



# Einhell

CORDLESS EXCELLENCE.

POWER X-CHANGE



**Münchener  
Kapitalmarkt Konferenz**

**02. April 2025**

**Einhell Germany AG  
Jan Teichert / CFO**

## Brief profile



- Manufacturing and distribution of power tools and gardening equipment for the Do-it-yourself sector.
- Founding year: 1964
- Employees worldwide: > 2.700
- Subsidiaries: 49
- Turnover 2022: 1.032 Mio. Euro EBT: 8,5%
- Turnover 2023: 971 Mio. Euro EBT: 7,8%
- Turnover 2024: 1.109,7 Mio. Euro EBT: 8,9%
- Research Studie: M.M. Warburg & Co.  
Hauck & Aufhäuser



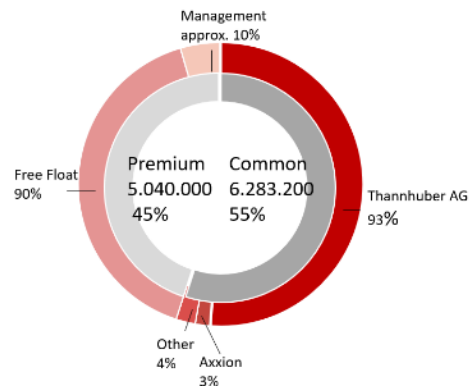
# „Einhell Shares: Sustainable dividends and share price increase“

## SHARE PRICE DEVELOPMENT UNTIL 2024



„Long-term sustainable increase in value“

## SHAREHOLDERS



„Stable shareholder structure thanks to the founding family as common shareholders“

## Dividend - History

The following dividends were paid for the respective financial years:

In Euro	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024e
Gesamt	2.138.976	2.893.856	2.893.856	2.138.976	1.384.096	1.384.096	2.138.976	2.893.856	4.403.616	5.158.496	5.158.496	8.178.016	9.687.776	10.820.096	10.820.096	16.859.136
Stamm- aktien	0,18	0,25	0,25	0,18	0,11	0,11	0,18	0,25	0,38	0,45	0,45	0,71	0,85	0,95	0,95	1,48
Premium- Aktien	0,20	0,27	0,27	0,20	0,13	0,13	0,20	0,27	0,40	0,47	0,47	0,73	0,87	0,97	0,97	1,50



# Financial figures



**POWER X-CHANGE**

# Comparison

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**2024**

**2023**

Turnover

1.109,7 Mio €

971,5 Mio €

EBT

8,9%

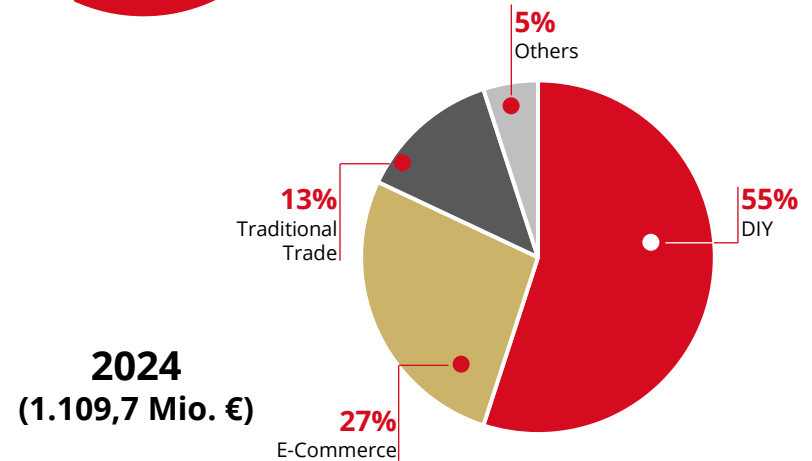
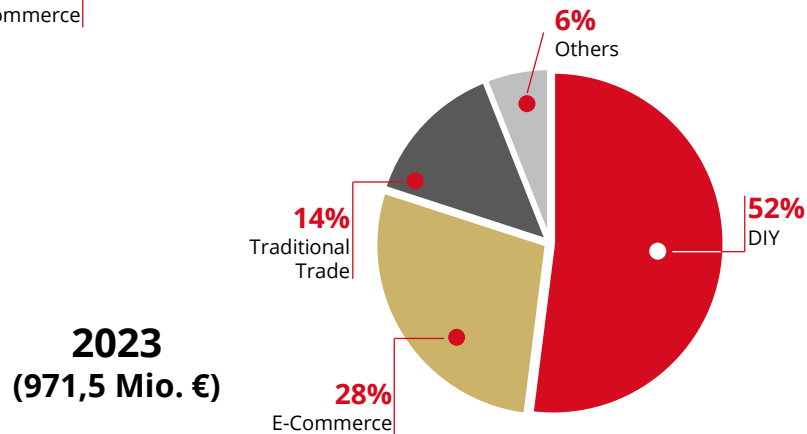
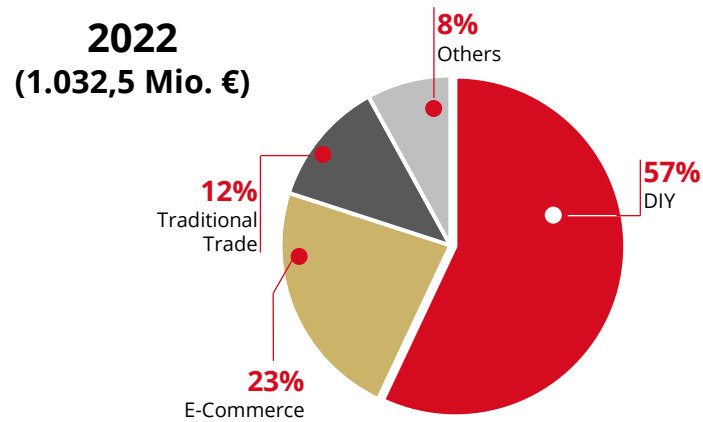
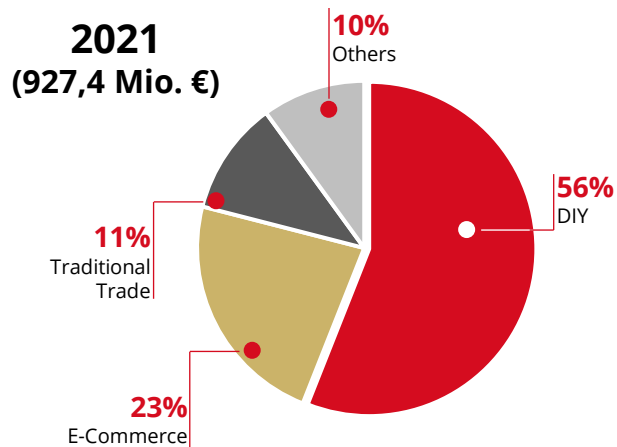
7,8%

