



# Einhell

CORDLESS EXCELLENCE.



 **Einhell**

 **Einhell**

# ***AGENDA***

- 1) Key Facts about Einhell**
- 2) Financial Figures**
- 3) Our Way to the 2nd Billion EUR**
- 4) Market Figures**
- 5) Summary**

# 1. KEY FACTS ABOUT EINHELL



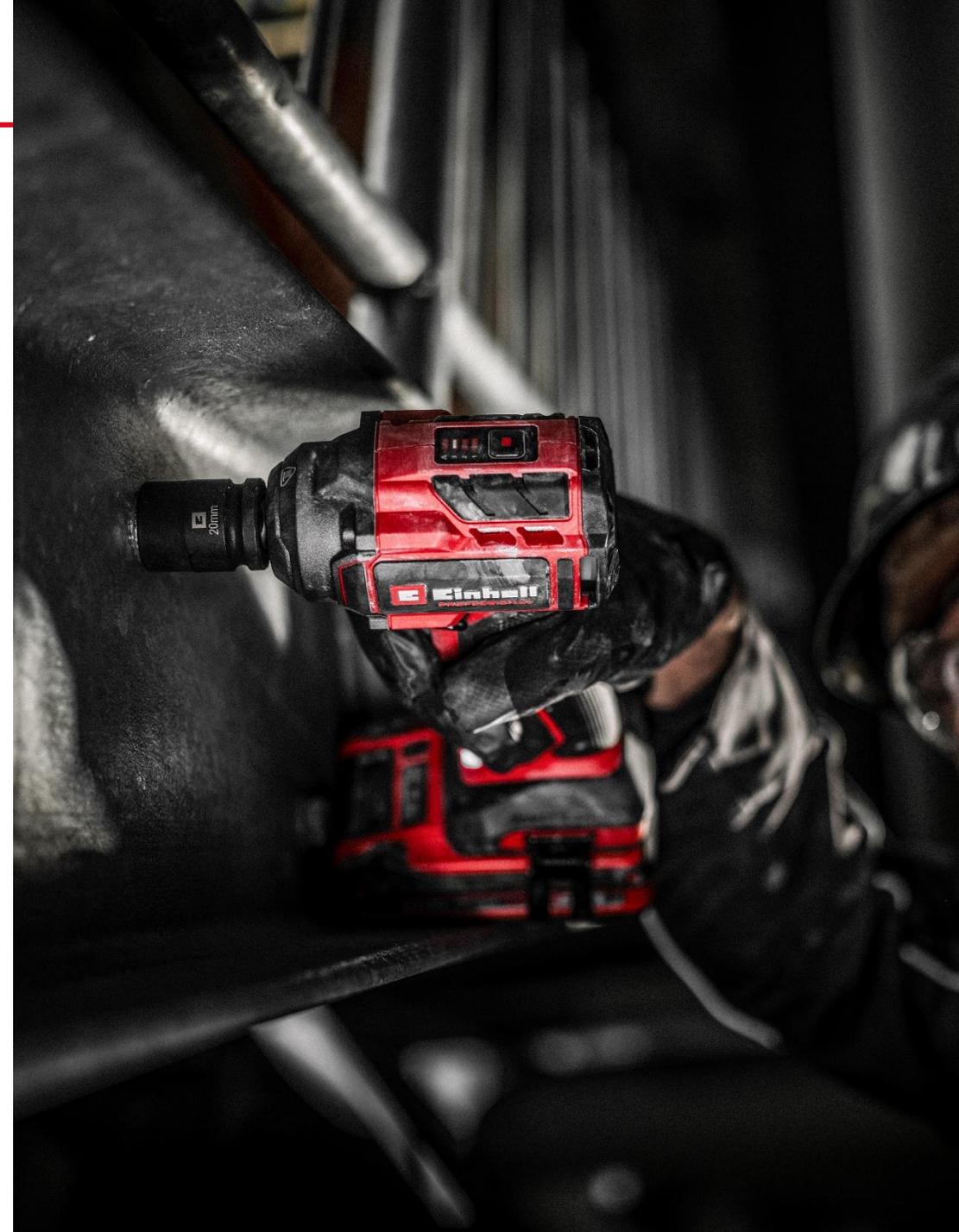
# 1. KEY FACTS ABOUT EINHELL

## 1.1 Who we are

- Business model: leading manufacturer and distributor of power tools and gardening equipment for the DIY sector, known for innovation, quality, and customer focus.
- Founding year: 1964
- Employees worldwide: > 2.700
- Subsidiaries: 49
- Turnover & EBT:

