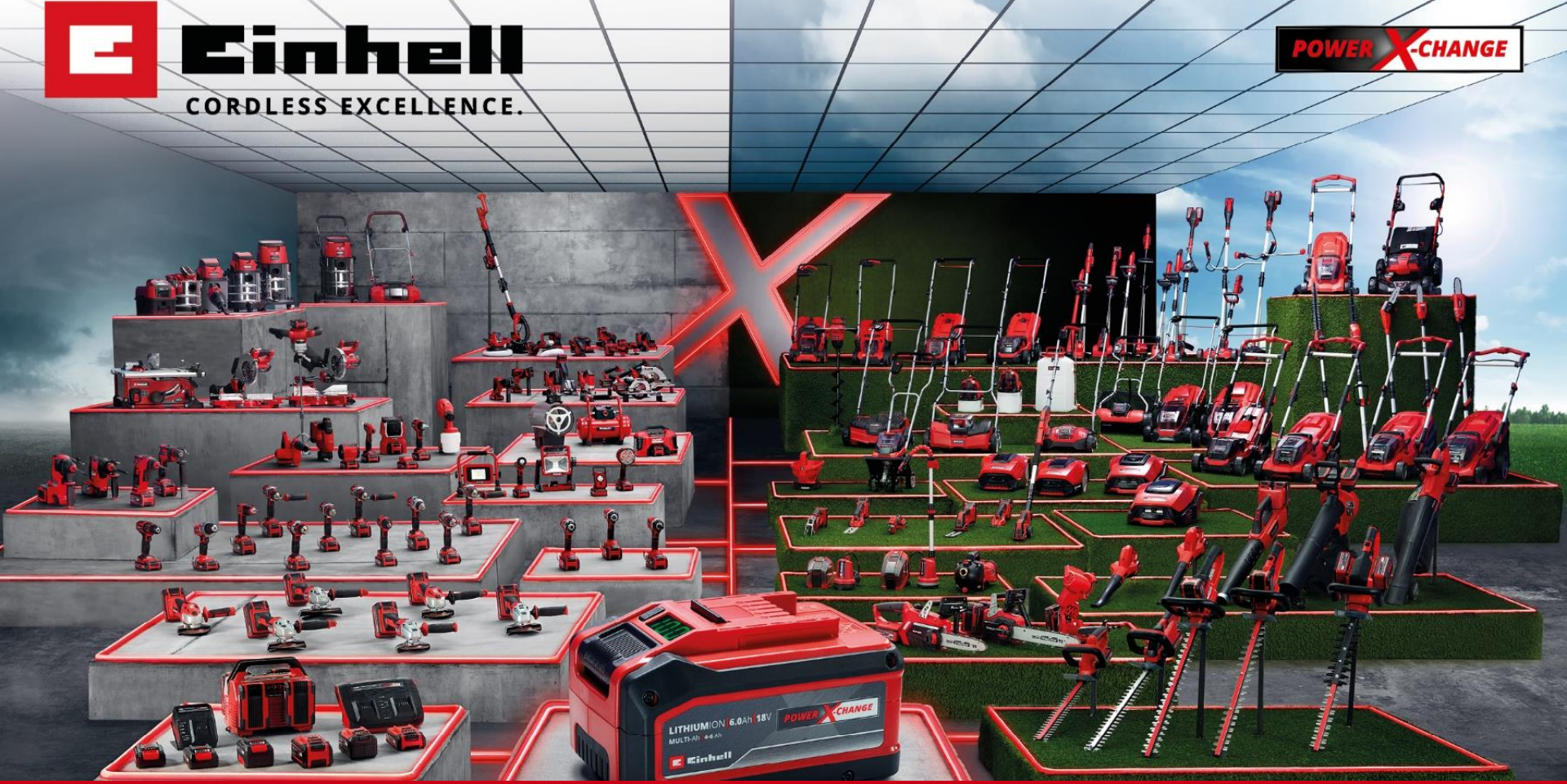


HAUCK AUFHÄUSER
e-Roadshow

17.October 2023

Einhell Germany AG
Jan Teichert / CFO

ANNIVERSARY 2024

ERFOLGREICH ÜBER GENERATIONEN

60 YEARS
Einhell

Brief profile

- Manufacturing and distribution of power tools and gardening equipment for the Do-it-yourself sector.
- Founding year: 1964
- Employees worldwide: approx. 2.690
- Subsidiaries: 49
- Turnover 2021: 927 Mio. Euro EBT: 8,8%
- Turnover 2022: 1.032 Mio. Euro EBT: 8,5%
- Turnover 2023: 971 Mio. Euro EBT: 7,8%
- Research Studies: M.M. Warburg & Co.
  Hauck & Aufhäuser

www.einhell.com/investor-relations/the-einhell-share/research-studies

Einhell group structure

Einhell Germany AG (Share in brackets)