Dividend

1,50€ / 1,48€

0,97€ / 0,95€

# Sales development channels

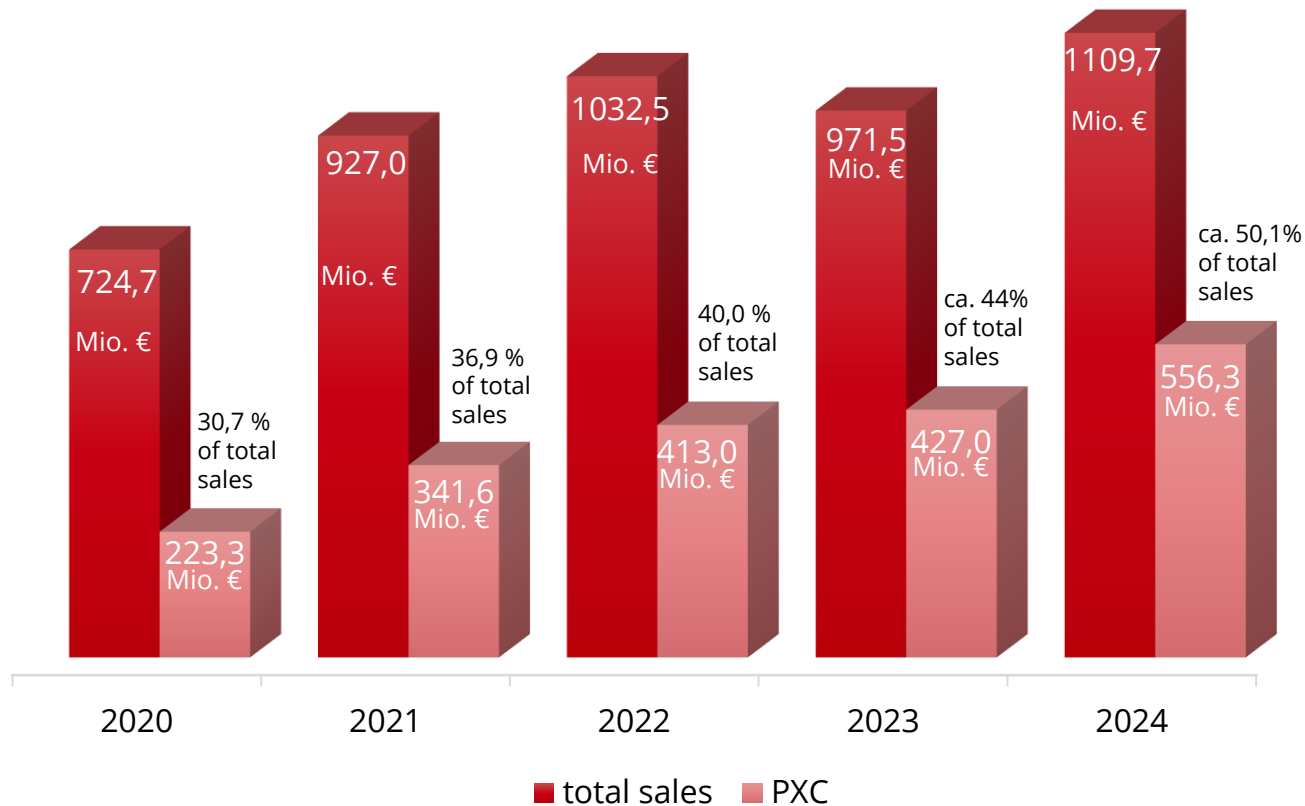


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## Brand Development: Einhell in relation to Private Label

