



Investor Presentation 6M 2024

08 August 2024



Disclaimer



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

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.

Leifheit AG shall not assume any warranty for the information provided in this presentation being up-to-date, accurate, complete or of good quality or for the suitability of the information for specific purposes.

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.

Executive Summary: Leifheit records higher profitability in 6M 2024



New, holistic corporate strategy to become the European market leader for mechanical cleaning and drying

Focus on selected initiatives for profitable growth and cost efficiency

Group turnover at 135.0 m€ in line with expectations, noticeable catch-up effects in the second quarter

Strong improvement in gross margin by 3.5 pp to 44.4%
due to product mix effects and increased efficiency

Group EBIT up by 47.5% to 7.0 m€,
due to improved gross margin, despite one-off effects for strategy-related organizational adjustments in sales and marketing

Free cash flow increased by 2.3 m€ to 9.9 m€
due to improvement in working capital

Forecast 2024: EBIT and Free Cashflow forecast raised, turnover forecast confirmed

Product innovations (launch of PowerClean) provide positive impetus in the second half of the year

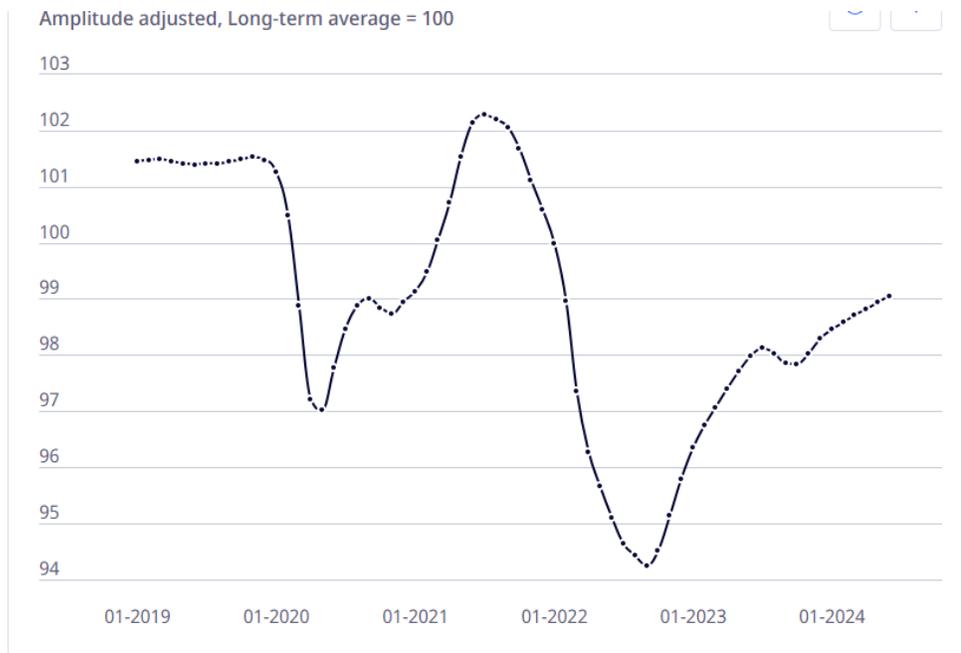
Share buyback program ongoing
with a total volume of up to 8.5 m€

Consumer climate: slight recovery at a low level



Consumer confidence index (CCI)

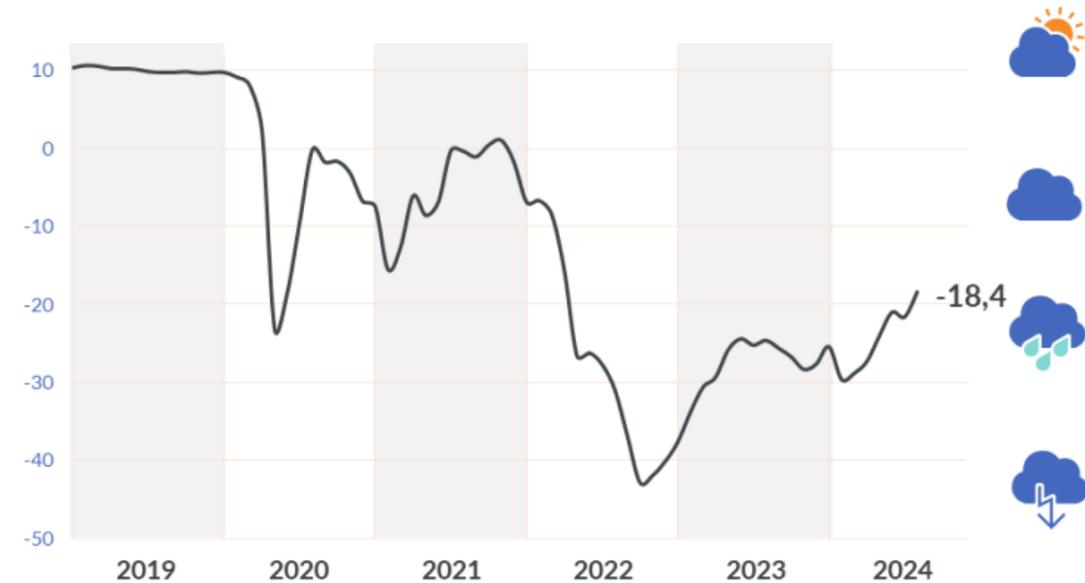
June 2024, EU-27



Source: <https://www.oecd.org/en/data/indicators/consumer-confidence-index-cci.html>

GfK consumer climate index

July 2024, Germany



Source: GfK Konsumklima powered by NIM / co-funded by European commission

- Both indicators show slight recovery in consumer sentiment.
- However, there is still no strong momentum for demand in the German domestic market.

Group turnover in line with expectations – catch-up effects recorded in second quarter



Group turnover by segment, region

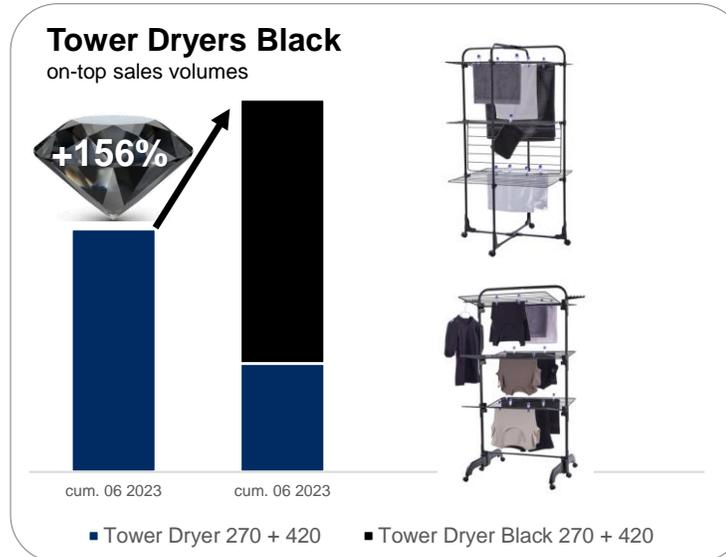
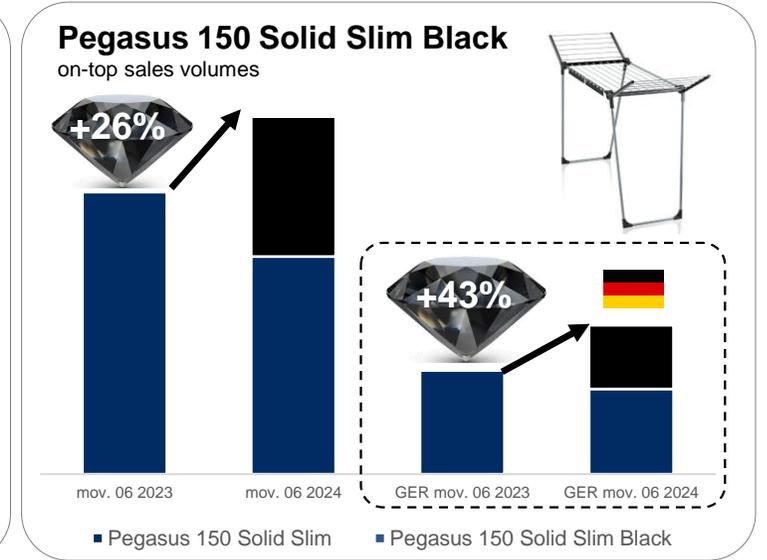
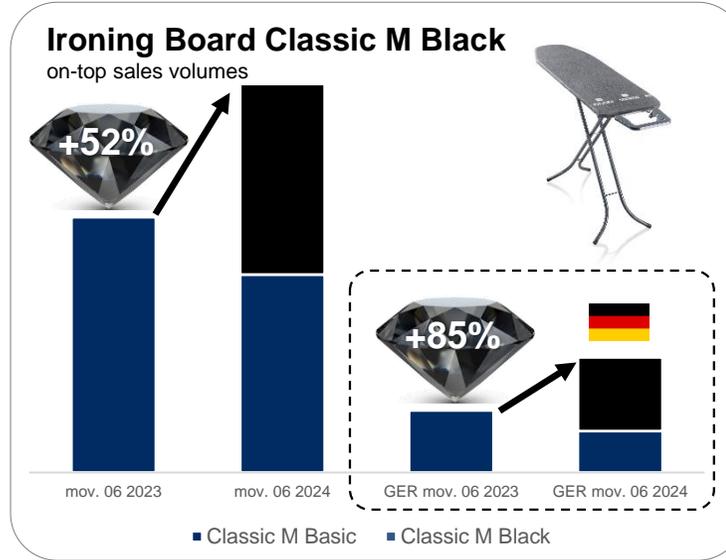
in m€

	Group	Household	Wellbeing	Private Label
Turnover in m€	135.0	113.2	7.7	14.1
Growth 6M '24 vs. 6M '23	-2.2%	-1.6%	-10.7%	-2.3%

	Germany	Central Europe	Eastern Europe	Rest of world
Turnover in m€	54.0	59.4	18.3	3.3
Growth 6M '24 vs. 6M '23	-12.3%	3.2%	14.1%	13.6%

- **Q1** was negatively impacted by **low discounter promotions**
- **Q2** signals **positive catch-up effects** due to advertising activities in the core categories of mechanical cleaning and laundry care and distribution expansion in important European core markets

Continuing strong demand for Leifheit Black Line



- **BLACK LINE products** meet the current color trend and are aimed at a target group that places high demands on design and aesthetics
- **Successful extension with new Tower Dryers in H1 2024**