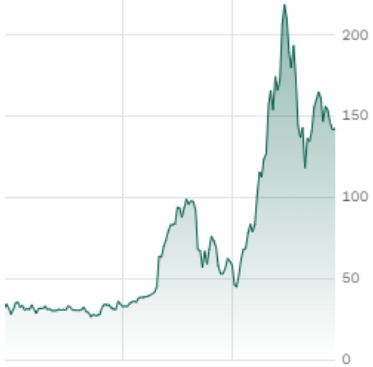
- kwb Germany GmbH (100%) Stuhr / Germany
- iSC GmbH (100%) Landau / Germany
- ECOmmerce System GmbH (100%) Landau / Germany
- ECOmmerce System s.r.o (90%) Prague / Czech Republic
- Einhell Operations Kft. (100%) Budapest / Hungary
- ELTEC Einhell Electro Machinery Technology Co., Ltd. (100%) Kunshan / China
- Hans Einhell (China) Chongqing Co., Ltd. (100%) Chongqing / China
  - Hansi Anhai YOUYANG Import & Export Co., Ltd. (100%) Chongqing / China
- Hans Einhell (Shanghai) Trading Co., Ltd. (100%) Shanghai / China
- Hansi Anhai Far East Ltd. (100%) Hong Kong / China
- HAFE Trading Ltd. (100%) Hong Kong / China
- Swisstec Sourcing Vietnam Joint Stock Company (100%) Ho Chi Minh City / Vietnam
- Einhell Holding Gesellschaft m.b.H (100%) Wels / Austria
- Einhell Österreich Gesellschaft m.b.H (100%) Vienna / Austria
- Einhell Croatia d.o.o. (100%) Sveti Kriz Zacretje / Croatia
- Einhell d.o.o. Beograd (100%) Belgrad / Serbia
- Einhell BiH d.o.o. (66,7%) Vitez / Bosnia
- Einhell Italia s.r.l. (100%) Milan / Italy
- Comercial Einhell, S. A. (100%) Madrid / Spain
- Einhell Portugal – Comércio Int., Lda. (100%) Arcozelo / Portugal
- Einhell SAS (100%) Villepinte / France
- Einhell Benelux B.V. (100%) Breda / Netherlands
- Einhell UK Ltd. (100%) Merseyside / Great Britain
- Einhell Schweiz AG (100%) Winterthur / Switzerland
- Einhell Nordic ApS (51%) Lystrup / Denmark
- Svenska Einhell AB (100%) Malmö / Sweden
- Einhell Finland OY (100%) Tampere / Finland
  - Suomen Einhell OY (100%) Tampere / Finland
- Einhell Bulgaria OOD (67%) Varna / Bulgaria
- Einhell Hellas A.E. (100%) Athen / Greece
- Einhell Romania S.R.L (100%) Bukarest / Romania
- Einhell-Unicore s.r.o. (100%) Karlovy / Czech Republic
- Einhell Turkey Dis Ticaret A.S. (100%) Istanbul / Türkiye
- Einhell Hungaria Kft. (100%) Budapest / Hungary
- Einhell Polska Sp. z o.o. (90%) Wroclaw / Poland
- Hans Einhell Ukraine TOV (100%) Kiev / Ukraine
- Einhell LLC (100%) St. Petersburg / Russia
- Einhell Canada Holding Ltd. (100%) Vancouver / Canada
  - Outillages King Canada INC. (66,6%) Montreal / Canada
- Surazinsano Co., Ltd (66,6%) Bangkok / Thailand
- Einhell Holding Australia Pty. Ltd. (100%) Melbourne / Australia
  - Einhell Australia Pty. Ltd. (100%) Melbourne / Australia
- Einhell Chile S.A. (100%) Santiago / Chile
- Einhell Argentina S. A. (100%) Buenos Aires / Argentina
- Einhell Colombia S.A.S. (100%) Bogota / Colombia
- Einhell Uruguay S.A. (100%) Montevideo / Uruguay
- Lawn Star Pty. Ltd. (51%) Cape Town / South Africa
- Mould Star Pty. Ltd. (51%) Cape Town / South Africa
- Einhell US Holding, Inc. (100%) Dover / State of Delaware

Einhell

09-2023

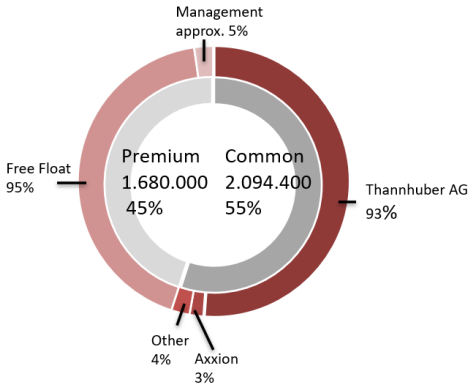
„Einhell Shares: Sustainable dividends and share price increase“