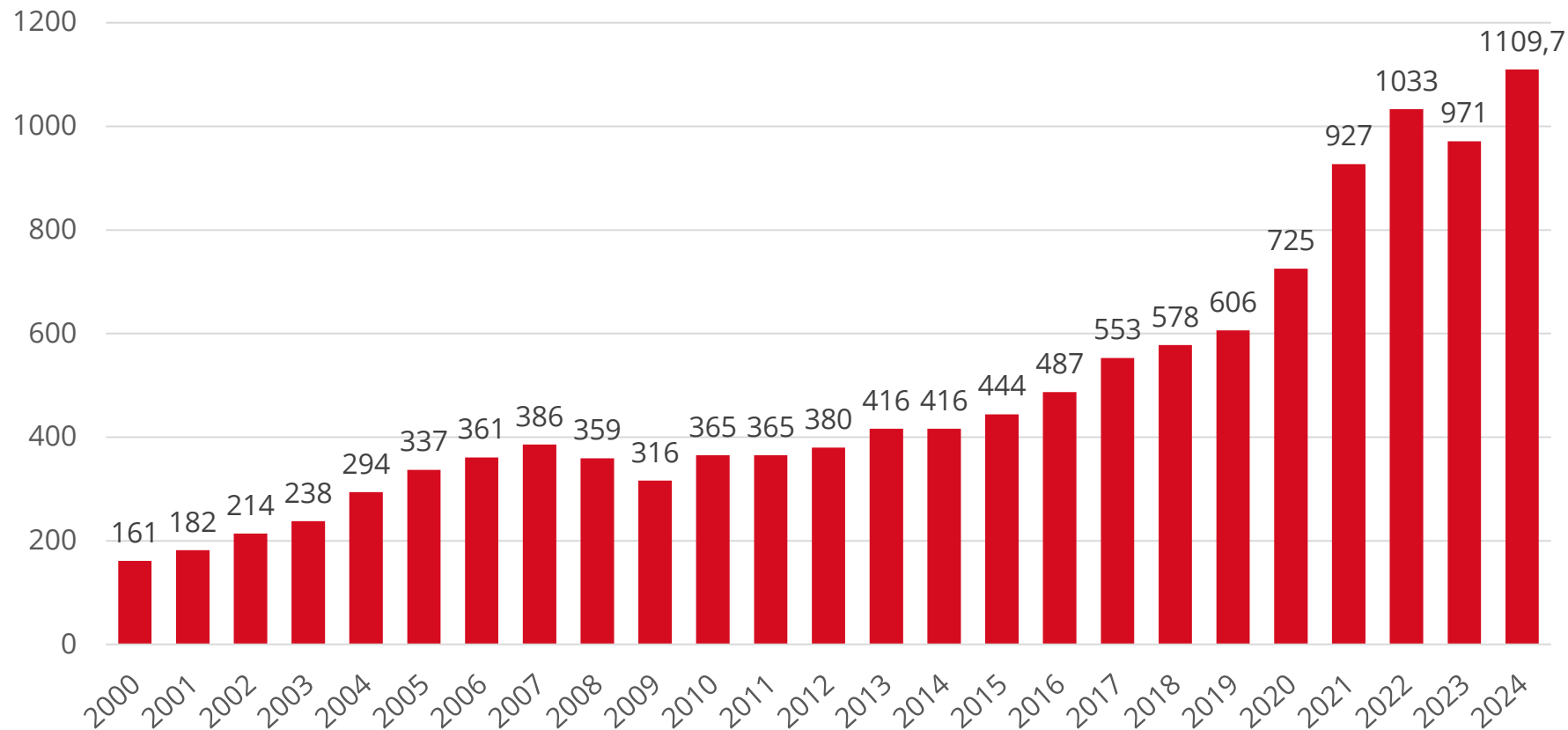
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# Sales development Power X-Change





# Sales development (€ million)



# Strategy



POWER **X**CHANGE

# Our Way to the Second Billion EUR

Strategy Battery

**TURNOVER 2029:**

**> 2.000 MIO EUR**

## VISION

**One Power X-Change battery in each house / flat with garden.**

## MISSION

We offer our customers cordless freedom for all work in and around the home, wherever our customer wants to be mobile and free. With the most competent battery platform only from Einhell, we help 100s of millions of home and garden owners worldwide to have fun and enjoy their DIY projects and gardening with cordless freedom.