40 years of Linomatic rotary dryer



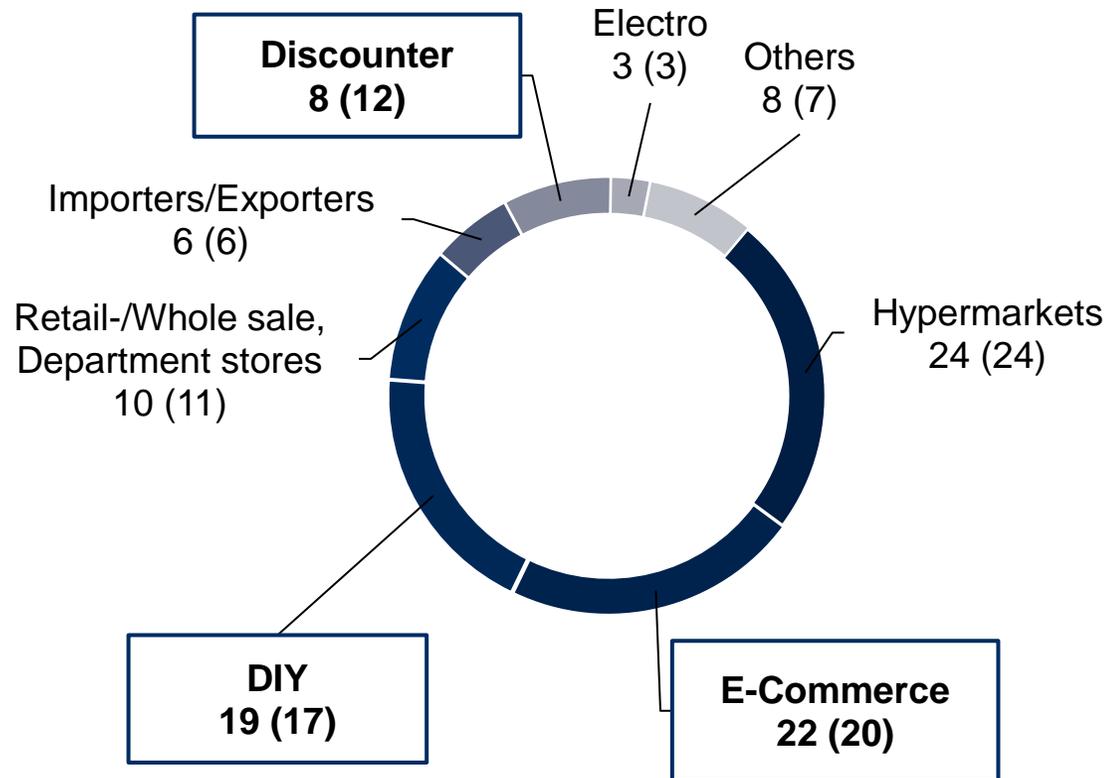
- Successful international promotions to mark the **40th anniversary of the Linomatic** rotary dryer
- Linomatic range **with 8% turnover growth** in 6M 2024 vs. 6M 2023

Strong E-commerce growth of +9.0% in 6M 2024



Distribution channels

Turnover 6M 2024 in % (previous year's figures)



- **E-commerce again one of the fastest growing channel with +9.0% in 6M 2024**
- **Expanding our D2C capabilities** to enable profitable growth in key markets in Western Europe
- **Growth of 11.5% in DIY channel** in 6M 2024 due to distribution gains
- Less of promotions in the **discounter channel**



6M 2024 Financials

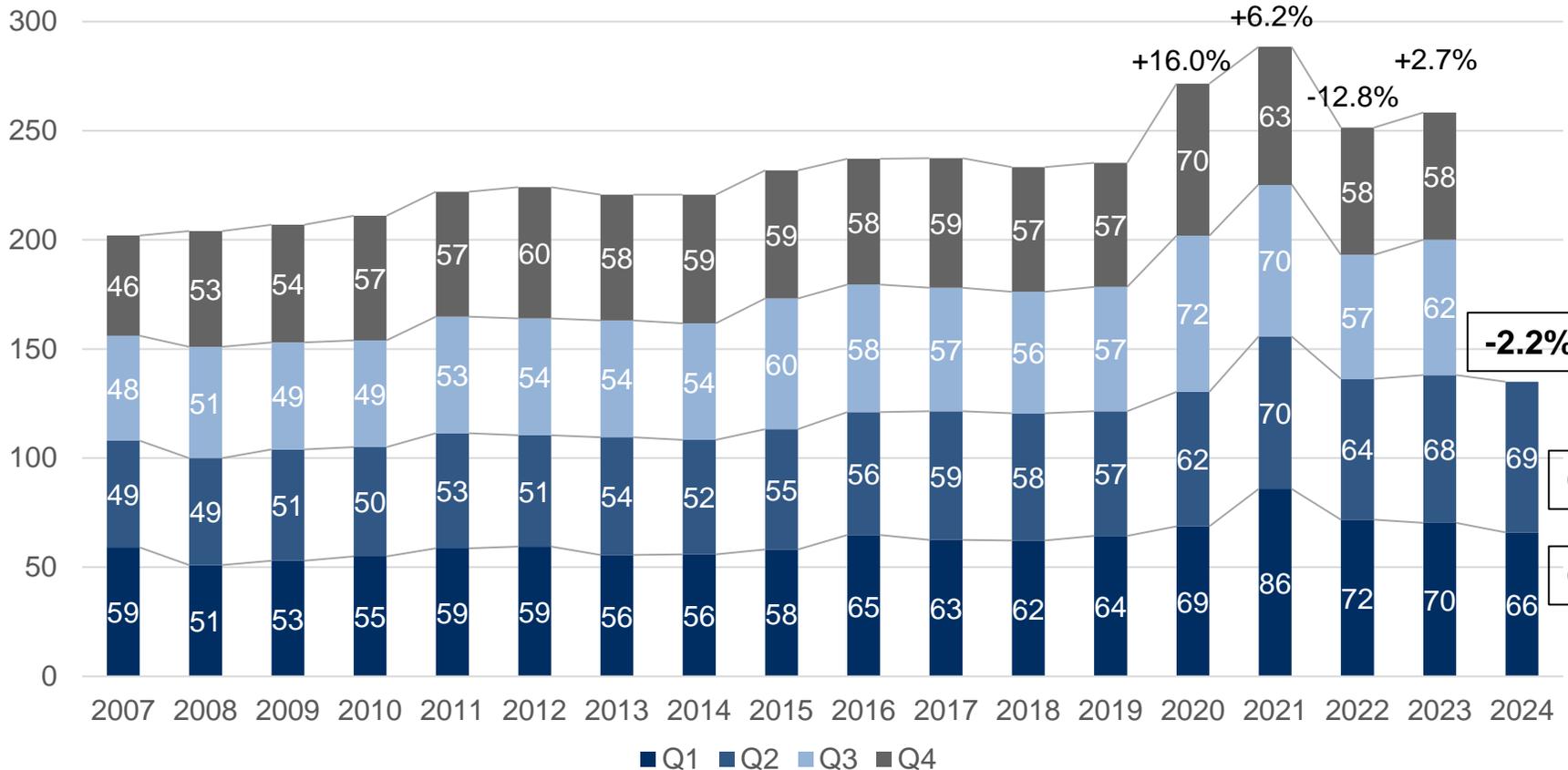


Group turnover 6M 2024 in line with expectations



Group turnover development by quarters

in m€



- Positive catch-up effects in Q2 2024 due to advertising activities for high-margin bestsellers and distribution expansion in important European core markets
- Base effects in the discounter channel led to yoy turnover decline mainly in Q1 2024
- Growing e-commerce is a key driver

Q2 2024: +1.9%

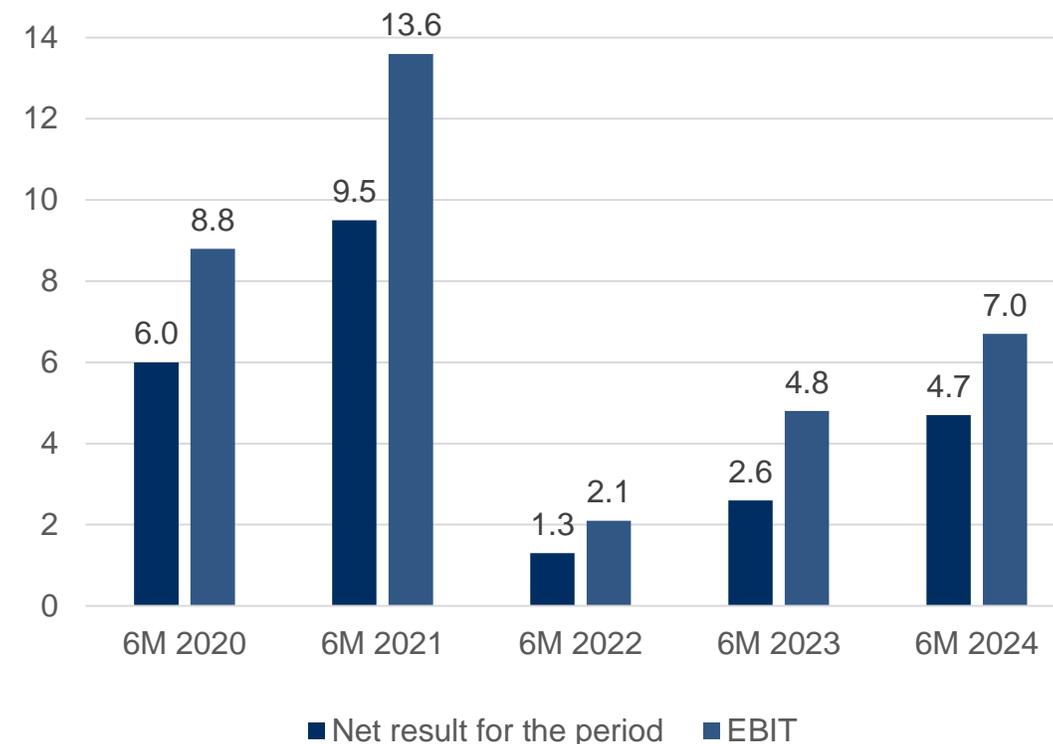
Q1 2024: -6.2%

EBIT increased due to improved gross margin, despite strategy-related one-off effects from organizational changes

		6M 2023	6M 2024	Δ
Group turnover	m€	138.1	135.0	-2.2%
Gross margin	%	40.9	44.4	3.5 pps
Foreign currency result	m€	-1.1	0.2	>100.0%
EBIT	m€	4.8	7.0	47.5%
EBIT margin	%	3.5	5.2	1.7 pps
Earnings before taxes (EBT)	m€	3.9	6.7	69.7%
Net result for the period	m€	2.6	4.7	78.0%
EPS	€	0.28	0.50	78.6%

Group earnings development

6M 2020 – 6M 2024 in m€



Increasing gross margins



		Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
Gross Margin	%	40.5	41.3	42.6	44.3	44.7	44.5