SHARE PRICE DEVELOPMENT 2011 – 3/2023



„Long-term sustainable increase in value“

SHAREHOLDERS



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

Dividend - History

In Euro	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Total	3.271.296	2.138.976	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
Common Shares	0,84	0,54	0,54	0,74	0,74	0,54	0,34	0,34	0,54	0,74	1,14	1,34	1,34	2,14	2,54	2,84	2,84
Premium Shares	0,90	0,60	0,60	0,80	0,80	0,60	0,40	0,40	0,60	0,80	1,20	1,40	1,40	2,20	2,60	2,90	2,90

Financial figures

Consolidated Statement of financial position

ASSETS	Note	31.12.2023 EURk	31.12.2022 EURk
Intangible assets	(2.2)	47,907	38,552
Property, plant and equipment	(2.1)	62,588	57,589
Right-of-use assets	(2.1)	17,807	17,850
Non-derivative financial assets	(2.3)	4,634	1,656
Derivative financial assets	(2.7)	4	5,553
Other non-financial assets	(2.8)	4,990	3,410
Deferred tax assets	(2.4)	23,253	17,575
Non-current assets		**161,183**	**142,185**
Inventories	(2.5)	363,577	473,473
Trade receivables	(2.6)	149,833	143,700
Non-derivative financial assets	(2.3)	1,459	1,974
Derivative financial assets	(2.7)	7,786	37,389
Income tax receivables	(3.9)	1,755	4,783
Other non-financial assets	(2.8)	24,624	27,979
Contract assets		407	558
Cash and cash equivalents		99,445	10,662
Current assets		**648,886**	**700,518**
Total assets		**810,069**	**842,703**

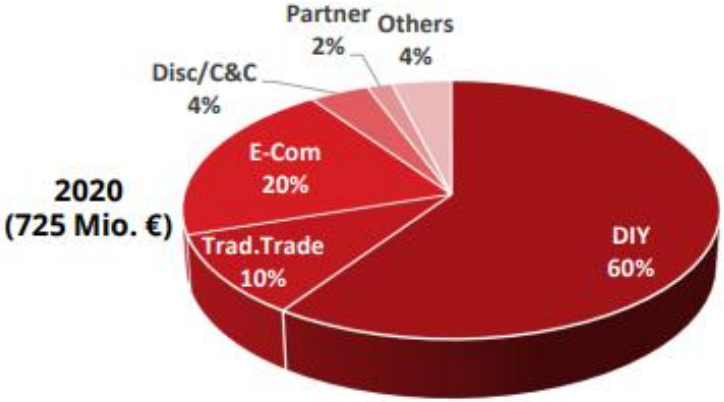
Consolidated Statement of financial position

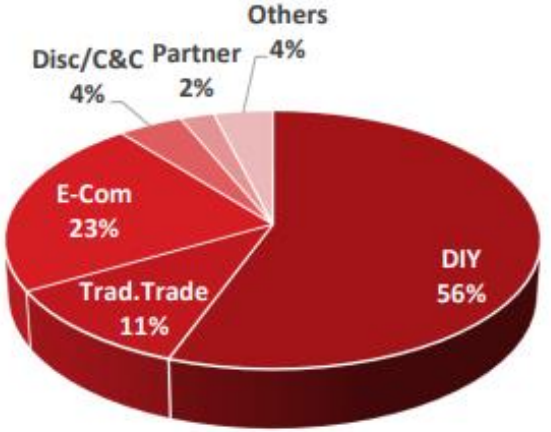
EQUITY AND LIABILITIES	Note	31.12.2023 EURk	31.12.2022 EURk
Subscribed capital	(2.9)	9,662	9,662
Capital reserve	(2.9)	26,677	26,677
Retained earnings	(2.9)	347,513	311,226
Other reserves	(2.9)	-42,903	7,966
Equity of shareholders of Einhell Germany AG		340,949	355,531
Non-controlling interest	(2.10)	13,998	11,305
Equity		**354,947**	**366,836**
Employee benefits	(2.11)	8,090	7,192
Provisions for other risks	(2.12)	550	516
Liabilities from debt capital	(2.13)	92,237	88,281
Non-derivative financial liabilities	(2.14)	18,542	16,297
Derivative financial liabilities	(2.16)	21,454	5,053
Lease liabilities	(2.17)	12,604	11,923
Other non-financial liabilities	(2.18)	2	3
Deferred tax liabilities	(2.4)	5,156	15,282
Non-current liabilities		**158,635**	**144,547**
Employee benefits	(2.11)	26,177	25,841
Provisions for other risks	(2.12)	19,096	21,100
Income tax liabilities	(3.9)	8,117	5,411
Liabilities from debt capital	(2.13)	16,839	102,866
Non-derivative financial liabilities	(2.14)	40,694	38,130
Derivative financial liabilities	(2.16)	17,297	5,657
Trade payables		154,291	116,281
Lease liabilities	(2.17)	5,623	6,171
Other non-financial liabilities	(2.18)	7,632	9,195
Contract liabilities	(2.15)	721	668
Current liabilities		**296,487**	**331,320**
Total equity and liabilities		**810,069**	**842,703**

