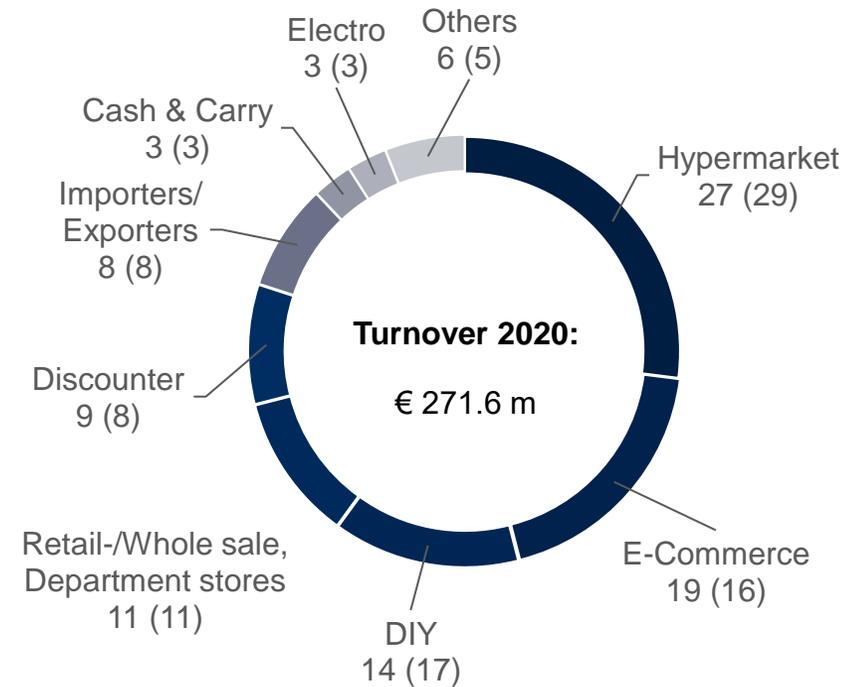


## Blue Chip client base



## Distribution channels

Turnover 2020 in % (previous year's figures)