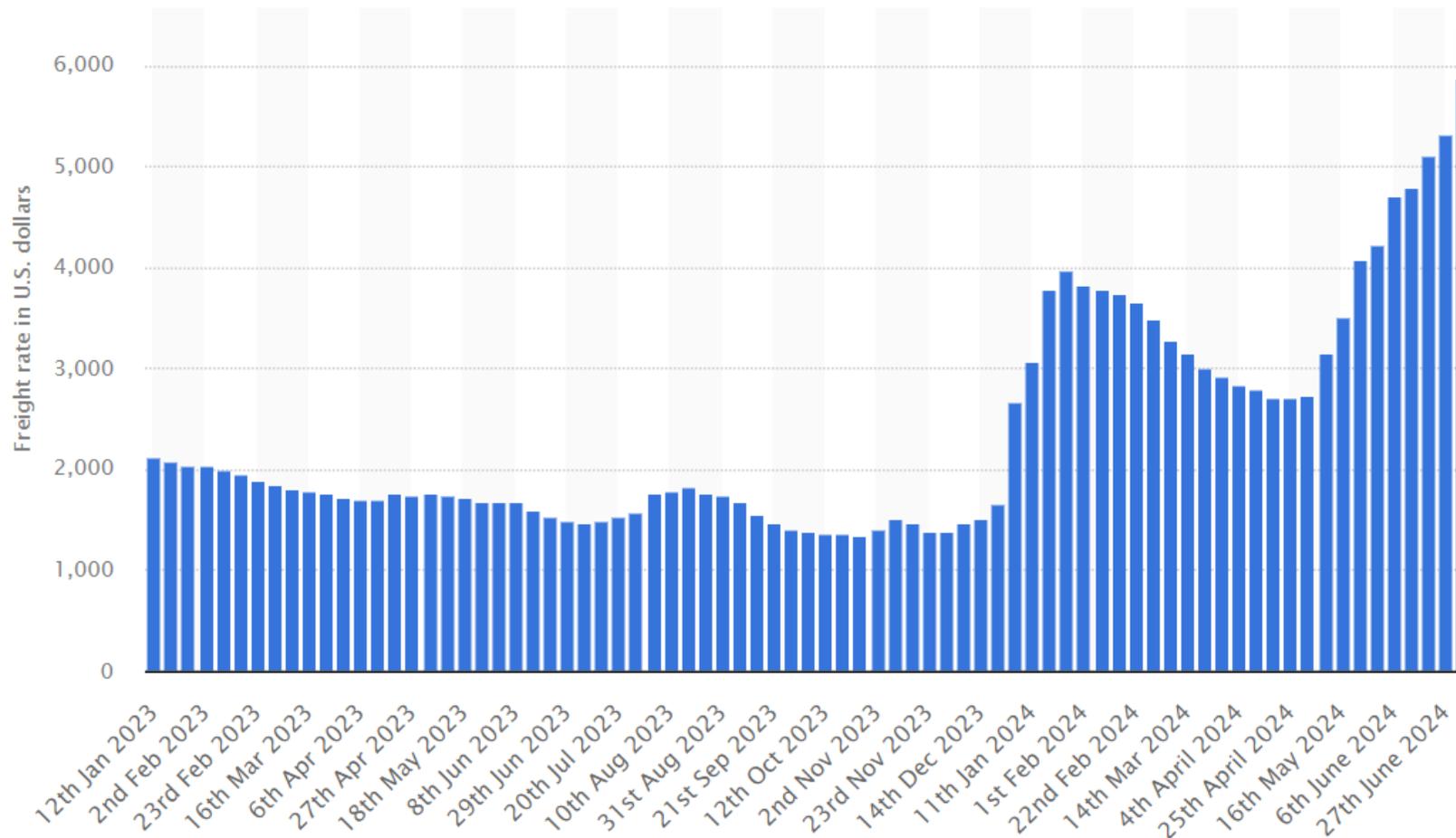
- **Improvement in gross margin to 44.5% in Q2 2024 (Q2 2023: 41.3%)** because of
 - positive product mix effects due to the focus on profitable products
 - increasing productivity and efficiency in production and logistics
 - slight decline in procurement and energy costs, although the costs remain at a high level
 - Despite rising container freight costs due to red sea crisis

Container freight prices on the rise again



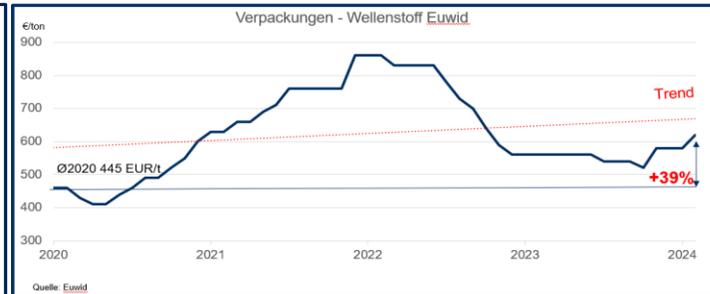
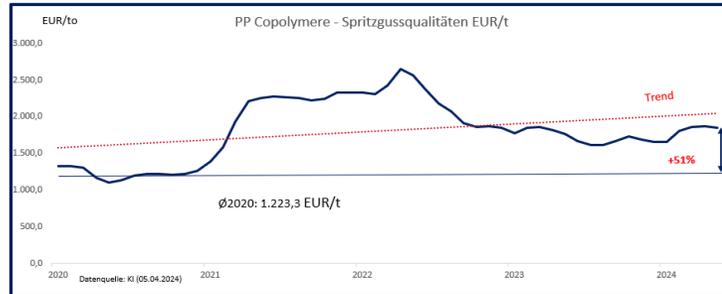
Global container freight rate index

in US dollars per 40-foot container (source: statista)



- International Container freight rates hitting over 5,800 US Dollars in June 2024 – the highest value on record

Raw Material price development



- Average price increase of main raw materials appr. +37% vs. 2020* **(-6% vs. previous quarter)**
- Some raw material costs (esp. Packaging and Aluminium) with upward trend, price level of 2019/20 will be not reached in the short term
- **Major pricing impact: increased container freight rates due to red sea crisis**

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

Free cash flow of 9.9 m€ after 7.6 m€ in 6M 2023



in m€	6M 2023	6M 2024	Δ
Cash flow from operating activities	10.8	11.7	0.9
Cash flow from investment activities	-3.2	-1.8	1.4
Cash flow from financing activities	-6.9	-11.0	-4.1
Free cash flow ¹	7.6	9.9	2.3

in m€	30/06/2023	30/06/2024	Δ
Cash and cash equivalents at the end of reporting period	37.0	40.2	3.2
Financial liabilities	-	-	-

- Free cash flow up by 2.3 m€ due to improvement of working capital
- Cash outflow from financing activities includes payment of 10.0 m€ dividend (2023: 6.7 m€) and share buy back program (0.7 m€)
- With Group liquidity totaling 40.2 m€ and without any liabilities to banks, the company continues to have a solid liquidity position

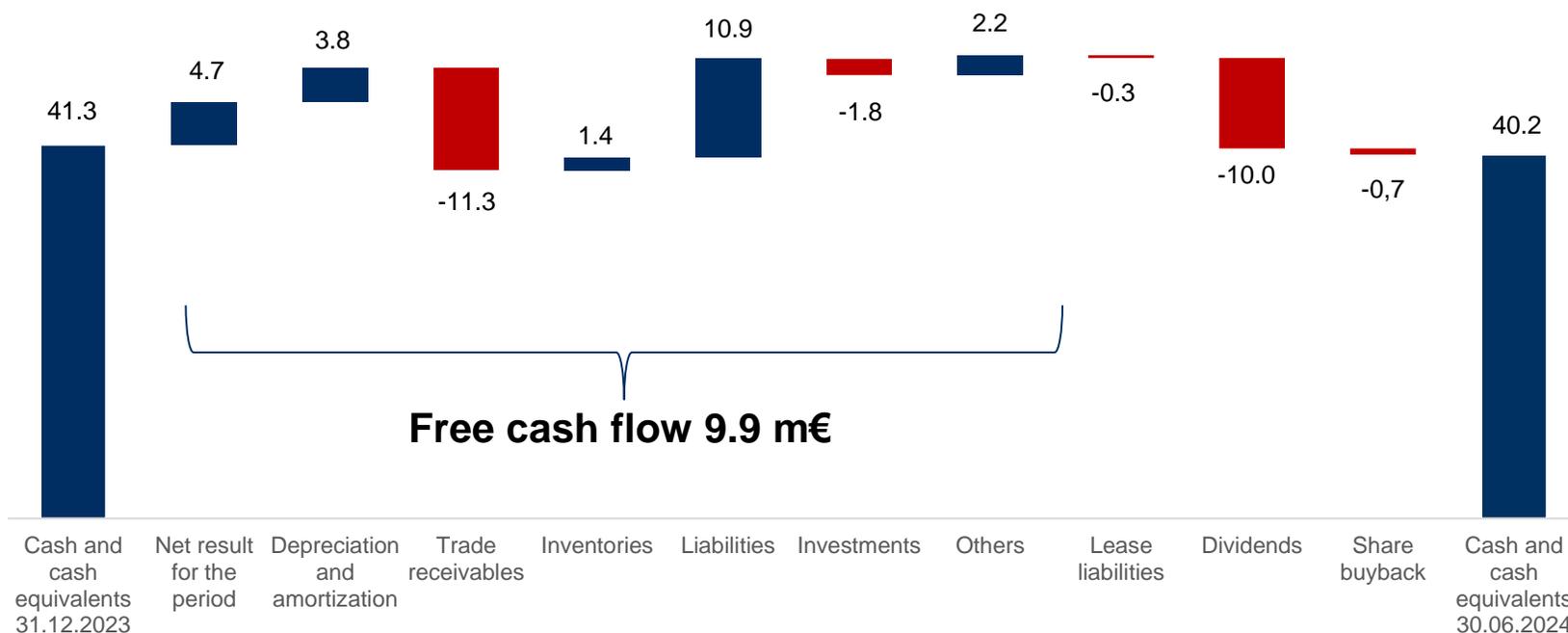
¹ Cash flow from operating activities and from investment activities, adjusted for incoming and outgoing payments in financial assets and, if existing, from acquisition and divestiture of business divisions.

Leifheit has solid liquidity to implement the new corporate strategy



Group liquidity

31/12/2023 vs. 30/06/2024 in m€



- Free cash flow increased in 6M 2024 to 9.9 m€ (6M 2023: 7.6 m€)
- Positive effects from the reduction in inventories, which contributed to an improvement in working capital
- Share buyback program with a total volume of up to 8.5 m€ until probably mid-December
- Total volume of shares purchased from 15 May 2024 up to 7 August 2024 amounts to 75.355 shares (1.3 m€)



Strategy Update



Success factors for long-term success: focused corporate strategy, consistent entrepreneurial implementation and cultural changes



OUR PHILOSOPHY

**Our ideas to make
your life easier.**

OUR VISION

**We are the European branded leader and
specialist in mechanical cleaning and drying
– with highest consumer satisfaction,
an entrepreneurial culture and
a sustainability mindset.**



Introduction to Corporate strategy, philosophy, vision and values

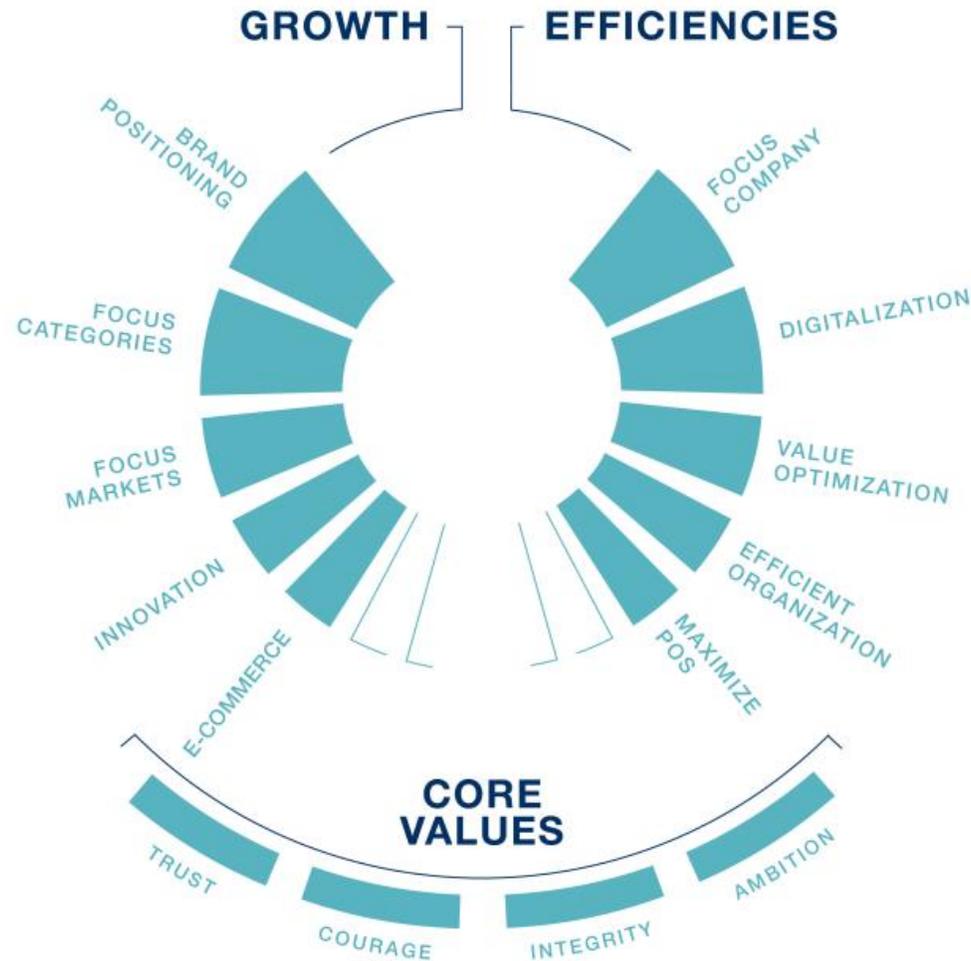


Find out more about our philosophy, vision and core values in our corporate film:

<https://www.leifheit-group.com/en/company/vision-and-strategy/>



New strategy focuses on important growth and efficiency drivers – based on our core values



Our growth drivers



Brand Positioning: Stronger, more modern Leifheit brand



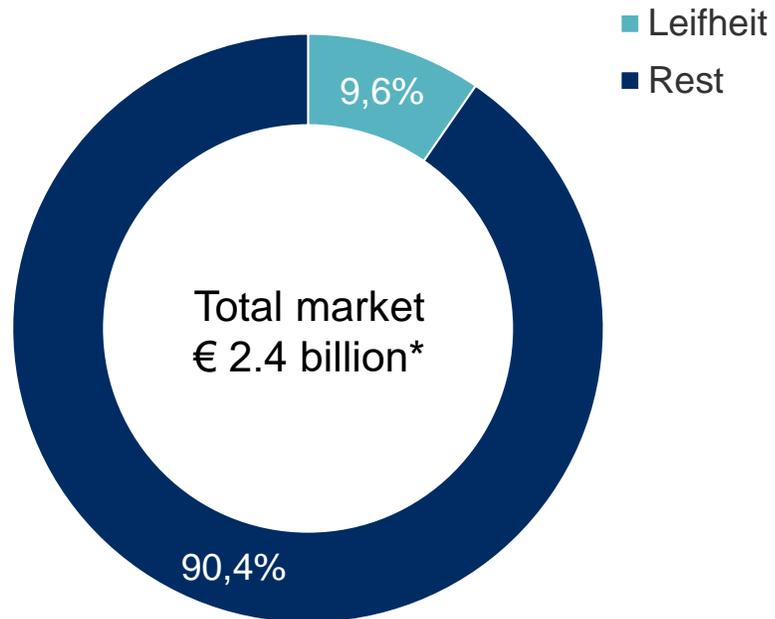
- Rework to a **more modern and ambitious brand positioning** based on deep user insights
- Transform the brand to **digital first**

Focus Categories: Mechanical cleaning and drying



Market share mechanical cleaning & drying

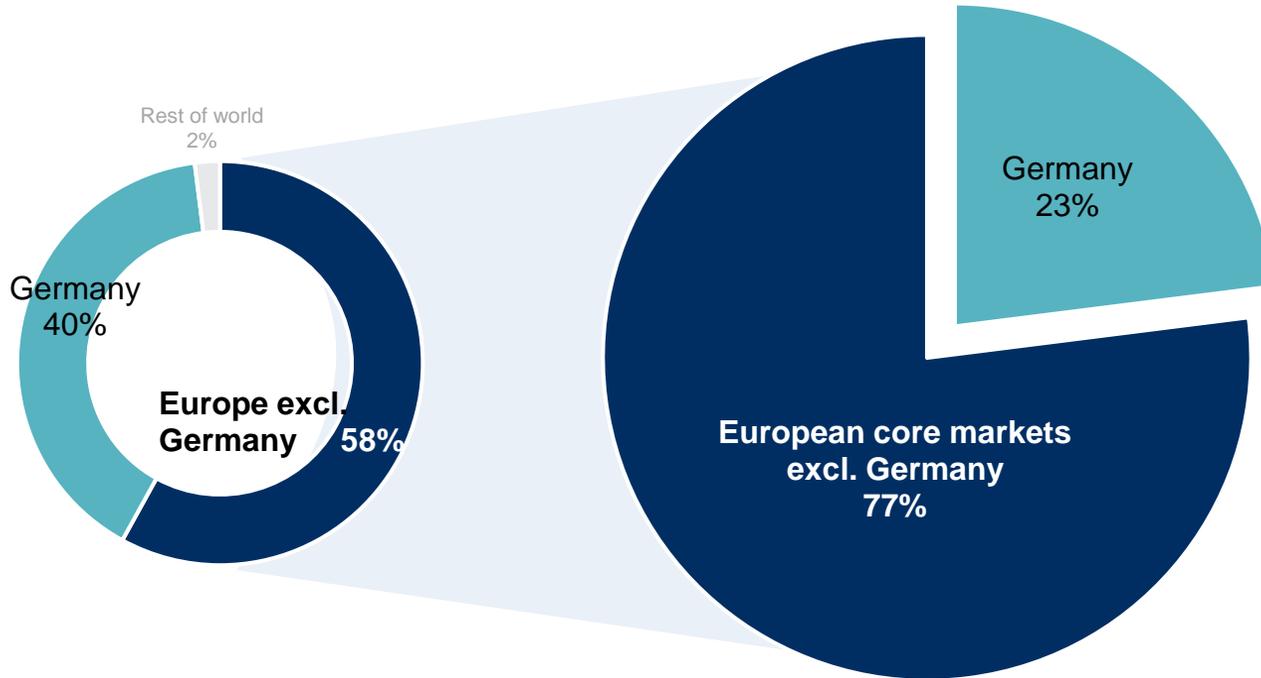
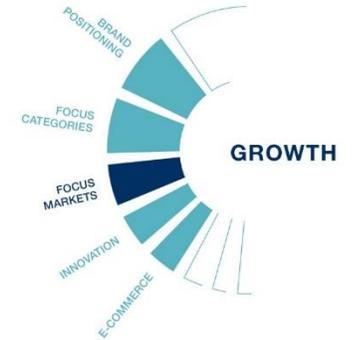
Core Europe markets, market share (sell-out) in %



- Strong **European growth potential** for mechanical cleaning and drying
- 90% of investments and innovation priority on focus categories

*Source: Extrapolation Leifheit Market Insights based on GfK, Nielsen, Circana and own sell-in D, F, ES, IT, UK, AT, NL, PL, CH, DK, RO, CZ, B, SK

Focus Markets: High growth potential outside of Germany



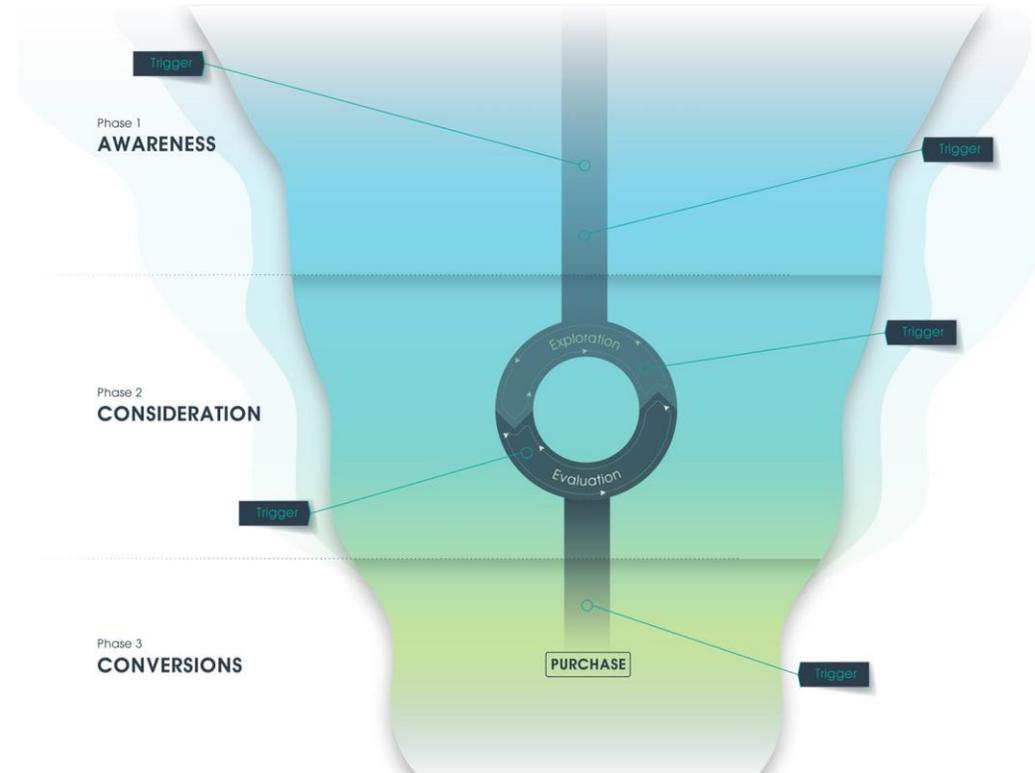
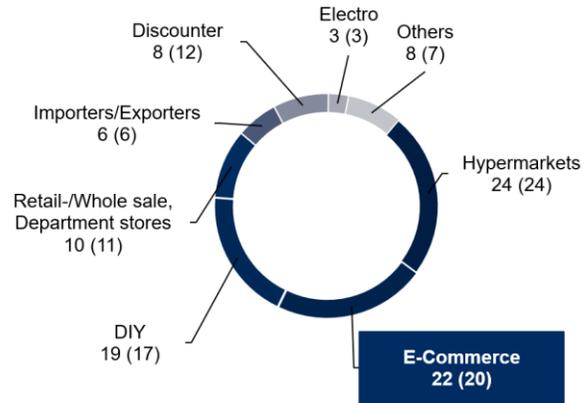
Leifheit Group turnover 2023
€ 258 million

Total market mechanical
cleaning & drying € 2.4 billion*

- **Strong growth potential outside of Germany** with 77% of total market versus only 58% of internal turnover
- **Defined country focus in Europe** with clear growth and profit targets per country
- **Country clusters:**
 - Growth drivers
 - Growth and profit drivers
 - Focus on profitability increase
 - Business model review

*Source: Extrapolation Leifheit Market Insights based on GfK, Nielsen, Circana and own sell-in D, F, ES, IT, UK, AT, NL, PL, CH, DK, RO, CZ, B, SK

E-Commerce: Full consumer journey to maximize e-commerce/digital



- Digital investments in the awareness phase to bring more users into the funnel and to purchase

Our efficiency drivers



EFFICIENCIES

LEIFHEIT



Our efficiency drivers



- **Focusing the company** on drying and mechanical cleaning and aiming for European leadership; clear strategies for Kitchen category, Soehnle, Birambeau and Herby for sustainable success
- Transformation and **digitalization** of processes along the entire value chain; optimized, synchronized and harmonized (core) processes; noticeable reduction in manual work and paper
- **Value optimization** through pricing, cost, processes and product range optimization for improved profitability
- **Lean, efficient organizational structures** with a defined way of international collaboration, talent identification and a synchronized production, supply chain and logistics
- Leveraging potential through integrated communication at the **point of sale** – online and stationary; creating a Perfect Store

Value optimization: Steps towards lean and efficient production and logistics have been taken