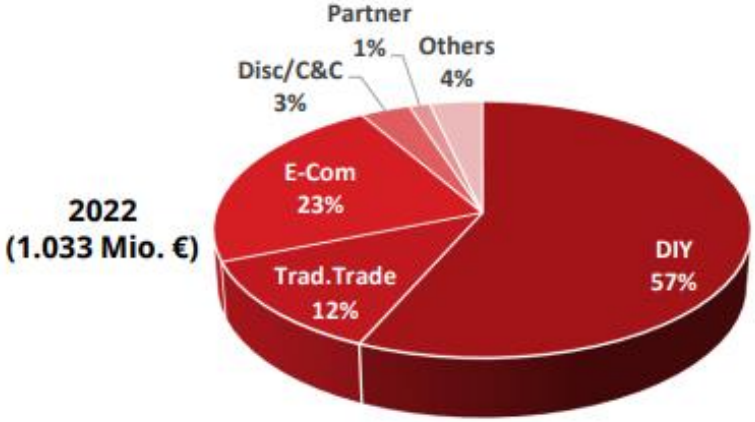
Consolidated Statement of financial position

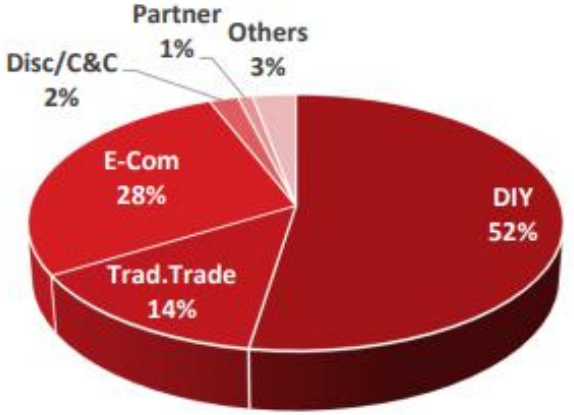
	Note	31.12.2023 EURk	31.12.2022 EURk
Revenue	(3.1)	971,525	1,032,515
Other own work capitalised	(3.2)	731	396
Other operating income	(3.3)	18,774	17,849
Cost of materials	(3.4)	-583,665	-659,101
Personnel expenses	(3.5)	-129,616	-118,738
Depreciation and amortisation	(3.6)	-16,207	-14,705
Other operating expenses	(3.7)	-179,795	-165,182
Impairment losses pursuant to IFRS 9	(2.6)	-683	-517
Financial income	(3.8)	8,469	10,324
Financial costs	(3.8)	-14,136	-15,405
Financial result	**(3.8)**	**-5,667**	**-5,081**
Profit before income taxes		**75,397**	**87,436**
Income taxes	(3.9)	-23,836	-26,636
Earnings after tax		**51,561**	**60,800**
Thereof share of minority shareholders	(2.10)	1,070	1,046
Thereof share of shareholders of Einhell Germany AG in consolidated net profit/loss		**50,491**	**59,754**
Earnings per ordinary share	(3.10)	13.35	15.80
Earnings per preference share	(3.10)	13.41	15.86