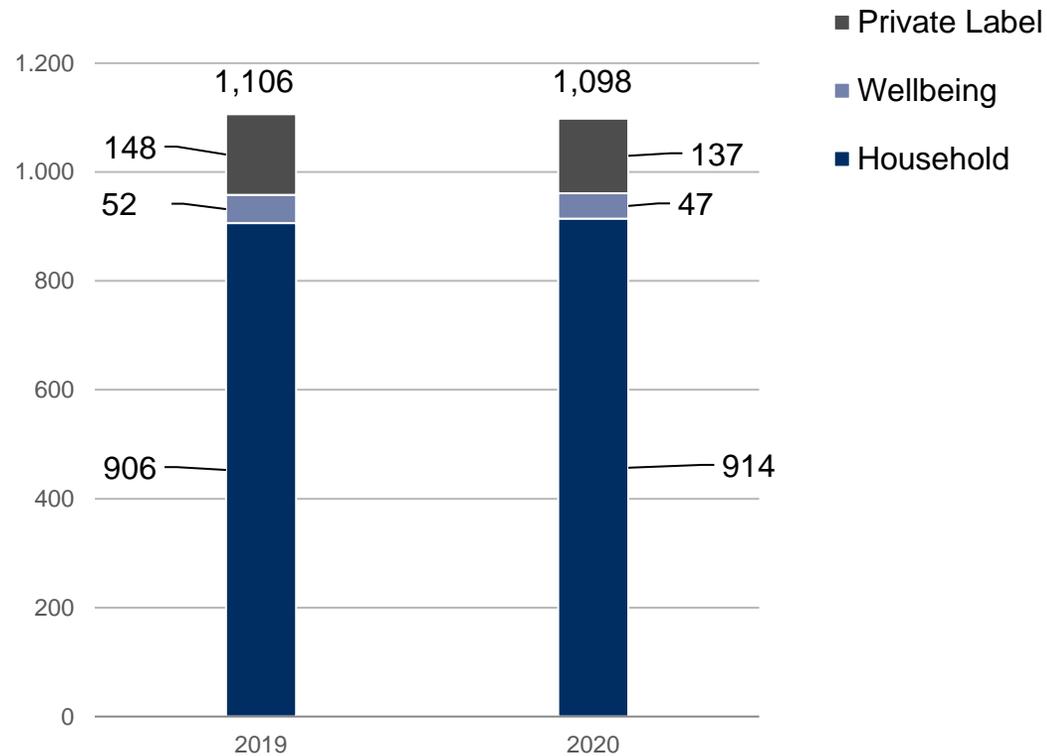


# Number of employees at a stable level



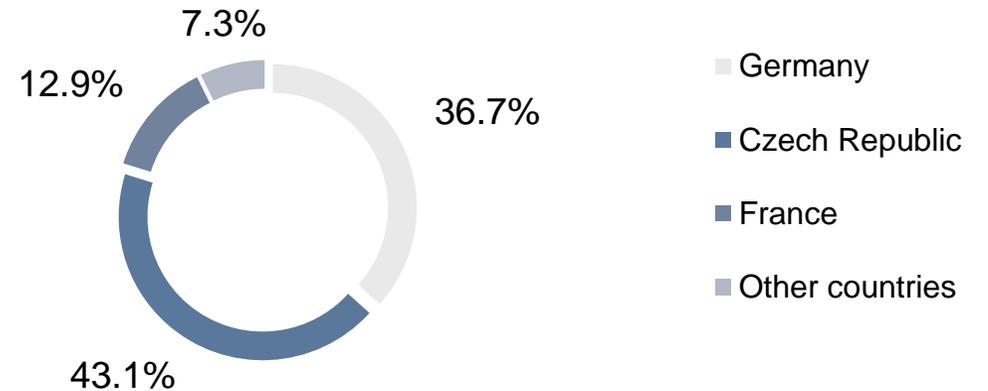
## Employee development

31 Dec



## Employees by region

31 Dec 2020



# Long-term financial overview



		2016	2017	2018	2019	2020
<b>Group turnover</b>	€ m	237.1	236.8	234.2	234.0	271.6
<b>Profitability</b>						
Gross margin	%	47.5	46.4	43.6	43.1	45.0
Cash flow from operating activities	€ m	21.8	7.2	10.2	15.9	4.0
Free cash flow	€ m	14.3	1.5	3.7	10.1	-5.5
EBIT	€ m	22.1	18.8	13.1	9.9	18.8
EBIT adjusted <sup>1</sup>	€ m	21.8	20.3	12.8	9.6	19.7
EBIT margin	%	9.3	8.0	5.6	4.2	6.9
EBT	€ m	20.6	17.7	11.9	8.5	17.7
Net result for the period	€ m	14.5	12.8	8.4	5.8	12.5
ROCE <sup>2</sup>	%	16.3	12.7	10.5	8.2	14.1

<sup>1</sup> Adjusted by foreign currency results

<sup>2</sup> Definition of ROCE changed in 2019, ROCE 2018 adjusted for comparability reasons

# Long-term financial overview



		2016	2017	2018	2019	2020
<b>Per share<sup>1</sup></b>						
Net result for the period, EPS <sup>2</sup>	€	1.53	1.35	0.88	0.61	1.32
Free cash flow	€	1.51	0.16	0.39	1.06	-0.57
Dividend	€	1.05	1.05	1.05	0.55	1.05
Special dividend	€	0.40	--	--	--	--
<b>Investments</b>	€ m	7.8	7.8	6.6	6.0	9.6
<b>Depreciation</b>	€ m	6.2	6.4	6.9	8.2	8.5
		31/12/16	31/12/17	31/12/18	31/12/19	31/12/20
<b>Employees</b>	No.	1,093	1,137	1,119	1,106	1,089
<b>Balance sheet total<sup>2</sup></b>	€ m	239.4	224.9	221.8	214.6	230.0
<b>Equity</b>	€ m	104.6	98.5	101.8	96.2	100.4
<b>Equity ratio</b>	%	43.7	43.8	45.9	44.8	43.7
<b>Liquidity</b>	€ m	69.5	57.2	50.9	50.3	38.8