Year	Turnover in mio. €	EBT
2022	1.032,5	8,5%
2023	971,5	7,8%
2024	1.109,7	8,9%
2025e	1.150,0 - 1.175,0	ca. 9,0%

- Research Studies by: M.M. Warburg & Co.  
Hauck & Aufhäuser

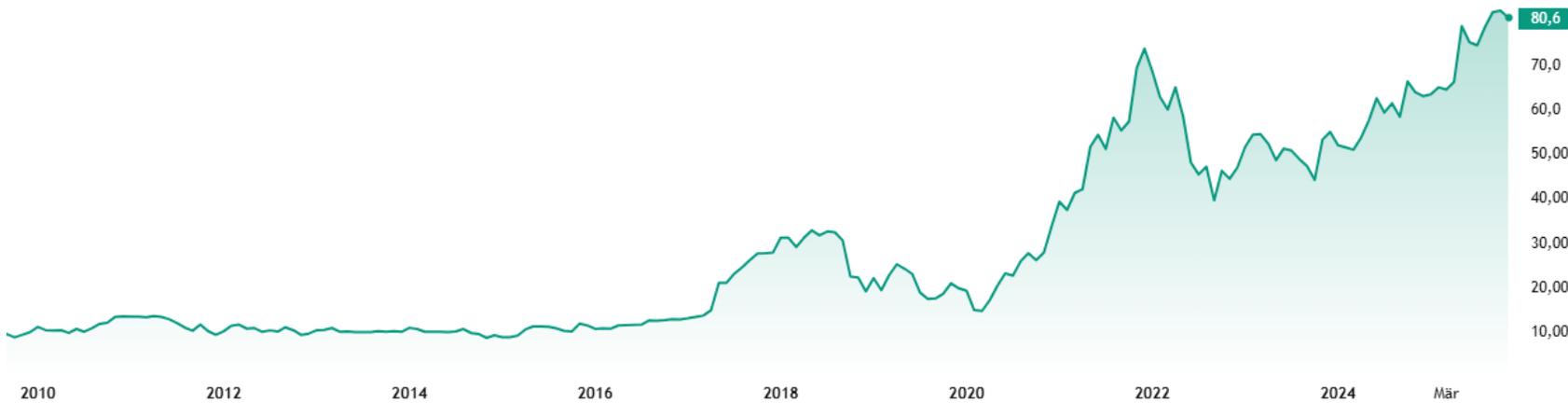


# 1. KEY FACTS ABOUT EINHELL

## 1.2 The Einhell Share - Sustainable Dividends and Share Price Increase

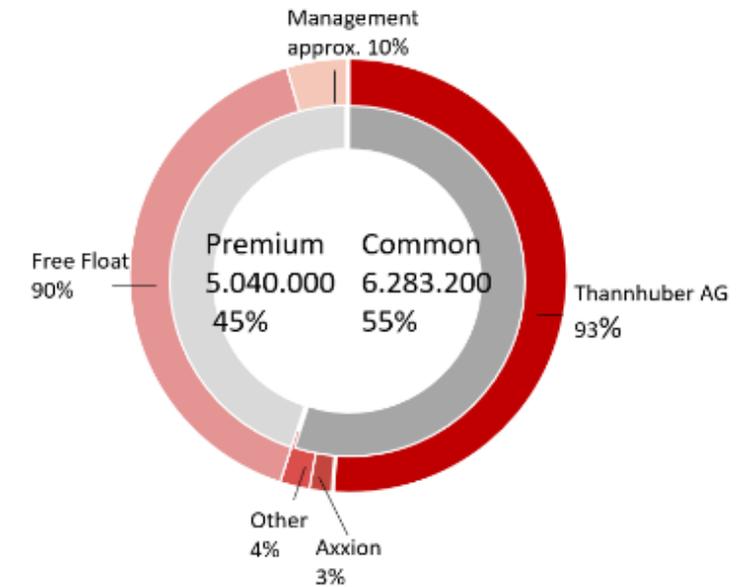
### SHARE PRICE DEVELOPMENT UNTIL 2025 IN EUR