## KEY STRATEGIC PILLARS

International expansion

Most competent & brand-independent  
system expert for power tool accessory

Appearance excellence -  
products and PoS

Best place to work in the  
DIY-industry

Sustainability

Full concentration on  
Focus Product Groups

Strategic partnerships  
with stakeholders

Best digital provider in DIY-industry

Best service in the DIY-industry

Production outsourcing from China  
and own Battery Factory

Cordless excellence with  
Power X-Change

International positioning of  
Einhell as an A-brand

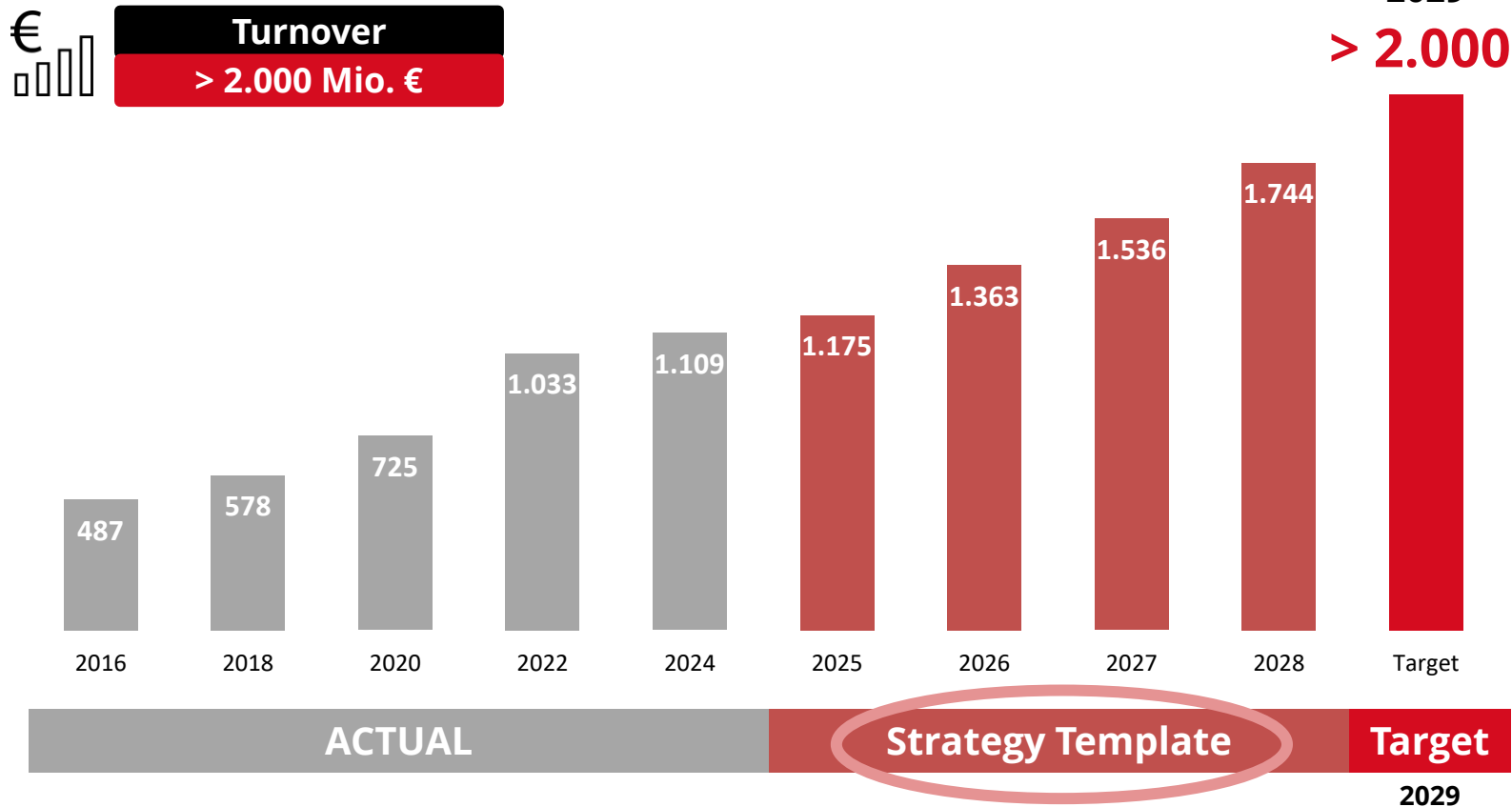
Digitalization of corporate processes

Optimization of supply chain

Operations excellence

# Our Way to the Second Billion EUR

## Turnover in Strategy Templates & Target





# Our Way to the Second Billion EUR

## Turnover Potentials & Targets

**Inorganic growth** → new subsidiaries and partners

» We will have our **own sales subsidiaries** in **every relevant DIY market until 2030.**