<sup>1</sup> Scrip issue in June 2017, 2013 – 2016 adjusted

<sup>22</sup> Not including repurchased treasury shares

# 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

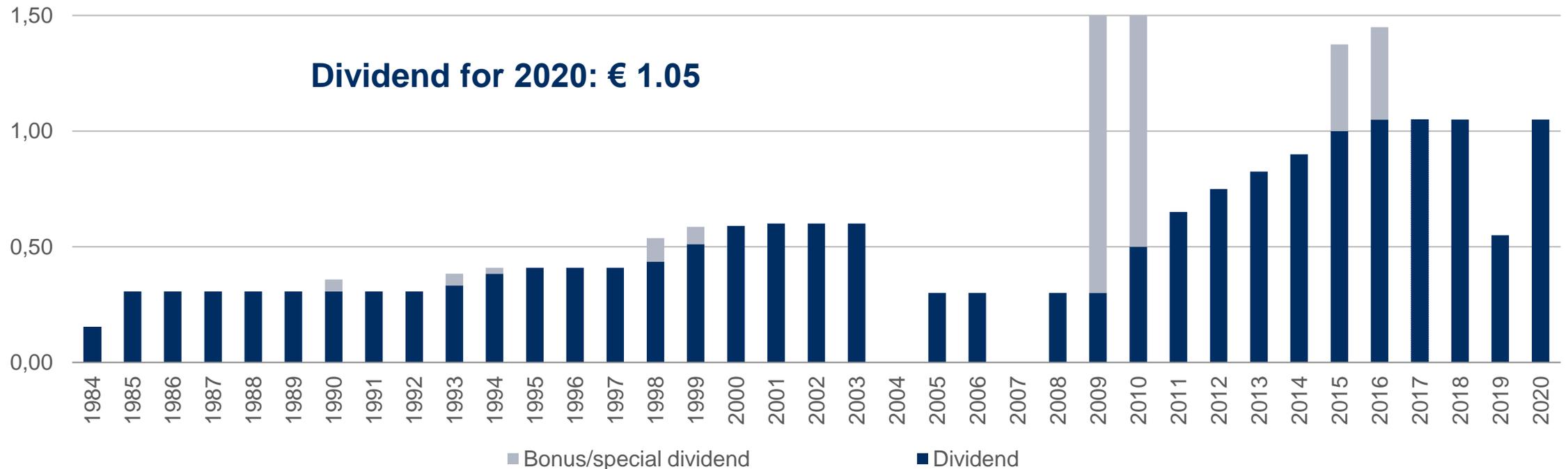


## Long-term dividend development

Dividend per share / in €

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

2020:	2.4%	2016:	5.1%
2019:	2.3%	2015:	5.6%
2018:	5.9%	2014:	3.9%
2017:	3.8%	2013:	5.3%



<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

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

**TEST VERDICT**  
**Haus & Garten Test**  
Final score 1.1  
**very good**  
Leifheit Profi XL mini duo Aluminium convenient handling and professional detailed solution  
Haus & Garten Test

Floor wiper Profi micro duo



**TEST WINNER**  
**Haus & Garten Test**  
**good**  
(1,7)  
Leifheit Clean Twist Disc Mop Ergo  
Haus & Garten Test



CLEAN TWIST Disc Mop Ergo



Rotary dryers Linomatic

**TESTURTEIL**  
**Haus & Garten Test**  
Endnote 1.0  
**sehr gut**  
Leifheit Linomatic 500 Deluxe Cover  
Maximaler Bedienkomfort, der keine Wünsche offen lässt  
Haus & Garten Test