„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	2024
Total	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
Common Shares	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 Shares	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

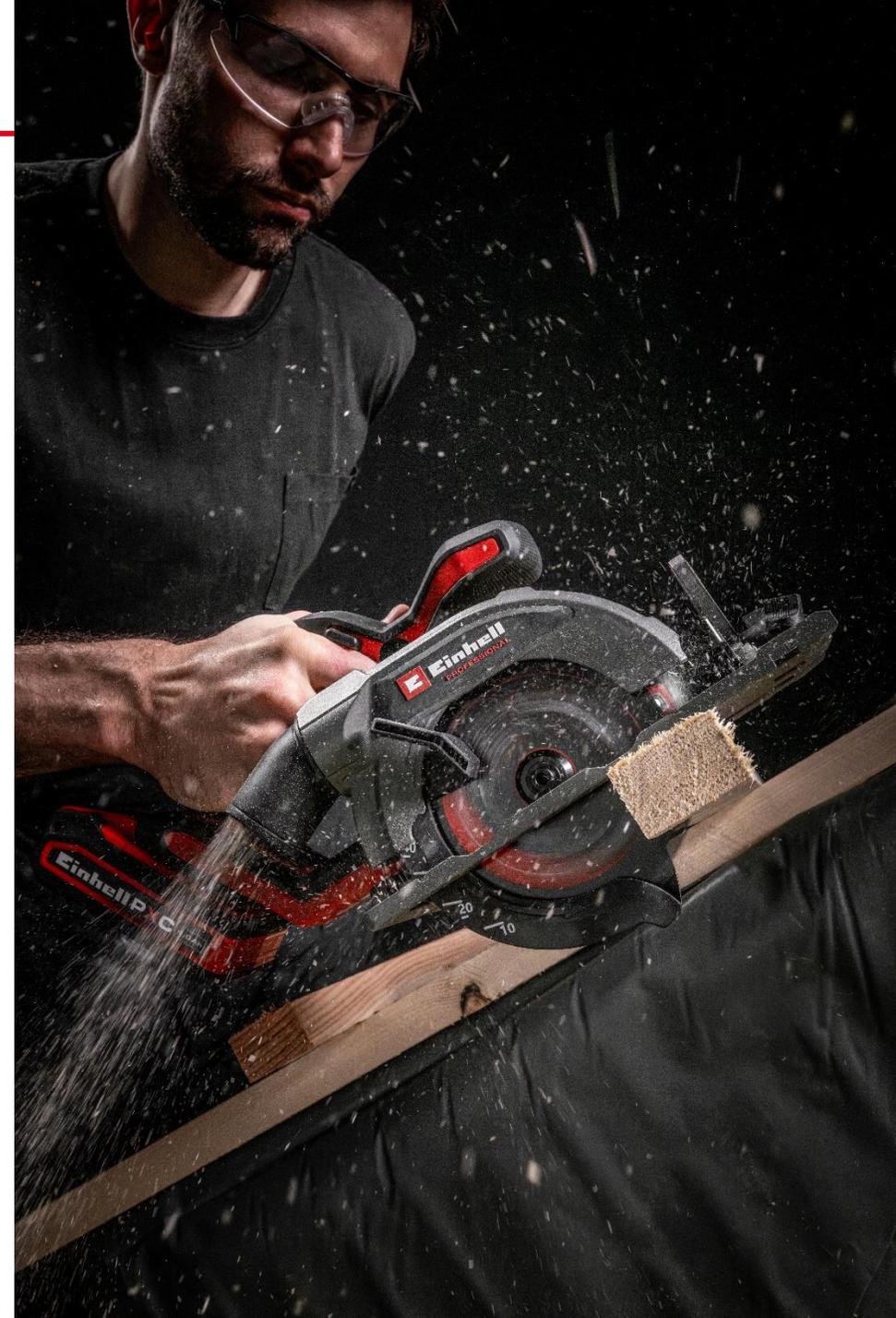