» **USA, Mexico, South Korea, India, Japan, Middle East, China, Malaysia, ...**

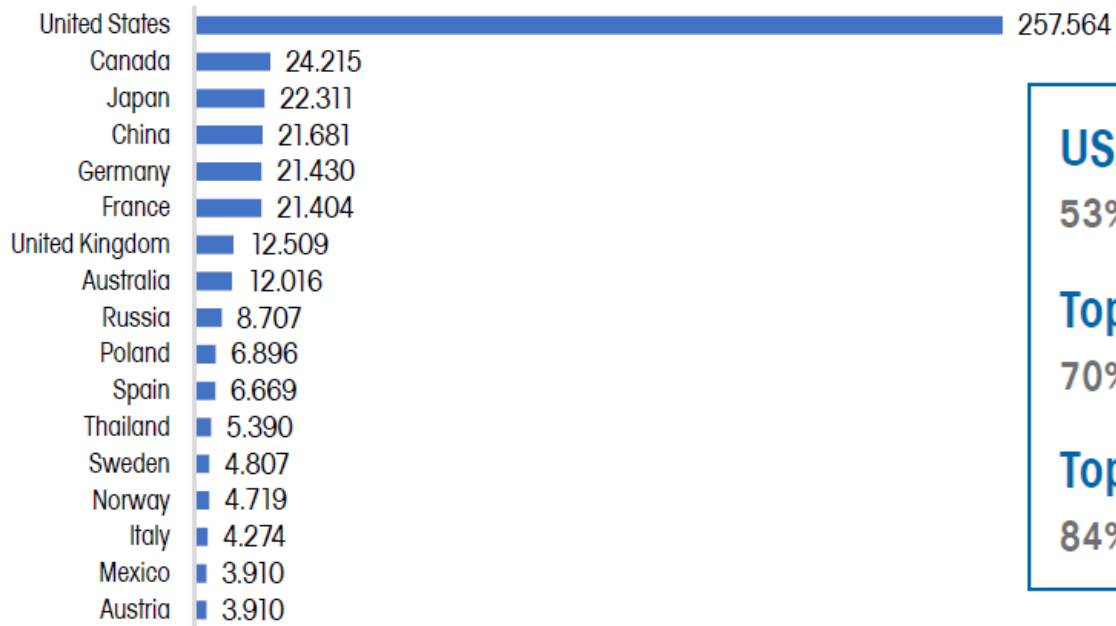


» **2.000 Mio. €**



# Main National Markets – by DIY Turnover

2023 main DIY market sizes (in EUR bn)



## IN SHORT

### USA

53% of global market

### Top 5 countries

70% of global market

### Top 10 countries

84% of global market

# Our Way to the Second Billion EUR

## New Strategic Developments

1

### D2C (direct to consumer)

For Einhell **D2C business** we plan  
> **120 mio. EUR** in the next five years

- » Own online shops in all countries
- » Focus on marketplaces (seller accounts)
- » Corporate benefit shops
- » Live shopping on social media / own online shop



2

### Einhell Professional

For **Einhell Professional** we plan >**30% of PXC turnover** in the next five years

- » We are **entering a new field** with our Professional range.
- » There will be many **obstacles** in terms of **quality & convincing our customers** to our Professional strategy – but we will **not give up!**



3

### Develop new product categories

We **focus on new categories** with **big turnover and margin potentials**.



Storage

PXC Cleaning

Measuring

# Our Way to the Second Billion EUR

## New Strategic Developments

4

### Volume outside China

>25% of our global volume will come from **outside China**



Own **battery production** in Hungary



Starting own operations in Vietnam

5

### Supply Chain Optimization

We will **optimize our supply chain** in terms of **capacity, performance and cost**



Consolidation of warehouses



Delivery rate to customers > 95% on time



Delivery rate from China

# MOQ

MOQ solutions to have max. PXC competence in all countries

6

### SAP Implementation

**SAP S/4HANA** will be our main ERP that enables us for **future sales growth**



**Finalization in China / Asia until end of 2025** and replacing WBOS by **SAP Commerce Cloud**

Go live at EAG until end of 2026 and **onboarding subsidiaries** step by step afterwards

These **new strategic developments** are part of the **strategic evolution** and will contribute to achieve our **strategic goals**.



# Focus Product Groups and Category Leadership



**POWER X-CHANGE**

# Leadership Cordless Freedom

POWER X-CHANGE

## SUCCESS FACTORS FOR EINHELL TO BECOME SYNONYM FOR CORDLESS FREEDOM

- 1** **Broadest and most competent platform – cordless solutions for all applications** in house & garden **that the customer expects.** Products of platform partners extend the use of our PXC batteries
- 2** **Innovative battery, charging, motor & robotics technology**
- 3** **Best customer service** which satisfies the customer at every **service contact** & at every **Point of Sale**
- 4** Position the brand as **synonym for cordless freedom & excellence.** **PXC becomes top of mind** in the mind of the end user and **market leader** in all countries





# Technological Competence – Batteries & Charging

## Focus of battery technology:

- >> Longer runtimes - **endurance**
- >> More power - **performance**
- >> Longer **life time**
- >> Better dust & water **protection**



**TWIN-PACK® TECHNOLOGY.**  
18V + 18V = 36V.



**CORDLESS FREEDOM.**  
FOR GARDEN & TOOLS.



**1 BATTERY.**  
1.000 POSSIBILITIES.



**HIGH-PERFORMANCE TOOLS.**  
ENDURING BATTERIES.

## Focus on charging technology:

- >> Intelligent charging with need oriented charging & discharging



**ACTIVE BATTERY MANAGEMENT SYSTEM.**  
INTELLIGENT CONTROL ELECTRONICS.



**MODERN TECHNOLOGY.**  
TRUSTED QUALITY.

# POWER X-CHANGE



## OUR PLATFORM STRATEGY.

Einhell offers the broadest and most competent battery platform for the private home and garden owner.