**TESTURTEIL**  
**Haus & Garten Test**  
Endnote 1.2  
**sehr gut**  
Leifheit Linomatic 400 easy  
Platzsparend und praktisch, sehr leichtgängig und stabil  
Haus & Garten Test

**Testsieger**  
GUT (1,8)  
Leifheit Linomatic Deluxe 500  
Vergleich.org



**TEST VERDICT**  
**Haus & Garten Test**  
**very good**  
(1,4)  
Leifheit Regulus Aqua PowerVac  
Haus & Garten Test

Cordless vacuum wiper Regulus Aqua PowerVac



**TEST VERDICT**  
**Haus & Garten Test**  
Final score 1.3  
**very good**  
Leifheit Pegasus 150 Solid  
perfect drying with a safe standing  
Haus & Garten Test

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

**2. Platz**  
SEHR GUT (1,4)  
Leifheit 8157 Pegasus 200 Solid Deluxe Mobile  
Vergleich.org

Laundry dryers Pegasus



CLEAN TWIST M Ergo

**TEST WINNER**  
**Haus & Garten Test**  
**very good**  
(1,4)  
Leifheit Clean Twist M Ergo  
Haus & Garten Test



Window vacuum cleaner Nemo

**TEST VERDICT**  
**Haus & Garten Test**  
**gut**  
(1,6)  
Leifheit window and bath vacuum cleaner Nemo  
Haus & Garten Test



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  
Haus & Garten Test

**Stiftung Warentest**  
GUT (2,4)  
Fensterzucker Classic  
Haus & Garten Test

**Alles Beste**  
Empfehlung  
Leifheit Salatspinner  
Haus & Garten Test



Salad spinner Comport Line

**TESTURTEIL**  
**Haus & Garten Test**  
**gut**  
(1,8)  
Leifheit Salatspinner ComportLine  
Haus & Garten Test

**TESTURTEIL**  
**Haus & Garten Test**  
**gut**  
(1,8)  
Leifheit Isolierbecher Flip 350ml  
Haus & Garten Test



**TESTSIEGER**  
**Haus & Garten Test**  
**sehr gut**  
(1,2)  
Leifheit Isolierbecher Flip 600ml  
Haus & Garten Test

Isolating mugs Flip 600 + 350 ml

**ETM TESTMAGAZIN**  
Leifheit Isolierbecher Flip 350 ml dark blue (03247)  
**SEHR GUT** 92,6 %  
Vergleichstest  
Haus & Garten Test