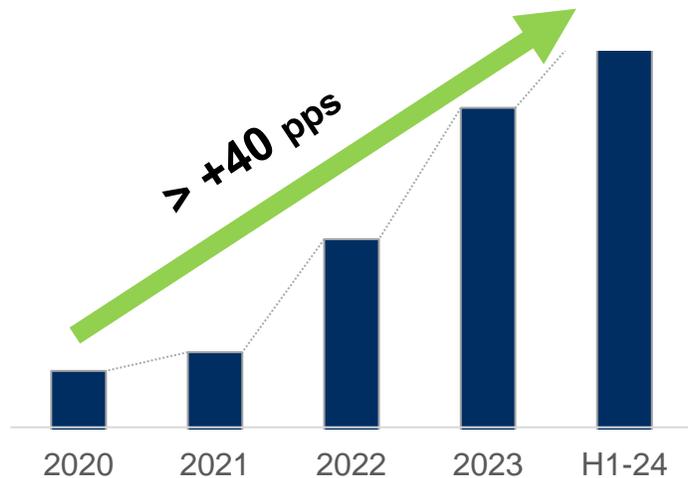
Actions:

- Implementation of synchronic production cells and production lines
- Introduction of D2C dedicated assortment



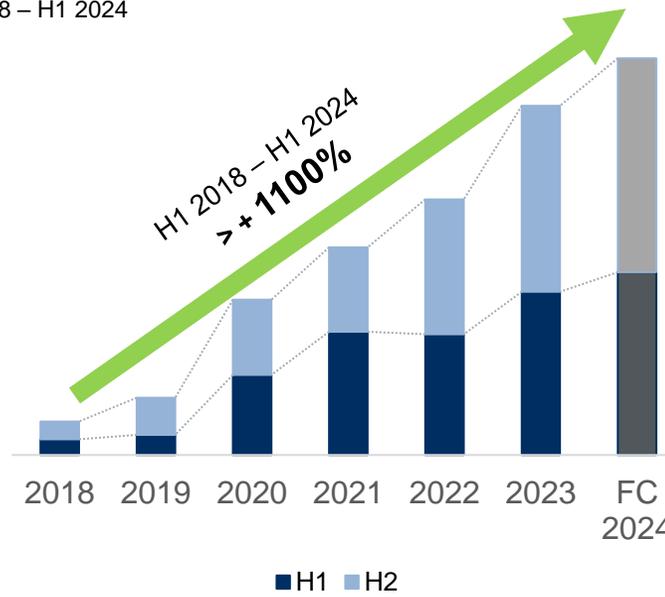
Productivity production site*

2020 – H1 2024 in %



Productivity Logistics D2C**

2018 – H1 2024



* Good products per line, worker and hour

** Parcels per worker and hour

Efficient organization: Steps towards lean and efficient organizational structures have been taken



New sales and marketing organization

- Follows the strategy with a view to the focus markets and e-commerce growth drivers:
 - Global Sales Function
 - Global E-Commerce Function
 - New Global S&CM to maximize POS
- New organization generates efficiencies and cost savings at the same time

New central European logistics hub

- Optimization of logistics by shortening transport routes, optimized productivity and expansion of D2C capabilities



Outlook 2024



2024 EBIT and Free Cashflow forecast raised – still challenging market environment ahead



	Forecast 2024
Group turnover	slightly above the previous year
Turnover Household	slightly above the previous year
Turnover Wellbeing	slightly below the previous year
Turnover Private Label	slightly above the previous year
Group EBIT	in a corridor of 11 m€ to 13 m€ (previous: corridor of 10 m€ to 12 m€)
Free Cashflow	about 12 m€ (previous: about 10 m€)

- Continued weak economy and subdued consumer sentiment
- Further burdens expected from increased container freight rates in the second half of the year



Your questions, please.



Annex

Experienced Management Board



Alexander Reindler
CEO

Previous experience

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

Core competencies

- General Management, brand building & implementation of change strategies



Igor Iraeta Munduate
COO

Previous experience

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

Core competencies

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



Marco Keul
CFO

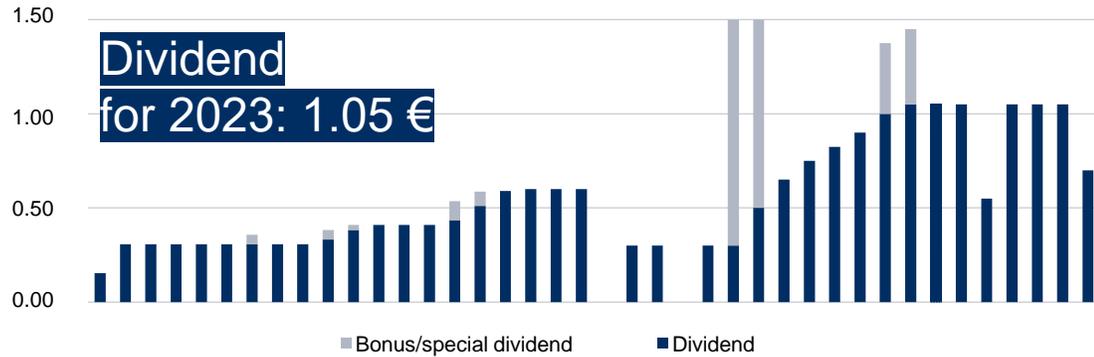
Previous experience

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

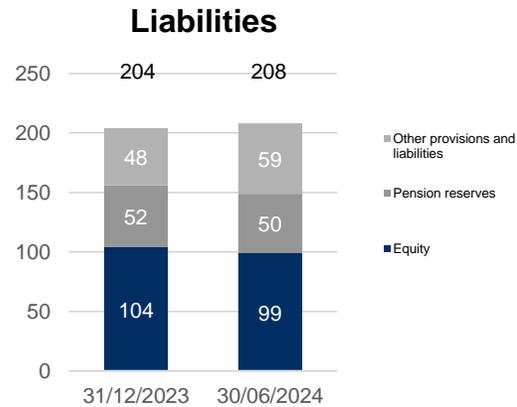
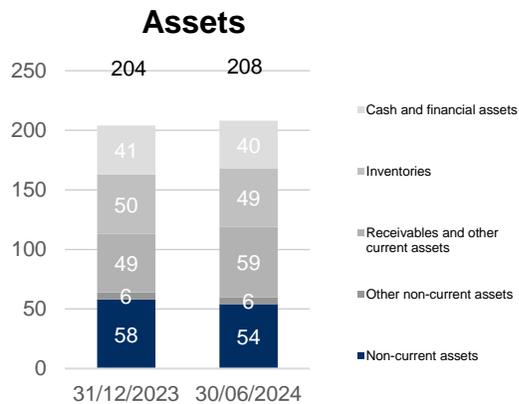
Core competencies

- IT, Finance & Controlling

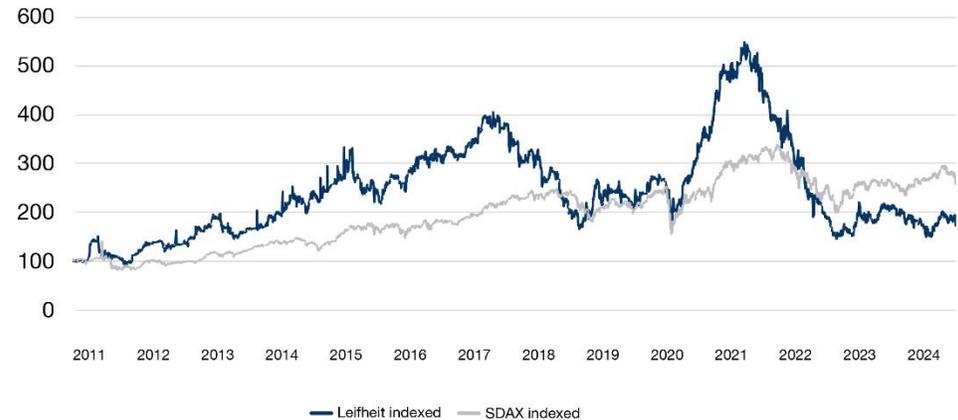
Leifheit is financially solid and pays reliable dividends to shareholders



Strong financial structure in m€



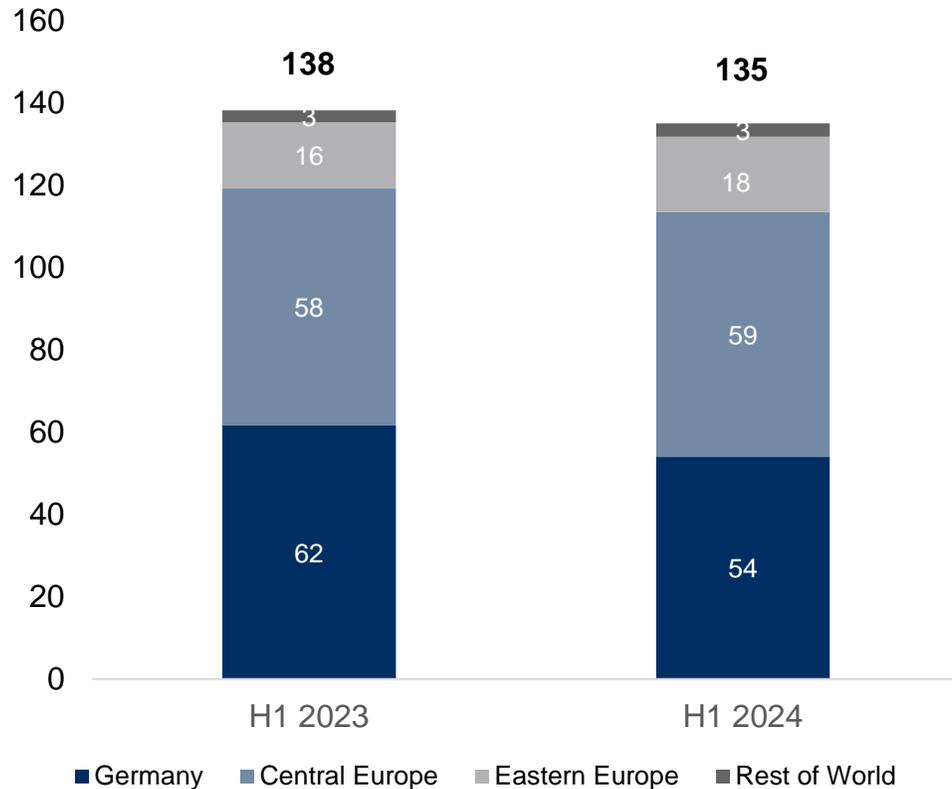
Solid long-term stock performance



Central and Eastern Europe with slight turnover growth, Germany influenced by shifts in sales