2024

300+ SKU's

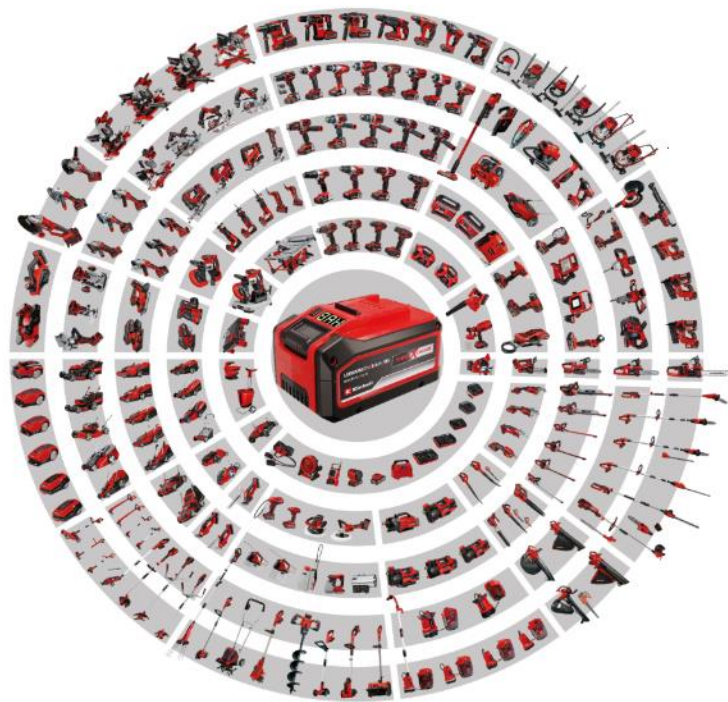


2029

450+ SKU's

>>> **Within this platform**, it is very important that we offer a solution for every DIY task in the home and garden where the customer needs and wants wireless freedom.

>>> Offering the most competent platform means **absolute competence in terms of breadth and depth within our focus categories.**  
(Price positioning: "Brand quality at the best price")





# BATTERIE-PRODUCTION

## » OWN PRODUCTION LOCATION FOR BATTERIES AND CHARGERS

Since 2023: In-house production of batteries and chargers in Kunshan/China  
Starting 2024: Battery production in Hungary

At these production locations we will produce the following:

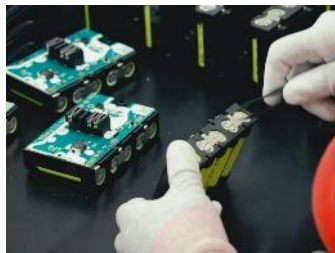
- **Large volume batteries and chargers**
- Additionally **accessory batteries and chargers**



We produce the **best and safest batteries and chargers** based on **the latest technological standards** and we produce them **in large quantities**.



**LONG-TERM GOAL (Including China)**  
**> 13 MILLION BATTERIES PER YEAR**





# 3Ah + 4Ah SEALED

POWER X-CHANGE PLUS BATTERY



# FEATURES

3Ah + 4Ah SEALED Power X-Change Plus Akkus

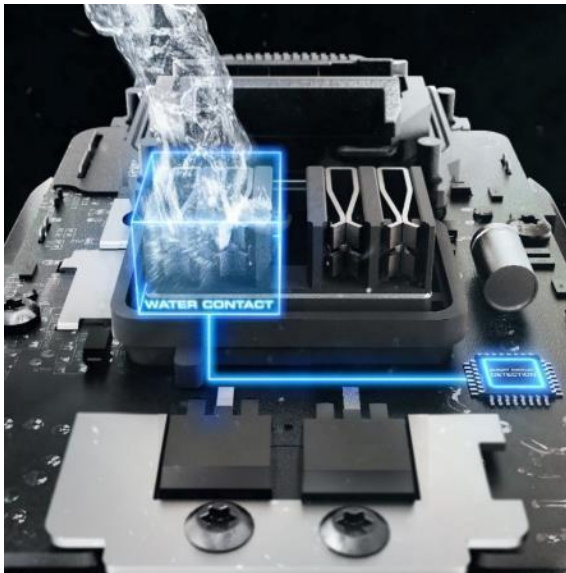


## SHORT CIRCUIT DETECTION

1. Water contact



2. Detection



3. Shut off



» 4. No damage, READY TO USE AGAIN after drying!

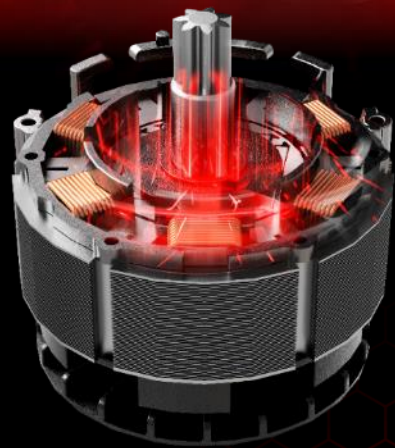
USP!  
Patent Pending





# Einhell

PROFESSIONAL



**PUREPOWER**  
BRUSHLESS

**POWER X-CHANGE**





# Einhell Professional

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## THE LAST TWENTY YEARS:

2002

We did everything to establish ourselves as a reasonable strong DIY brand.



**Einhell**



2021 - 2024



## NOW IT'S TIME FOR THE NEXT STEP:

2025

We build a strong product range for the ambitious DIYer, tradesmen & landscapers.



**Einhell**  
PROFESSIONAL

2030 - 2032



**CHALLENGE  
ACCEPTED!**



# Brand Positioning



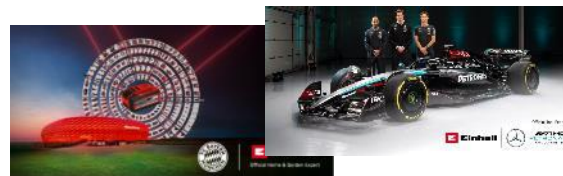
**POWER XCHANGE**

# Our Way to the Second Billion EUR

## Brand Positioning



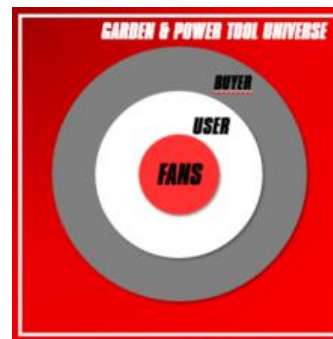
## Brand Partnerships



## Sharpening Customer Target Groups



## Digital / Social Media





# Our Way to the Second Billion EUR

## Brand Positioning Statement

» Positioning Einhell as the „Cordless Excellence“ and becoming market leader with Power X-Change in all countries with an own subsidiary.