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  
Haus & Garten Test

**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  
Haus & Garten Test

# Soehnle awards (selection)



Kitchen Scales  
Page Profi + Page Profi 300



Personal Scales  
Style Sense Compact 300 + Safe 300



Air Humidifier  
Airfresh Hygro 500



Body analysis scales  
Shape Sense Connect 100 + 200

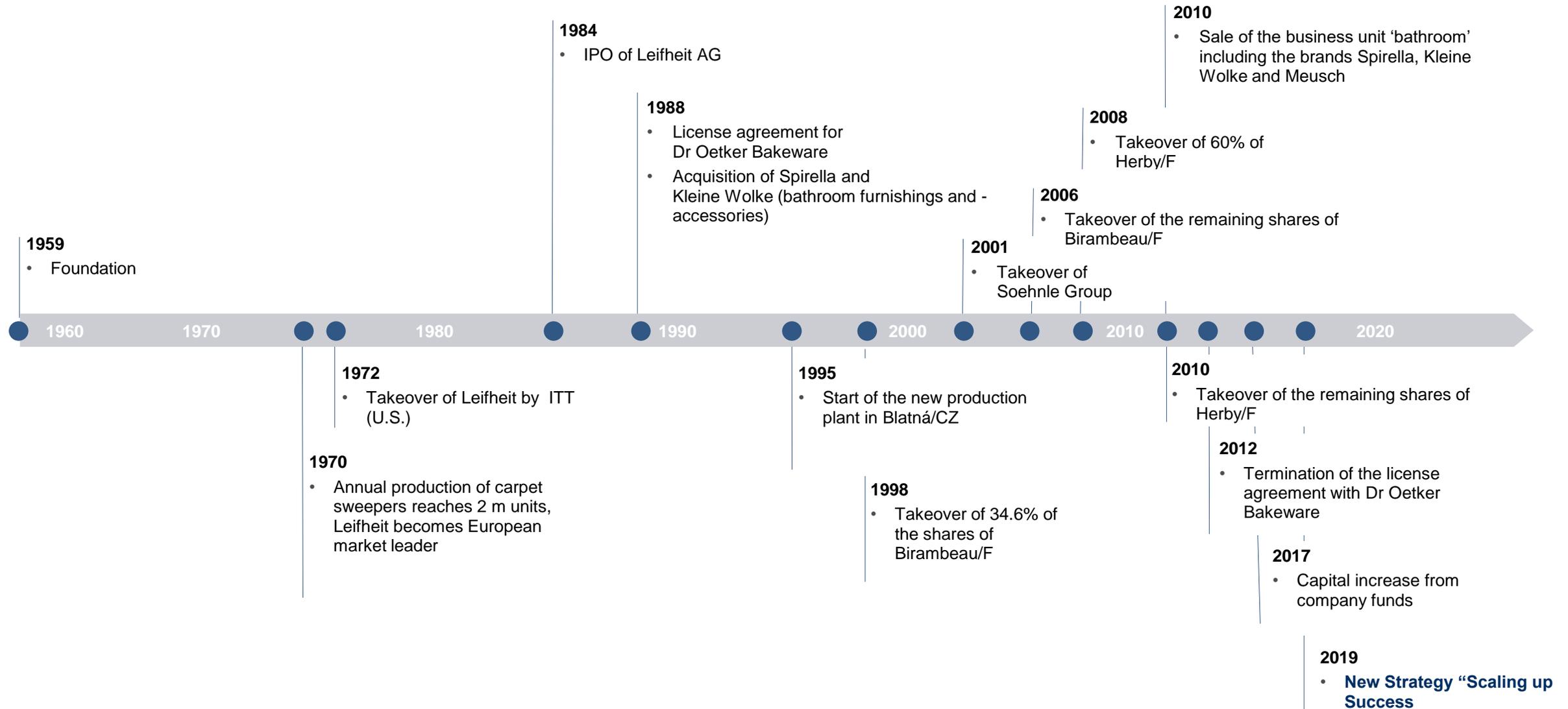


Blood pressure monitors  
Systo Monitor 200 + 300



Air Purifier  
AirFresh Clean 300  
and Clean Connect 500

# 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

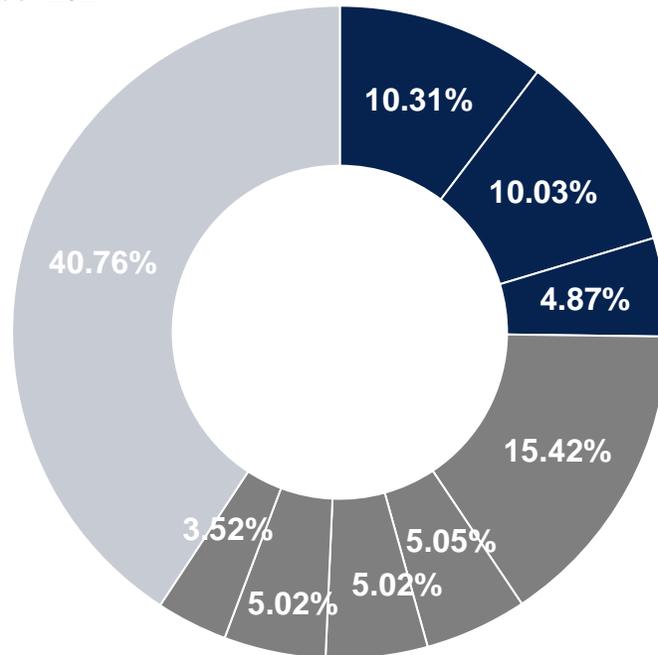
Bosch Laica Tanita  
ADE Homedics Beurer  
Sanitas Withings Terrailon