Sales development channels







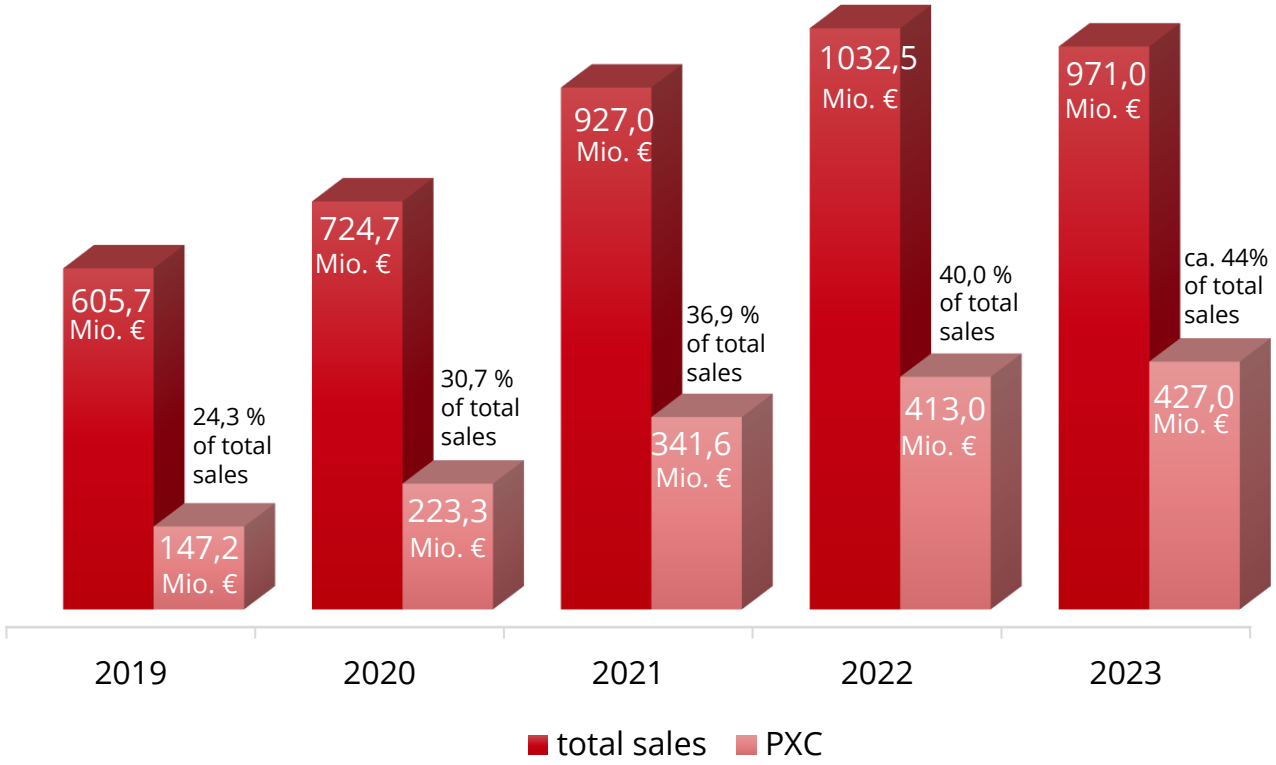


Sales development Einhell Brand

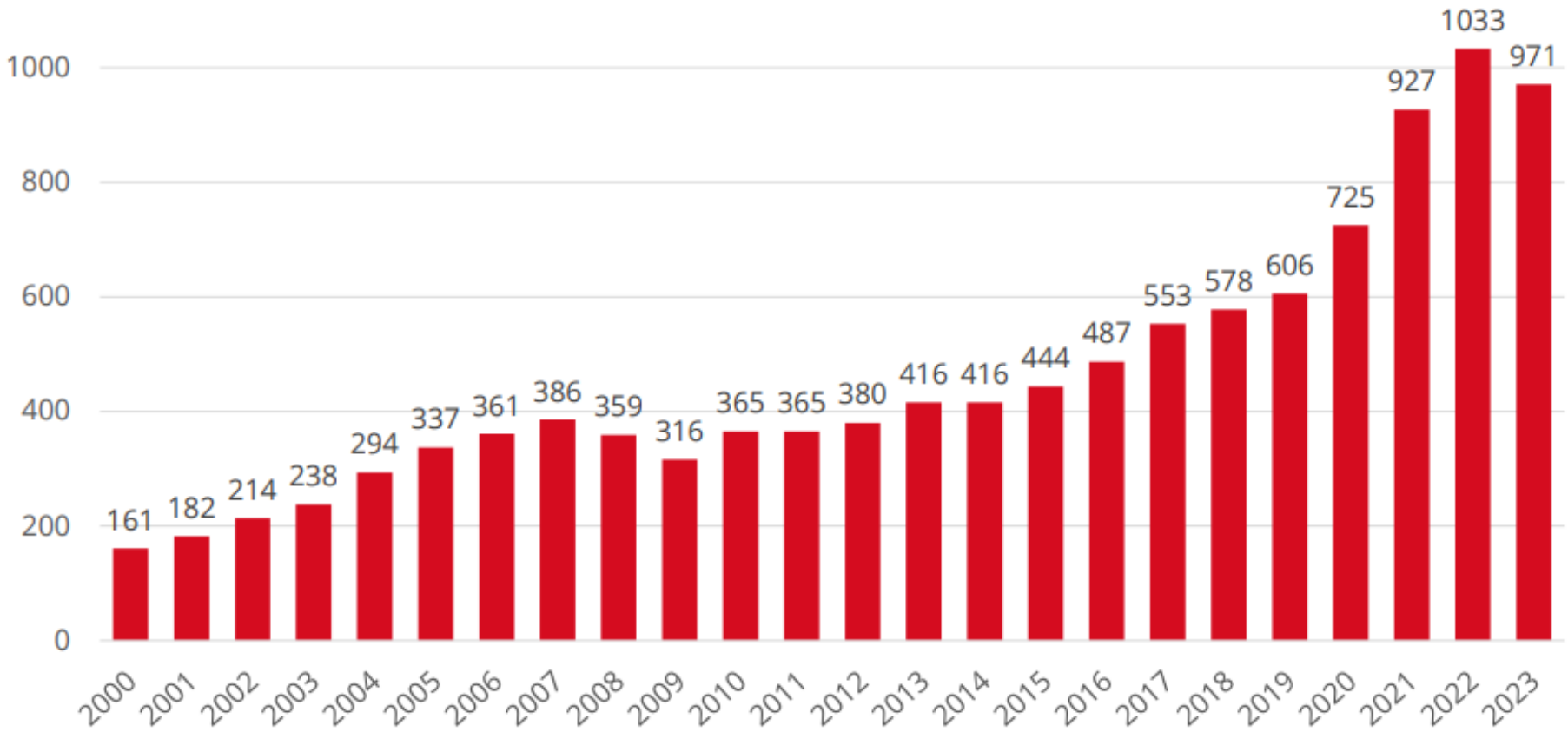
Brand Development: Einhell in relation to Private Label