# Our Way to the Second Billion EUR

## Brand Partnerships with Mercedes & FC Bayern



» As a **positioning accelerator**, we have **two brand cooperations** that help us, (1) **to position our brand faster** to where we want to be, and (2) **to build up our brand image**.



**MAXIMUM PERFORMANCE**  
**TECHNOLOGY**  
**POWER**  
**ENDURANCE**

**GLOBAL FOCUS**



**COMPETENCE**  
**DOMINANCE**  
**SUCCESS**  
**PASSION**

**D/A/CH FOCUS**



# Our Way to the Second Billion EUR

## Brand Partnership with **Mercedes-AMG Petronas F1 Team**

» Visibility in 2024:



# Our Way to the Second Billion EUR

## Brand Partnership with FC Bayern

### » Branding – improved visibility as Platinum Partner

#### » LED Board:

Screen time: 4 min. LED board at FC Bayern home matches of German Bundesliga

#### » Logo on press backdrops:

e.g. press conference backdrop, flash zone interviews, mixed zone

#### » Video wall in the stadium:

Screen time: variable each Match



# Vision & Targets 2029

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Our **clear target** is that we **catch up** with our A-brand competitors within the **next 4-5 years** and become **part of the international DIY champions league!!**

**2025**

 **Einhell**



**2029**

 **Einhell**





# Market Figures

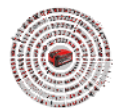


**POWER X-CHANGE**



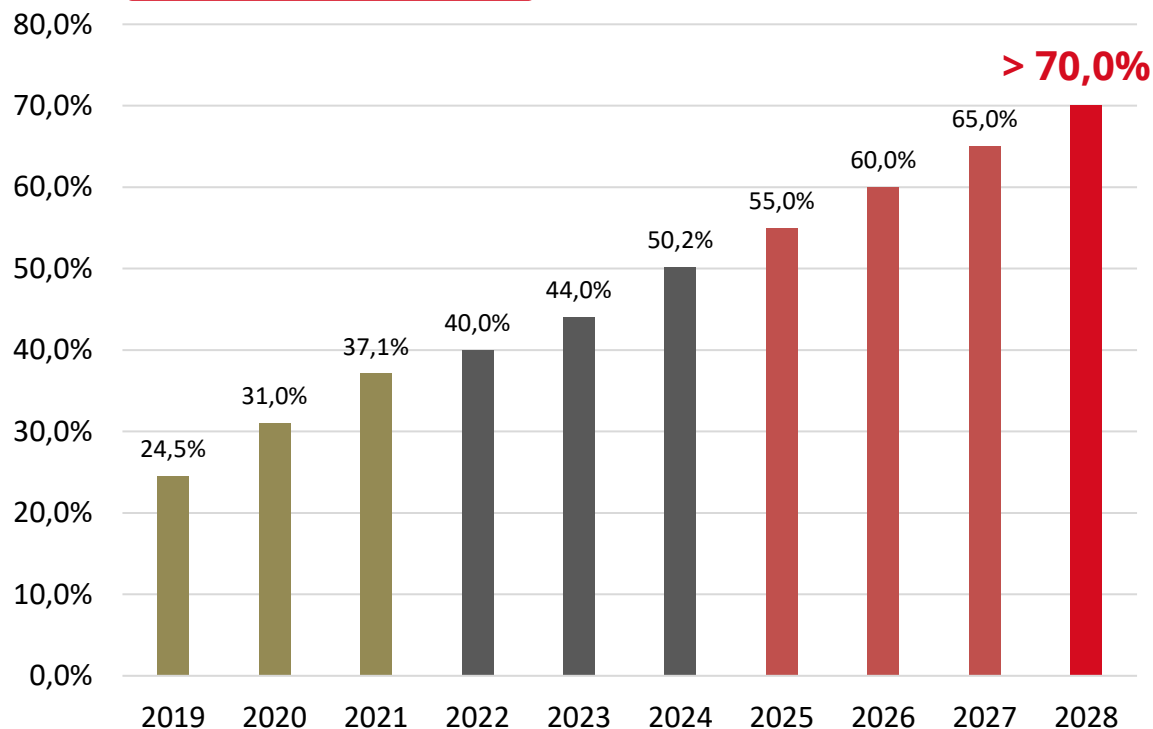
# Our Way to the Second Billion EUR

## Power X-Change – Turnover Share



**Turnover Share PXC**

**> 70%**



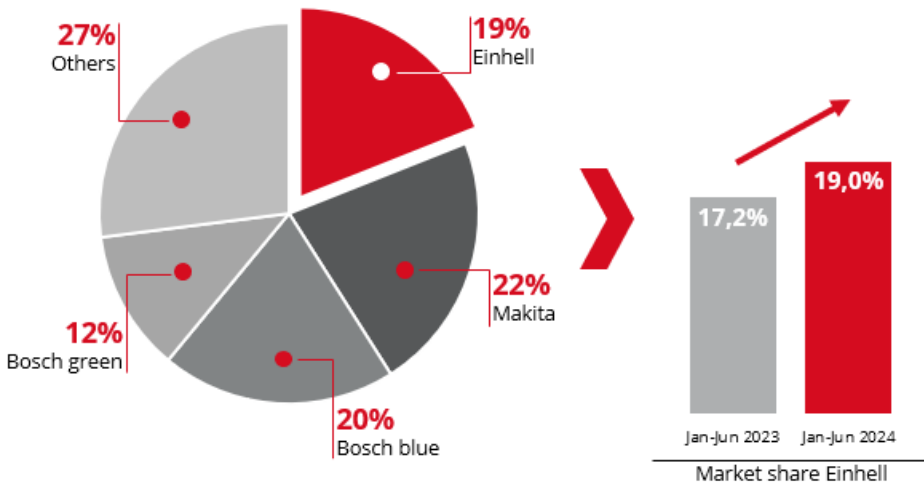
# MARKET LEADERSHIP

GfK Figures for 01.01.2024 – 31.12.2024



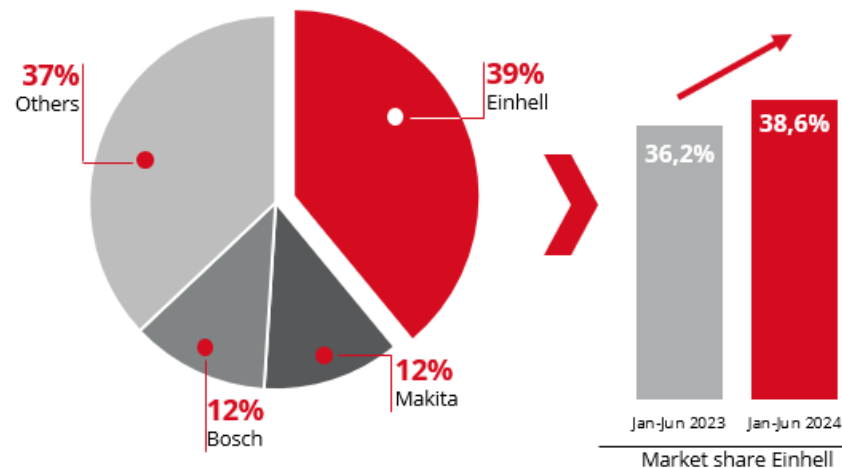
## CORDLESS – TOOLS

Market share (Jan-Jun 2024)



## CORDLESS – GARDEN TOOLS

Market share (Jan-Jun 2024)



CUMULATIVE

# #1

BEFORE  
BOSCH & MAKITA

## STRONGEST BATTERY PLATFORM ON THE MARKET.

BATTERY COMPETENCE. ONLY FROM EINHELL.

# Summary



**POWER XCHANGE**

# Goals & Results 2024

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■ Sales > 1. billion €



■ EBT approx. 8%



■ Increase PXC – share > 50%



■ Expansion of the PXC range by + approx. 50 Skins



■ TV-campaign in 12 countries



■ Start of battery production in Hungary



■ Continue M&A Search USA