# 2. FINANCIAL FIGURES



## 2. Financial Figures

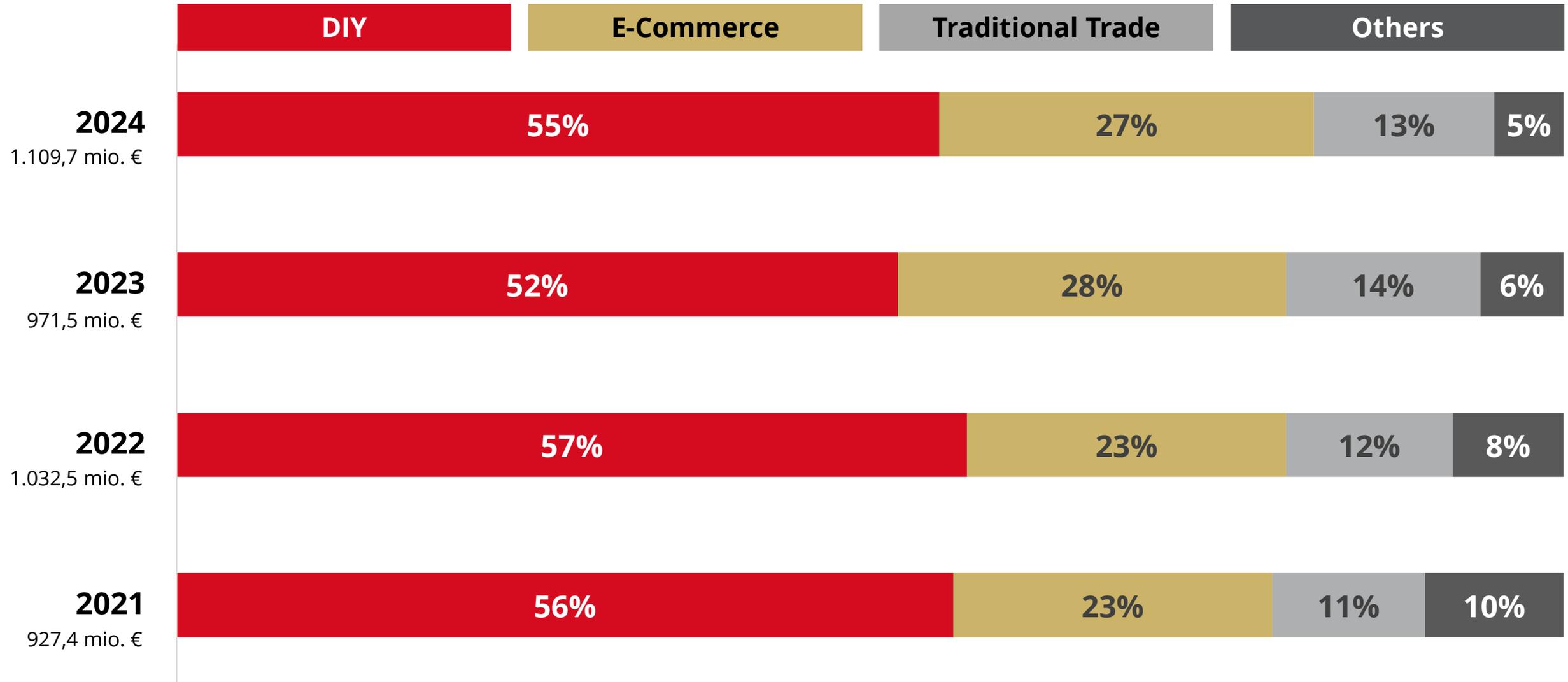
### 2.1 Comparison 2023 vs 2024

	2023	2024
Turnover in mio. €	971,5	1.109,7
EBT %	7,8%	8,9%
Dividend (premium shares / common shares)	0,97€ / 0,95€	1,50€ / 1,48€