	2010	2016	2017	2018	2019	2020	2021	2022	2023
Einhell	68,4 %	77,8 %	80,5 %	82,9 %	86,7 %	89,5 %	91,9 %	92,3 %	93,2 %
Privat Label	31,6 %	22,2 %	19,5 %	17,1 %	13,3 %	10,5 %	8,1 %	7,7 %	6,8%
Total	**100,0 %**	**100,0 %**	**100,0 %**	**100,0 %**	**100,0 %**	**100,0 %**	**100,0 %**	**100,0 %**	**100,0 %**

Sales development Power X-Change



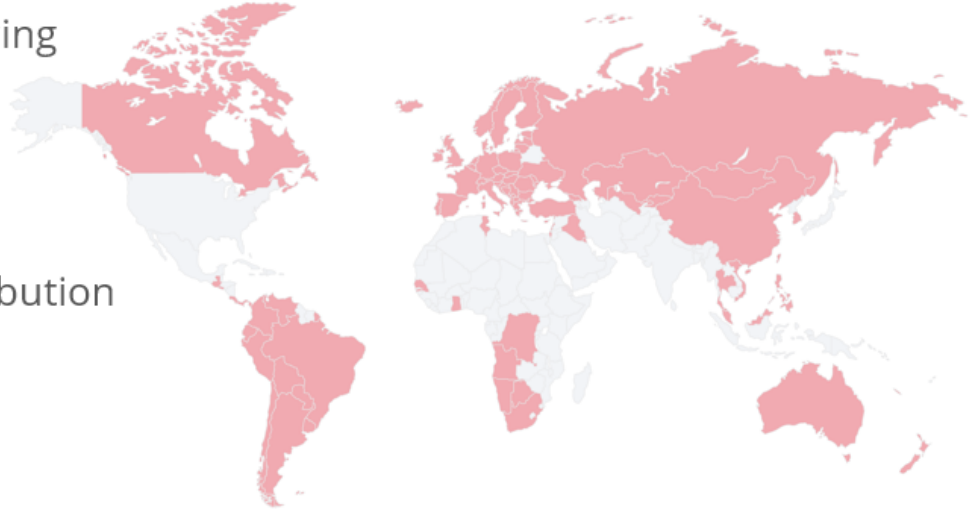
Sales development (€ million)



Strategic Development – International Expansion

Sourcing

Distribution

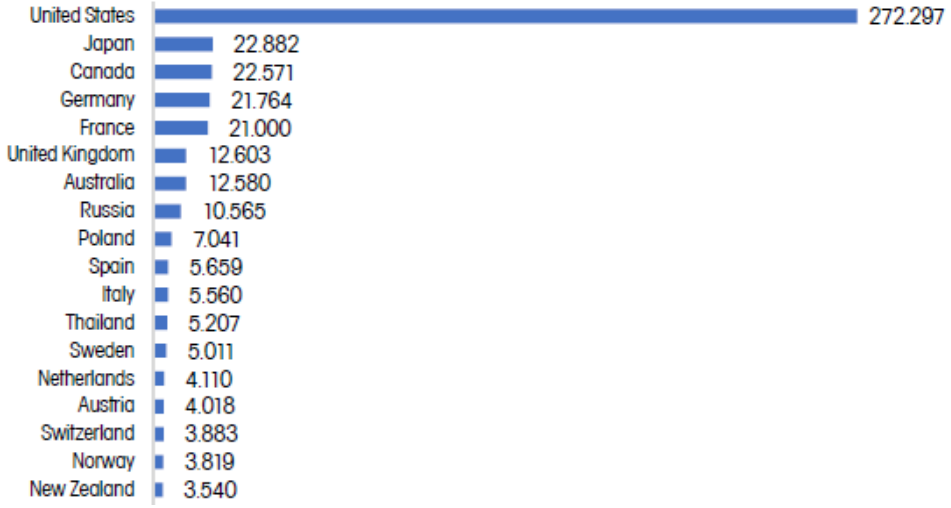


Goal: Successfull M&A

„Long-term successful track recod in internationalizing new markets“

Main National Markets – by DIY Turnover

2022 main DIY market sizes (in EUR bn)



IN SHORT

USA
56% of global market

Top 5 countries
75% of global market

Top 10 countries
85% of global market

Focus Product Groups and Category Leadership

Leadership Cordless Freedom

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**

Einhell

Technological Competence – Batteries & Charging

Focus of battery technology:

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

Focus on charging technology:

- >> Intelligent charging with need oriented charging & discharging

TWIN-PACK© TECHNOLOGY.
18V + 18V = 36V.

CORDLESS FREEDOM.
FOR GARDEN & TOOLS.