■ Stock split 1:3





# Goals 2025

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- Turnover > 1.150 – 1.175 Mio €
- EBT approx. 8,5 - 9,0%
- Power X-Change: more than 350 products until the end of 2025
- Einhell PROFESSIONAL: more than 100 products until the end of 2025
- Market research for company acquisitions in the USA
- SAP-Rollout at the central purchasing company
- Expansion of an influencer network (> 10 Mio. reach)
- Production in Hungary: > 1 Mio. manufactured PXC batteries

# Einhell's pros at a glance:

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## 1. INTERNATIONAL EXPANSION

- Further high market opportunities due to international expansion
- High opportunities by scaling the sales base with the current range of products
- Successful Track-record over many years

## 2. FOCUS PRODUCT GROUPS

- Leading position in battery platforms
- High market growth rates, high sales growth rates in the area of cordless tools

## 3. BRAND STRATEGY

- Development of Einhell to an international A-Brand
- High gain of market shares for cordless items under the Einhell Brand

## 4. FINANCIAL STRENGTH/ SOLID FINANCIAL KEY FIGURES

- Sound equity ratio
- Sustainable long-term positive cash-flows
- Long-term oriented dividend policy (20 – 30% of the consolidated net income)

# Thank you for your attention!

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## Disclaimer

This presentation contains forward-looking statements.

Forward-looking statements are based on specific assumptions and expectations at the time of this presentation.

They are therefore subject to risks and uncertainties and actual results may differ considerably from the results in such forward-looking statements.

Various risks and uncertainties are determined by factors that do not lie in the EINHELL Group's sphere of influence and can therefore not be estimated with certainty at present.

This includes, without limitation, future market conditions and the economic trends as well as legal and political decisions.

Unless otherwise stipulated, all amounts are stated in thousands of euros (KEUR).

There may be minor deviations in this report and in other reports due to rounding of totals and the calculation of percentage figures.