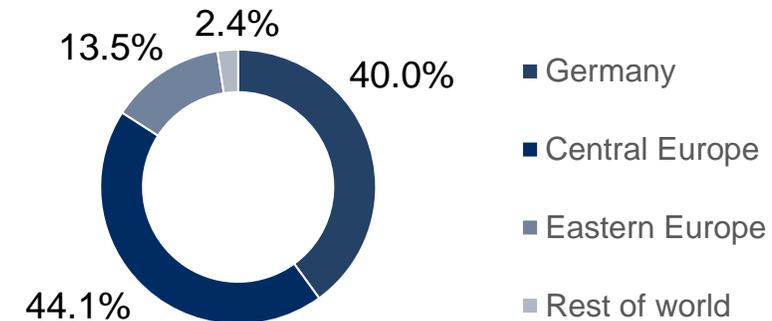
Group turnover by region

in m€



Group turnover by region

6M 2024 in %

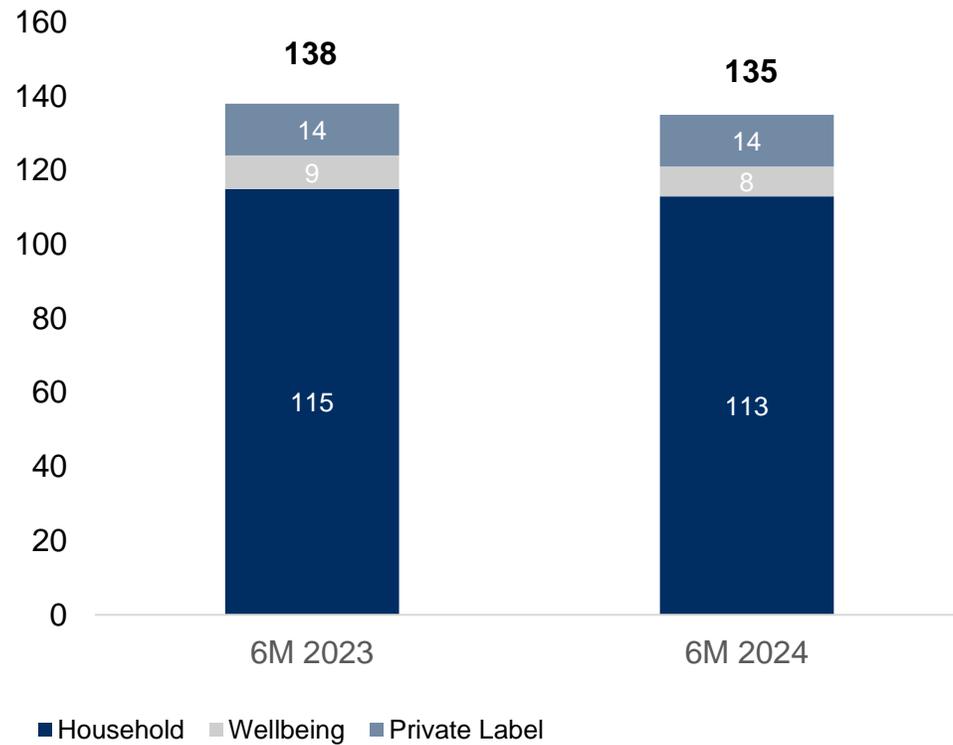


- **Germany down by -12.3%,**
Changed ordering processes in e-commerce led to shifts in sales, missing discounter promotions in Q1 2024
- **Central Europe up by +3.2%,**
Important markets Belgium, France and Spain with significant growth due to positive e-commerce development and distribution expansion
- **Eastern Europe strongly up by +14.1%,**
Several countries with double-digit growth rates

Turnover decline across all segments in 6M 2024 as expected, but on track for 2024 turnover forecast

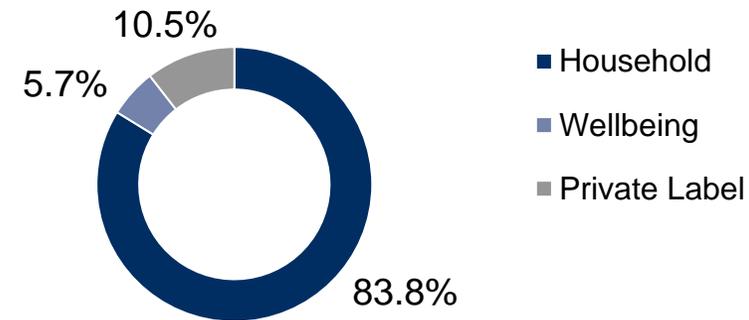
Group turnover by segment

in m€



Group turnover by segment

6M 2024 in %



- **Household segment down by -1.6%**, launch of further products from the successful BLACK LINE contributed to growth in the core category laundry care
- **Wellbeing segment down by -10.7%** against the background of product range adjustments
- **Private Label segment down by -2.3%**, Birambeau achieved slight turnover growth, Herby suffered a decline in sales

Leifheit Group structure



Household

LEIFHEIT

Laundry Care

Cleaning

Kitchen Goods

Wellbeing

SOEHNLE

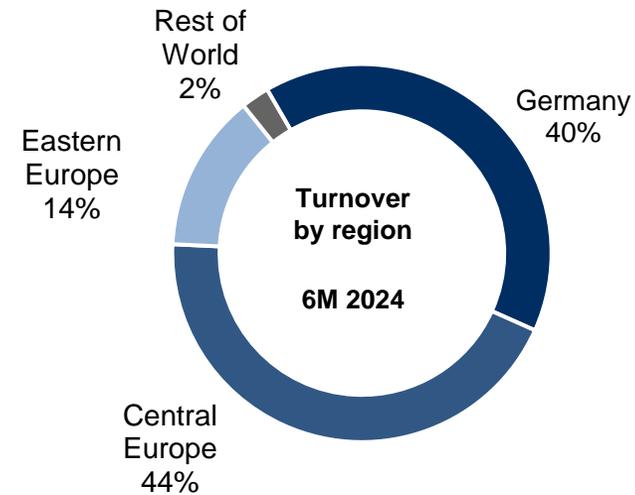
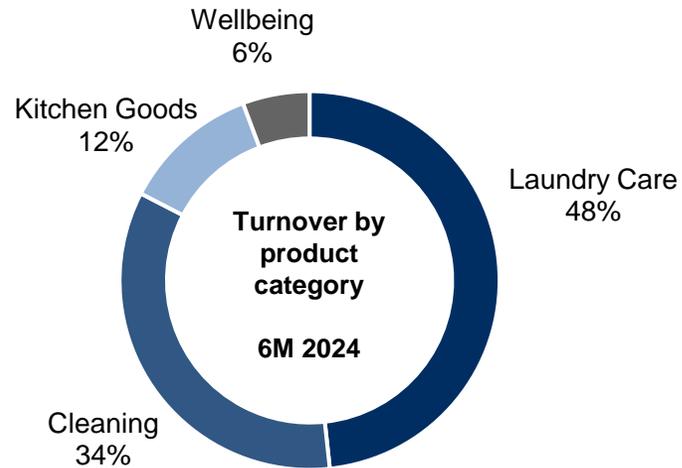
Kitchen + Personal Scales

Private Label

BIRAMBEAU **herby**

Kitchen Goods

Standing Dryers

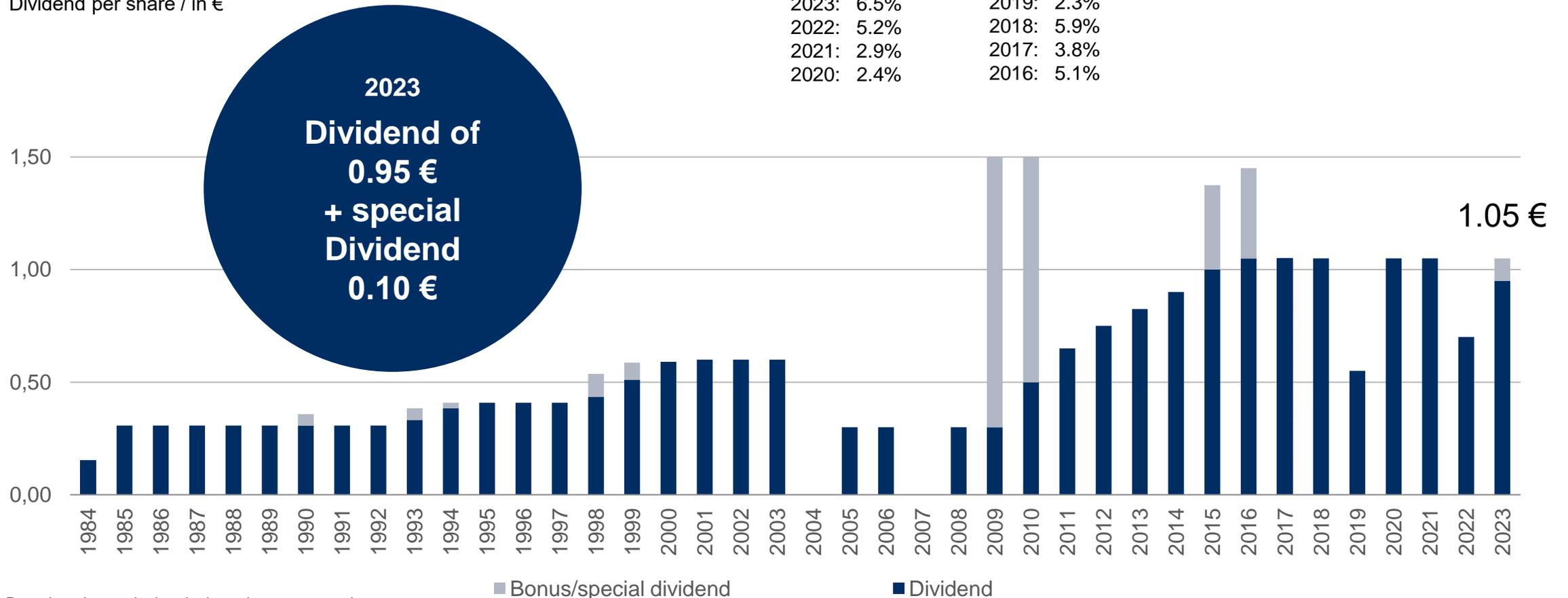


Committed to shareholder returns



Long-term dividend development

Dividend per share / in €



Dividend yield¹

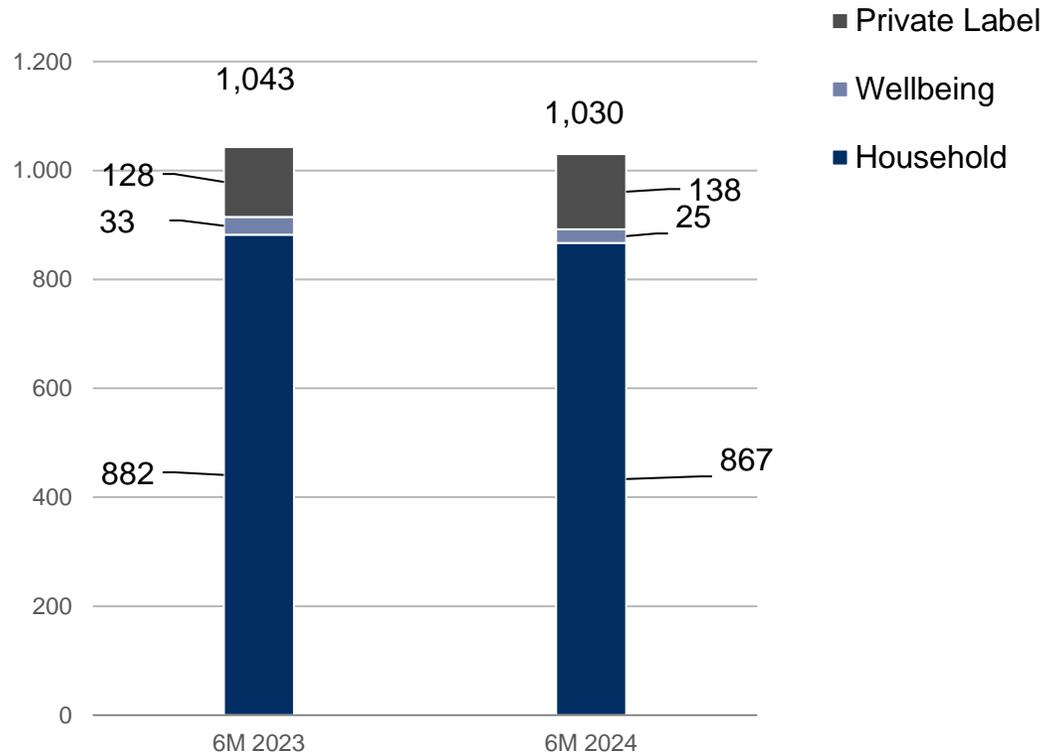
2023:	6.5%	2019:	2.3%
2022:	5.2%	2018:	5.9%
2021:	2.9%	2017:	3.8%
2020:	2.4%	2016:	5.1%