# Significant free float and international investors



## Shareholder structure

November 2021



- Non free float shareholders<sup>1</sup> 25.19%
- Free float<sup>1,2</sup> 74.79%

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

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

- Joachim Loh, Haiger (GER), 10.31%
- MKV Verwaltungs GmbH, Grünwald (GER), 10.03%
- Leifheit AG Nassau (GER), treasury shares, 4.87%
- 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%
- The Capital Group Companies, Inc., Los Angeles (USA), 5.02%
- Blackmoor Ownership Holdings Master Limited, London (UK), 3.52%
- Voting rights under notification threshold: 40.76%

# Financial calendar and contact



## Dates 2021/2022

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**23 - 24 Nov 2021**

German Equity Forum

**29 March 2022**

Annual Report 2021

**11 May 2022**

Quarterly statement for the period  
ending 31 March 2022

**25 May 2022**

Annual General Meeting

**09 Aug 2022**

Financial report for the first half-year  
ending 30 June 2022

**08 Nov 2022**

Quarterly statement for the period  
ending 30 September 2022

## 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)

# Our ESG Principles: long-lasting products as essential aspect of sustainability



Investor and Analyst meeting



Sustainability means for us responsibility towards environment and people, corporate integrity and finally: long-lasting and high-quality products.

## Environment



- Providing durable, long-lasting and high-quality products
- Efficient use of resources without any compromises on quality
- European production and logistics footprint with close proximity to customers
- Compliance with applicable regulations, guidelines and laws in manufacturing (such as WEEE, RoHS, REACH, PAH, Ecodesign Directive...)
- Strict environmental standards in our supply chain laid down in Code of Conduct for suppliers

## Social



- Fun, friendly, fast and fearless corporate culture
- HR strategy centers on employee attractiveness
- Safety and health of our workforce
- Welcome diversity and offer equal opportunities
- Fair and competitive remuneration, training and education
- Strict social standards in our supply chain laid down in Code of Conduct for suppliers
- Social commitment at our locations

## Governance



- Focus on responsible Corporate Management and Compliance
- High transparency to stakeholders with quarterly reporting, conference calls and regular news updates
- Compliance Management System (CMS) including guidelines and measures to ensure ethical behavior in line with regulations
- Combating corruption and bribery as integral part of CMS
- Protection of personal data in line with the high standards of the German data protection law DSGVO



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

## Most Valuable Company

Sep 2020  
Deutschland Test / Focus Money



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

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 Most Sought-after Products & Services

Jan 2020  
IMWF Institut / FAZ-Institut



**2<sup>nd</sup> place**  
**Household items**  
99.5 points

Study analyses social listening data in **438 million online sources** for over **20,000 companies**. Relevant criteria include quality, customer satisfaction and value for money.

## Highest Level of Trust

Oct 2020  
Deutschland Test / Focus Money



**1<sup>st</sup> place**  
**Household items**  
100.0 / 86.2 points

Study looks at customer statements for **17,000 brands** from **280 industries** regarding reliability, quality, trust and recommendations in **438 million online sources** and thus makes a comprehensive assessment of customers' trust in companies.



**5<sup>th</sup> place**

## Germany's Best Customer Hotline

Aug 2020  
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.

**LEIFHEIT**

Aktiengesellschaft

Postfach 11 65  
D-56377 Nassau