1 BATTERY.
1.000 POSSIBILITIES.

HIGH-PERFORMANCE TOOLS.
ENDURING BATTERIES.

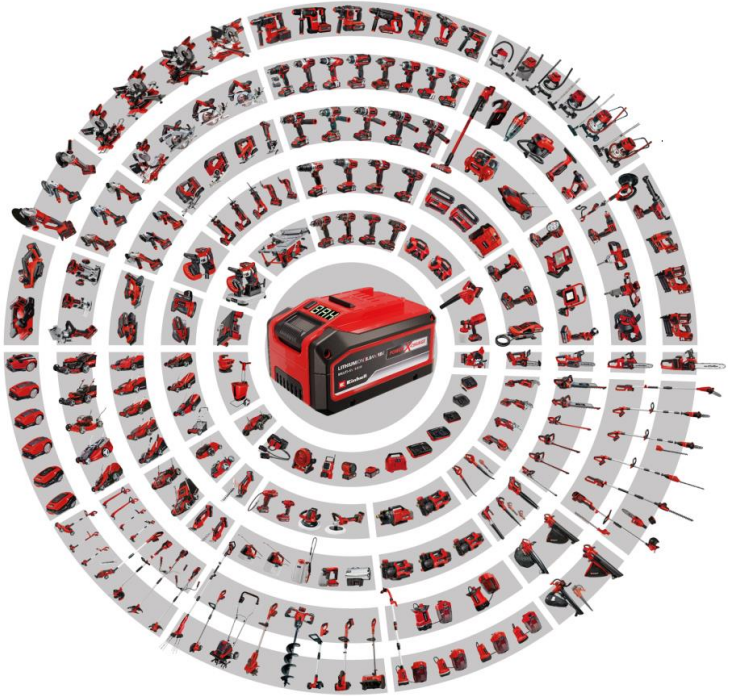
ACTIVE BATTERY MANAGEMENT SYSTEM.
INTELLIGENT CONTROL ELECTRONICS.

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.

2022		2027
250+ SKU's	›	**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")

AKKU-PRODUKTION

1 OWN PRODUCTION LOCATION FOR BATTERIES AND CHARGERS

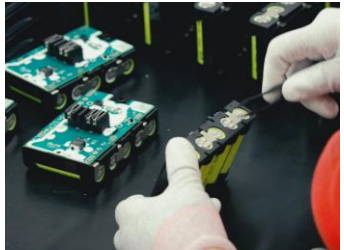
Since 2023: In-house production of batteries and chargers in Kunshan/China
Starting 2024: Battery production in Hungary

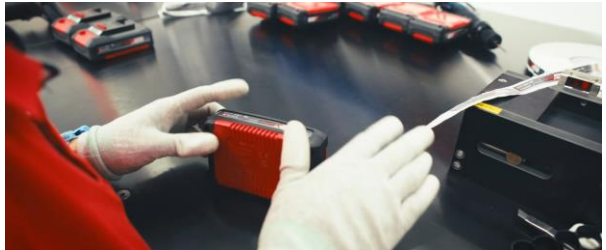
At these production lovations we will produce the following:

- **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 quanitities.

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





Einhell
Einhell
LI ION 3.0Ah 18V
SEALED
POWER X-CHANGE
3Ah + 4Ah SEALED
POWER X-CHANGE PLUS BATTERY
POWER X-CHANGE
SEALED
TECHNOLOGY

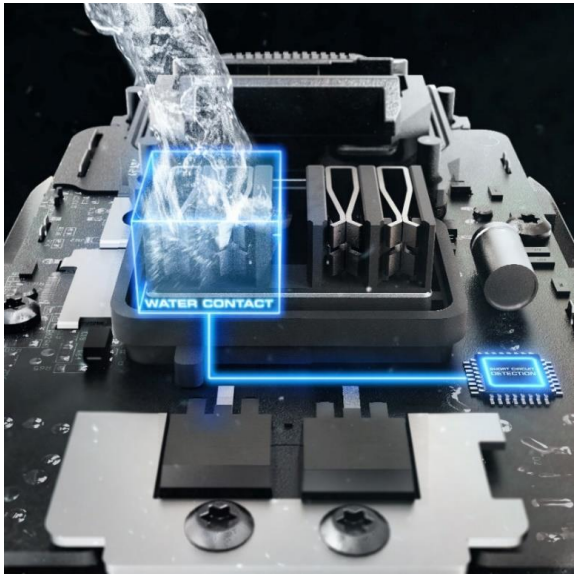
FEATURES

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

SHORT CIRCUIT DETECTION

1. Water contact

2. Detection



3. Shut off

USP!
Patent Pending

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

Brand Positioning

Vision & Targets 2029

Our **clear target** is that we **catch up** with our A-brand competitors within the **next 7 – 8 years** and become **part of the international DIY champions league**!!