¹ Based on the particular closing price at year-end

Increased efficiency and productivity led to reduction in number of employees

Employee development*

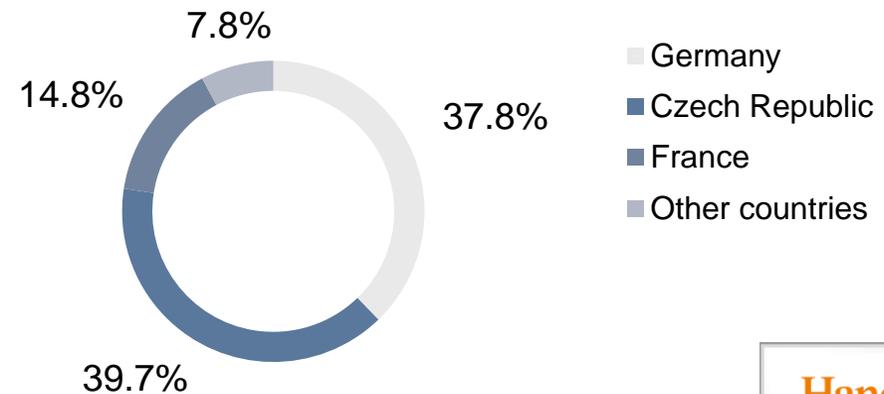
6M 2024 (average number)



* Only own staff, without temporary workers

Employees by region*

6M 2024 (average number)



Distribution in all relevant distribution channels

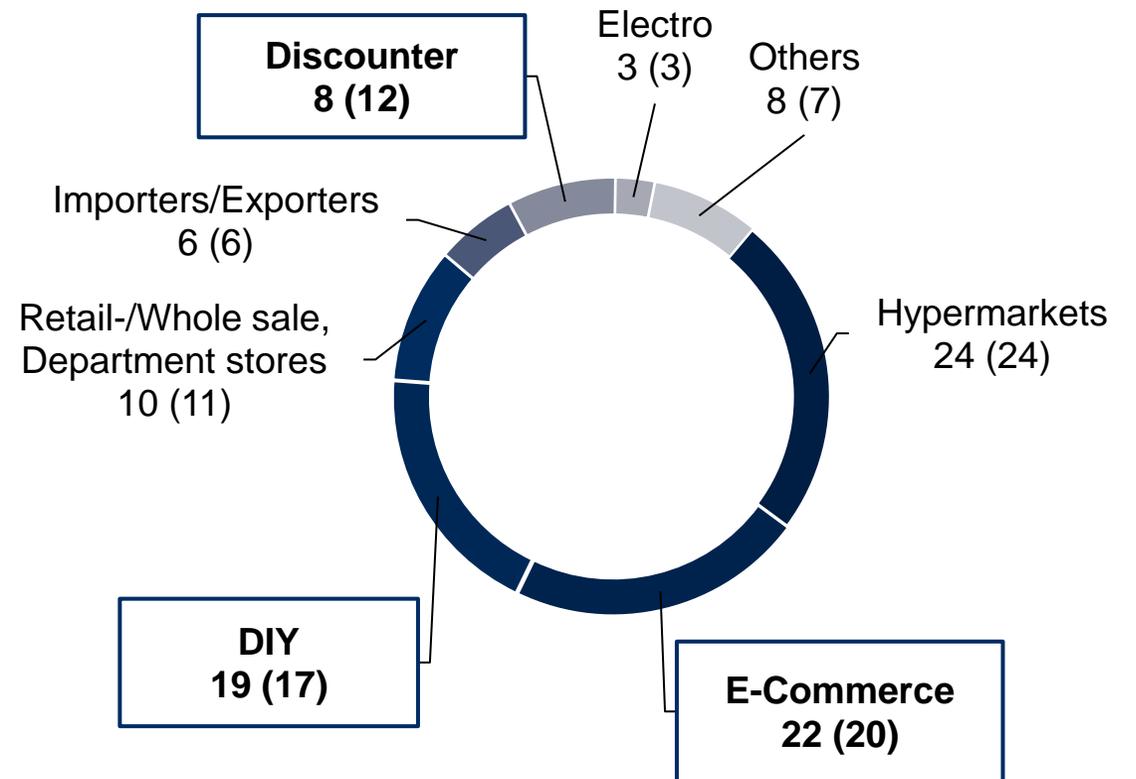


Blue Chip client base



Distribution channels

Turnover H1 2024 in % (previous year's figures)



Long-term financial overview



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

Long-term financial overview



		2019	2020	2021	2022	2023
Per share						
Net result for the period, EPS ²	€	0.61	1.32	1.49	0.13	0.34
Free cash flow	€	1.06	-0.57	1.00	0.92	1.27
Dividend	€	0.55	1.05	1.05	0.70	0.95 ²
Special dividend	€	--	--	--	--	0.10 ²
Investments	m€	6.0	9.6	7.3	5.4	8.9
Depreciation	m€	8.2	8.5	7.8	7.5	9.0
		31/12/2019	31/12/2020	31/12/2021	31/12/2022	31/12/2023
Employees	No.	1,106	1,098	1,080	1,063	1,020
Balance sheet total¹	m€	214.6	230.0	238.8	216.1	203.6
Equity	m€	96.2	100.4	111.3	112.5	103.8
Equity ratio	%	44.8	43.7	46.6	52.0	51.0
Liquidity	m€	50.3	38.8	38.1	36.3	41.3

¹ Not including repurchased treasury shares

² Dividend proposal

Leifheit makes top quality household products



Profi Floor Wiper
4.6 stars



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

Profi XL Set
4.5 stars



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

Pegasus 150 black
4.7 stars



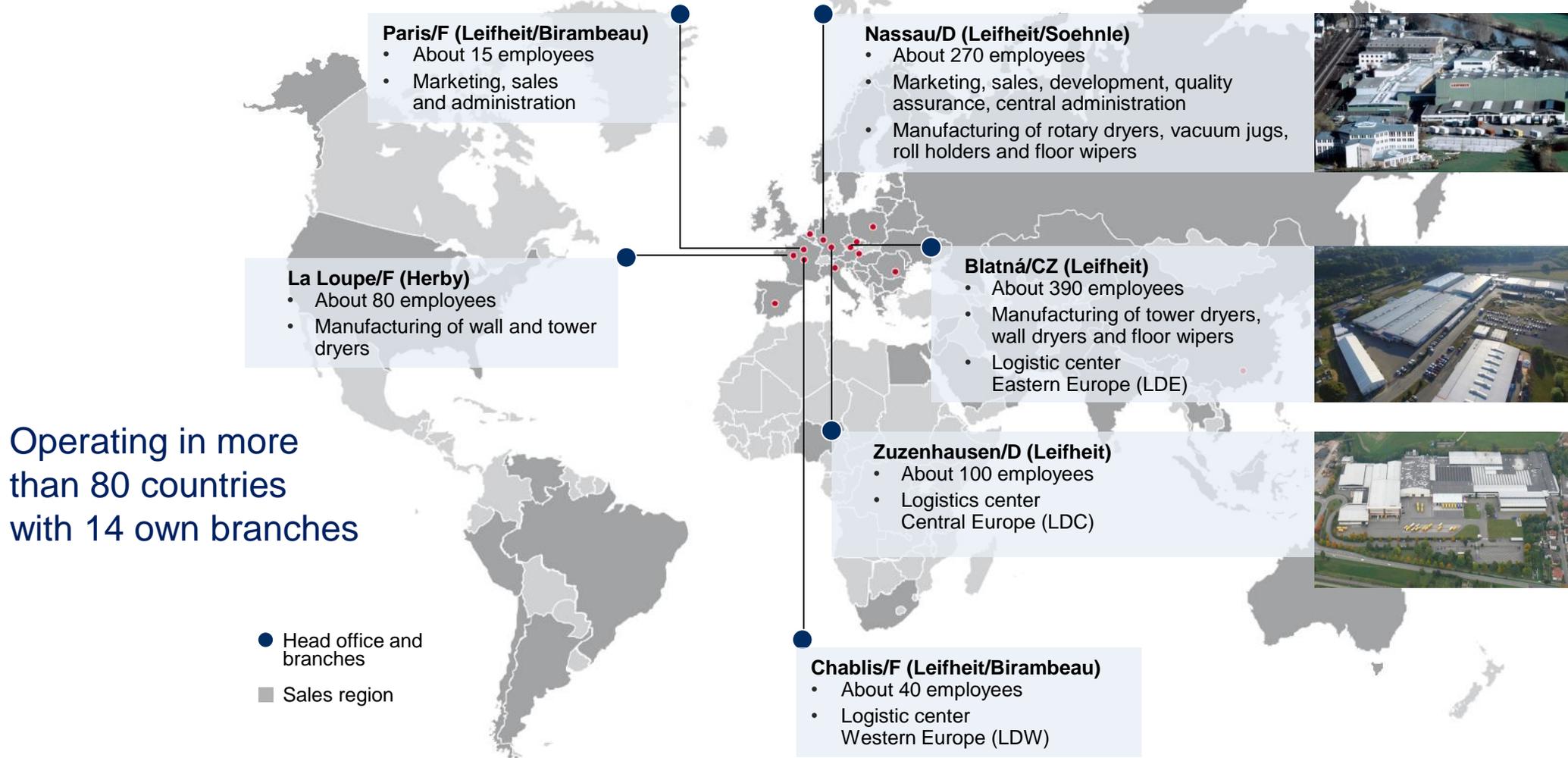
Leifheit Standtrockner Pegasus 150 Solid Black Edition, standfester Wäscheständer mit Flügeln auch für lange...
★★★★☆ ~ 11.534

Linomatic 600 Deluxe
4.7 stars



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

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



Operating in more than 80 countries with 14 own branches

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 als Aluminium
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

TESTURTEIL
Haus & Garten Test
Endnote 1.0
sehr gut
Leifheit
Linomatic 500 Deluxe Cover
Maximaler Bedienkomfort,
der keine Wünsche offen lässt
In Test: Trockner
Ausgabe 5/2019 - www.haus-garten-test.de

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

Testsieger
GUT (1,8)
Leifheit Linomatic Deluxe 500
Im Test: Wäschetrogner
Vergleich.org

TEST VERDICT
Haus & Garten Test
good
(1,6)
Leifheit
Nemo
Whisper and both vacuum cleaner Nemo
In Test: Fensterwischer
Ausgabe 3/2019 - www.haus-garten-test.de



Window vacuum
cleaner Nemo

PLUS X AWARD
High Quality
Ease of Use
www.bauzeitschrift.de

PLUS X AWARD
High Quality
Functionality
www.pastorwerk.de



Window vacuum
cleaners

Alles Beste
Empfehlung
Leifheit Dry & Clean

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

Stiftung Warentest
GUT (2,4)
Fensterwischer
Classic
Im Test:
11 Fensterwischer
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
2-in-1 Cordless wischer/wiper
Ausgabe 2/2018 - www.haus-garten-test.de

TEST VERDICT
Haus & Garten Test
Final score 1.3
very good
Leifheit
Pegasus 150 Solid
perfect drying with
a safe standing
In Test: Wäschetrogner
Ausgabe 6/2019 - www.haus-garten-test.de



Laundry dryers
Pegasus

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

2. Platz
SEHR GUT (1,4)
Leifheit 81517 Pegasus 200 Solid Deluxe Mobile
Im Vergleich: Wäschetrogner
Vergleich.org



CLEAN TWIST
M Ergo

TEST WINNER
Haus & Garten Test
very good
(1,4)
Leifheit
Clean Twist M Ergo
In Test: Mop
Ausgabe 6/2019 - www.haus-garten-test.de

TESTURTEIL
Haus & Garten Test
gut
(1,8)
Leifheit
Salatwischer ComportLine
In Test: Salatwischer
Ausgabe 3/2019 - www.haus-garten-test.de



Salad spinner
Comport Line

Alles Beste
Empfehlung
Leifheit Salatwischer

TESTURTEIL
Haus & Garten Test
gut
(1,8)
Leifheit
Isolierbecher Flip 350ml
In Test: Thermobecher
Ausgabe 3/2019 - www.haus-garten-test.de



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

Isolating mugs
Flip 600 + 350 ml

ETM TESTMAGAZIN
Leifheit Isolierbecher Flip 350 ml dark blue (03247)
SEHR GUT 92,6 %
Vergleichstest
14 Thermobecher
Sehr gut: 10 gut
11/2019
www.etm-testmagazin.de

TESTSIEGER
Haus & Garten Test
Endnote 1,0
sehr gut
Leifheit
Columbus Isolierkanne
Einhandbedienung,
original Aromastaste
In Test: Thermobecher
Ausgabe 3/2019 - www.haus-garten-test.de



Isolating jug
Columbus

TEST WINNER
Haus & Garten Test
very good
(1,4)
Leifheit
Isolating jug Harmonic
In Test: Thermobecher
Ausgabe 2/2020 - www.haus-garten-test.de



Cordless vacuum
Regulus PowerVac 2in1

PLUS X AWARD
BESTES PRODUKT DES JAHRES 2018
www.plusxaward.de

testsieger.de
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: Cordless wischer/wischer
Ausgabe 9/2019 - www.haus-garten-test.de

Alles Beste
Empfehlung
Leifheit 11925 Regulus PowerVac

testsieger.de
1,5
08/2018
sehr gut
Redaktions-Wertung
Leifheit 11925 CleanTenso



Steam Mop CleanTenso

PLUS X AWARD
2018 ausgezeichnet für:
High Quality
Design
Funktionalität

TESTSIEGER
Haus & Garten Test
Endnote 1,2
sehr gut
Leifheit
Clean Tenso 11910
Hochwertiger Helfer
mit sehr guter Funktion
In Test: Dampfbodenwischer
Ausgabe 3/2019 - 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



Body analysis scales
Shape Sense Connect 100 + 200

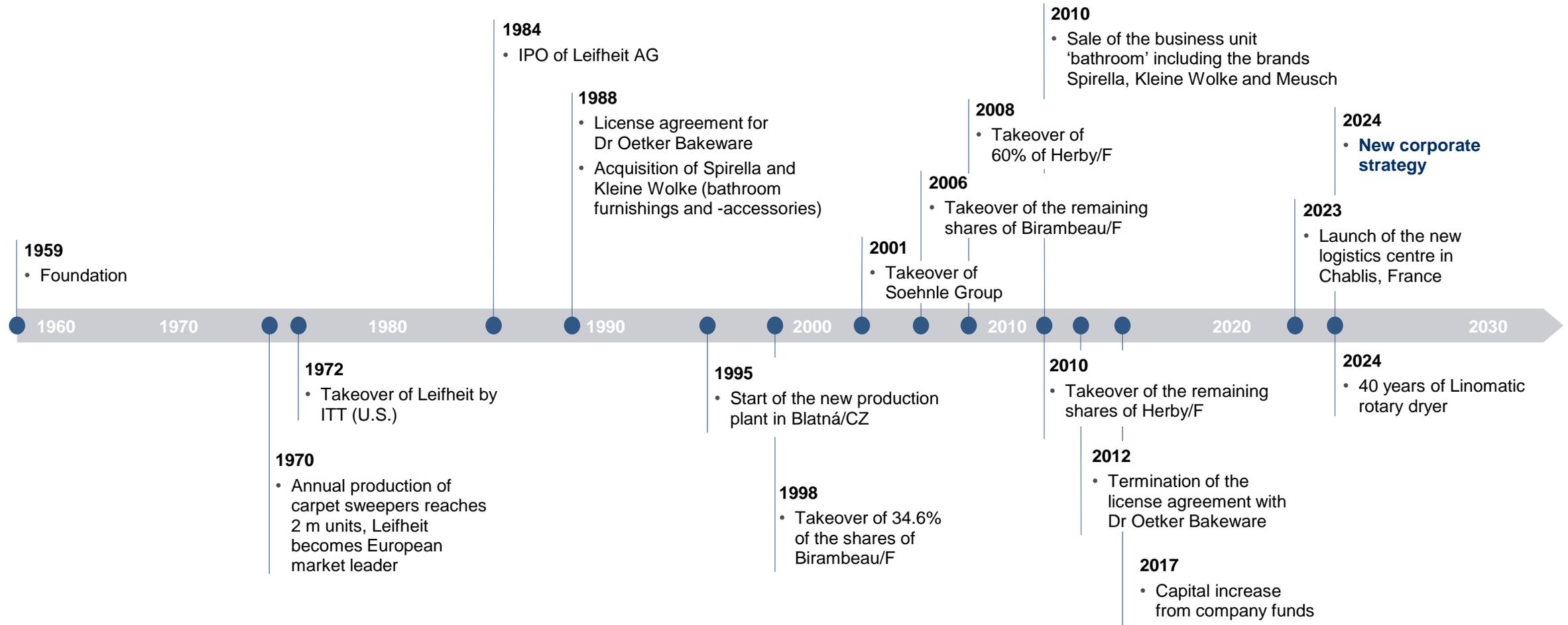


Blood pressure monitors
Systo Monitor 200 + 300



Page Aqua Proof
Kitchen Scale

Leifheit – 65 years of passion for housework



European competitors by category



Cleaning

Spontex
Tonkita Swiffer Rival
Kärcher Vileda



Laundry care

Vileda Brabantia Artweger
Wenko Gimi Juwel Stewi
Metaltex Rörets Blome



Kitchen goods

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



Wellbeing

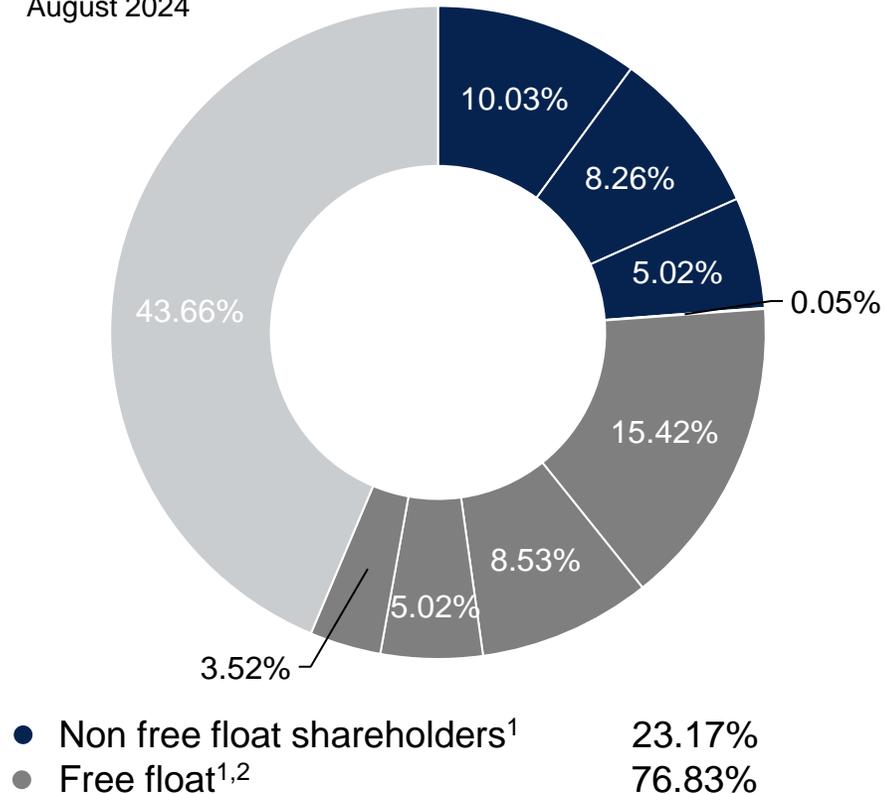
Bosch Laica Tanita
ADE Homedics Beurer
Sanitas Withings Terrailon

Significant free float and international investors



Shareholder structure

August 2024



MKV Verwaltungs GmbH, Grünwald (GER)	10.03%
Ruthild Loh, Haiger (GER)	8.26%
Leifheit AG Nassau (GER), treasury shares	5.51%
Employee shares subject to a lock-up period	0.05%
Alantra EQMC Asset Management, SGIIC, SA, Madrid (ES)	15.42%
Gerlin Participaties Coöperatief U.A., Maarsbergen (NL)	8.53%
MainFirst SICAV, Senningerberg (LUX)	5.02%
Blackmoor Ownership Holdings Master Limited, London (UK)	3.52%
Voting rights under notification threshold	44.34%

¹ Definition of German stock exchange for indices

² Including shareholdings of the management board

ESG: Strategic sustainability goals

Focus on climate neutrality till 2030¹



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

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

- Energy: increase efficiency, savings and share of renewable energies
- Mobility: reduce of vehicle fleet emissions at our sites, reduce CO₂ emissions of employees' drive
- Products: long-lasting and high-quality products with long life cycle, increase recycled share in products, packaging and displays
- Distribution: lean production, reduce transport routes and supply logistics

- Compensate non-avoidable emissions¹ by means of certified projects for climate protection

Read more at our **sustainability report 2023**
www.leifheit-group.com/en/investor-relations/reports-and-presentations/



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

¹ Scope 1 and scope 2 emissions

Our ESG Principles



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



Environment

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

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

Efficient use of resources without sacrificing quality

European production and logistics footprint with close connections to our customers

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

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



Social

Open, positive corporate culture driven by performance and teamwork

HR strategy geared towards employer attractiveness

Focus on employee safety and health

Diversity and offer equality of opportunity

Fair and competitive pay, training and continuing education

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

Giving back to society at our locations



Governance

Responsible corporate management and compliance

High transparency for stakeholders through quarterly reporting and regular news updates

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

Combating corruption and bribery as integral part of CMS

Protecting personal data according to the high standards of the GDPR



Read more at our **sustainability report 2023**

www.leifheit-group.com/en/investor-relations/reports-and-presentations/

¹ Scope 1 and scope 2 emissions

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

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

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

Financial calendar and contact



Financial calendar 2024

25 September 2024

Berenberg and Goldman Sachs
German Corporate Conference, Munich

12 November 2024

Quarterly statement for the period ending 30 September 2024

Investor Conference Call

25 - 27 November 2024

Deutsche Börse – German Equity Forum 2024, Frankfurt

Contact

Corporate Communications / Investor Relations

Phone: +49 2604 977-218

E-Mail: ir@leifheit.com

www.leifheit-group.com

LEIFHEIT

Aktiengesellschaft

Postfach 11 65
D-56377 Nassau