2022

2029

360° MARKETING

INTERNATIONALE TV-CAMPAIGN 2024

TV

SPRING 2024

MERCEDES-AMG PETRONAS F1 TEAM & FC BAYERN MÜNCHEN

1

MERCEDES-AMG PETRONAS F1 TEAM
Spot: Introduction to Power X-Change

2

FC BAYERN MÜNCHEN
Spot: RASARRO

AUTUMN 2024

VOLLER FOKUS AUF MERCEDES-AMG PETRONAS F1 TEAM

FC BAYERN MÜNCHEN

FC BAYERN MÜNCHEN

Einhell
Official Home & Garden Expert

MASSIVE INTERNATIONAL REACH SINCE BEGINNING OF THE PARTNERSHIP

>1,4 Mio.

ON SITE IN DER ALLIANZ ARENA
Presenting on the video wall

>5,5 Mio.

SOCIAL MEDIA
Einhell & FC Bayern München channels

>310 Mio.

TV-CAMPAING
in all TV-Countries

GIGANTIC RANGE
FOR EINHELL.

EINHELL & MERCEDES FORMULA 1:

THE NEXT BIG THING.

MERCEDES-AMG PETRONAS F1 TEAM

>374.000

EINHELL TV-IMPRESSIONS
in all races

>27,5 Mio.

SOCIAL MEDIA
Einhell & MERCEDES channels

>450 Mio.

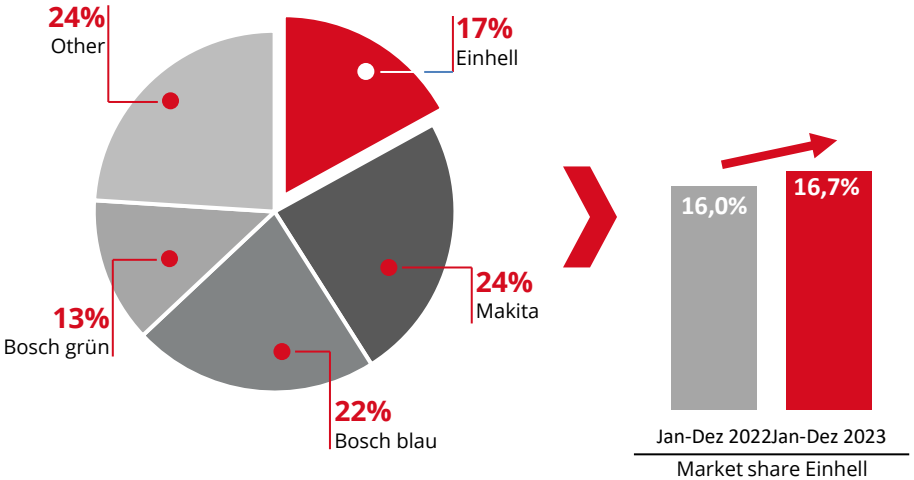
TV-CAMPAIGN
in all TV-Countries

TWO PARTNERS. ONE MISSION.
MAXIMUM PERFORMANCE.

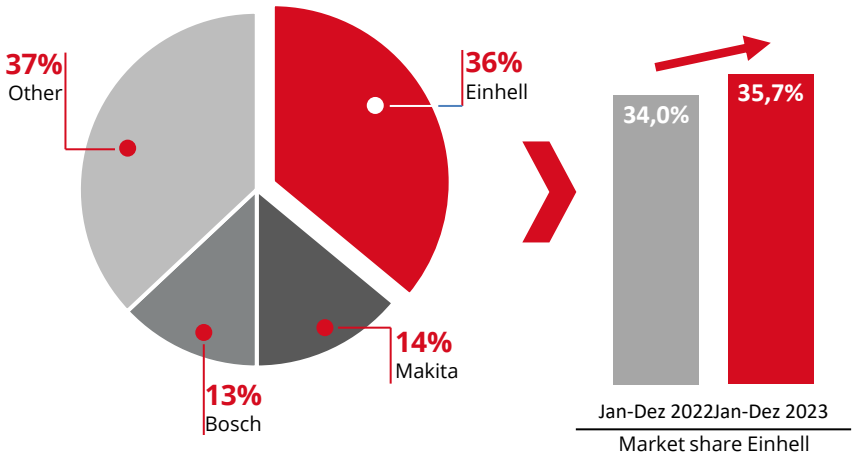
Market Figures

MARKET LEADERSHIP

POWER TOOLS
Market share (Jan-Dez 2023)



GARDENTOOLS
Market share (Jan-Dez 2023)



CUMULATIVE

#1

BEFORE BOSCH & MAKITA

STRPNGEST BATTERY PLATFORM ON THE MARKET.

BATTERY COMPETENCE. ONLY FROM EINHELL.

Summary

Goals 2024

- Sales > 1. billion €
- EBT approx. 8%
- Increase PXC – share > 50%
- Expansion of the PXC range by + appro. 50 Skins
- TV-campaing in 12 countries
- Start of battery production in Hungary
- Continue M&A Search USA
- Stock split 1:3

Einhell‘s pros at a glance:

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!

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.