# 2. Financial Figures

## 2.2 Sales Channel Development



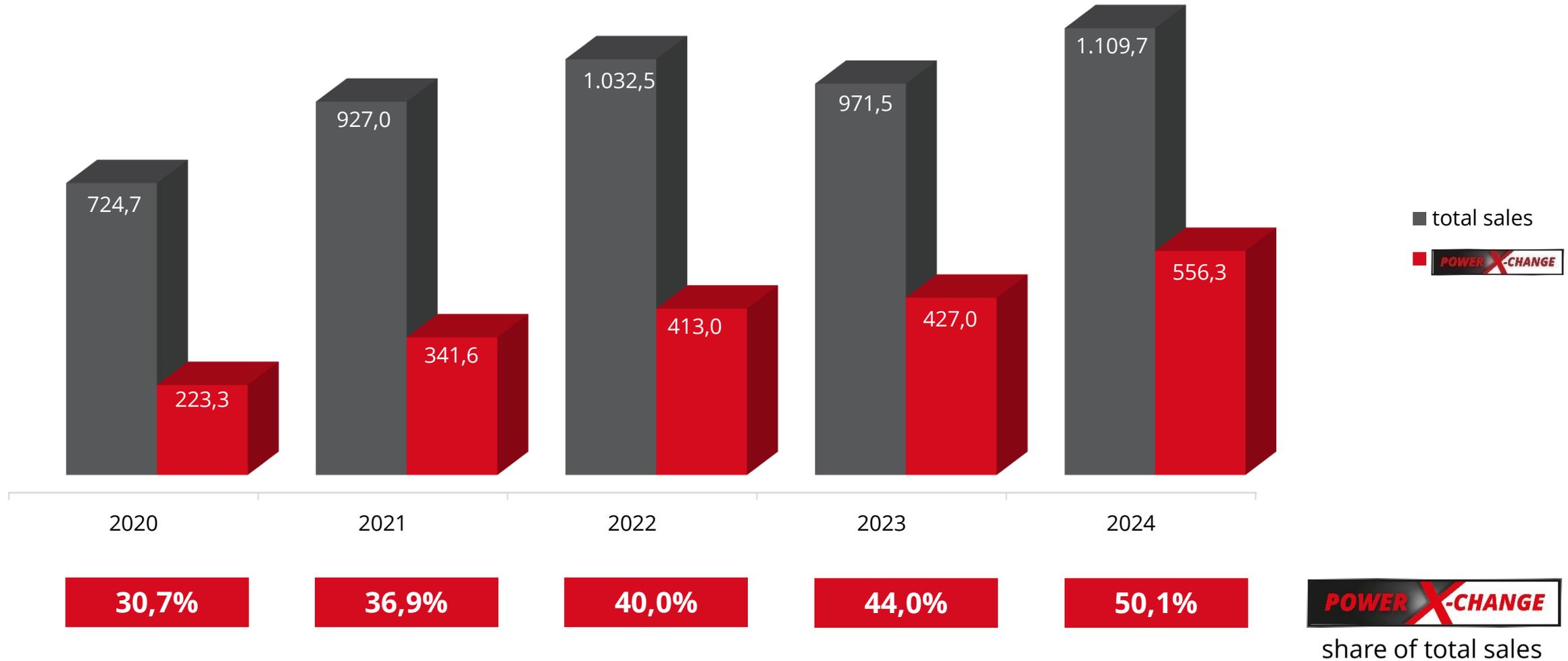
## 2. Financial Figures

### 2.3 Sales Development of Einhell Brand vs Private Label

Turnover Share	2010	2016	2017	2018	2019	2020	2021	2022	2023	2024
 <b>Einhell</b>	<b>68,4%</b>	<b>77,8%</b>	<b>80,5%</b>	<b>82,9%</b>	<b>86,7%</b>	<b>89,5%</b>	<b>91,9%</b>	<b>92,3%</b>	<b>93,2%</b>	<b>93,5%</b>
Private Label	31,6%	22,2%	19,5%	17,1%	13,3%	10,5%	8,1%	7,7%	6,8%	6,5%
<b>Total</b>	<b>100,0%</b>									

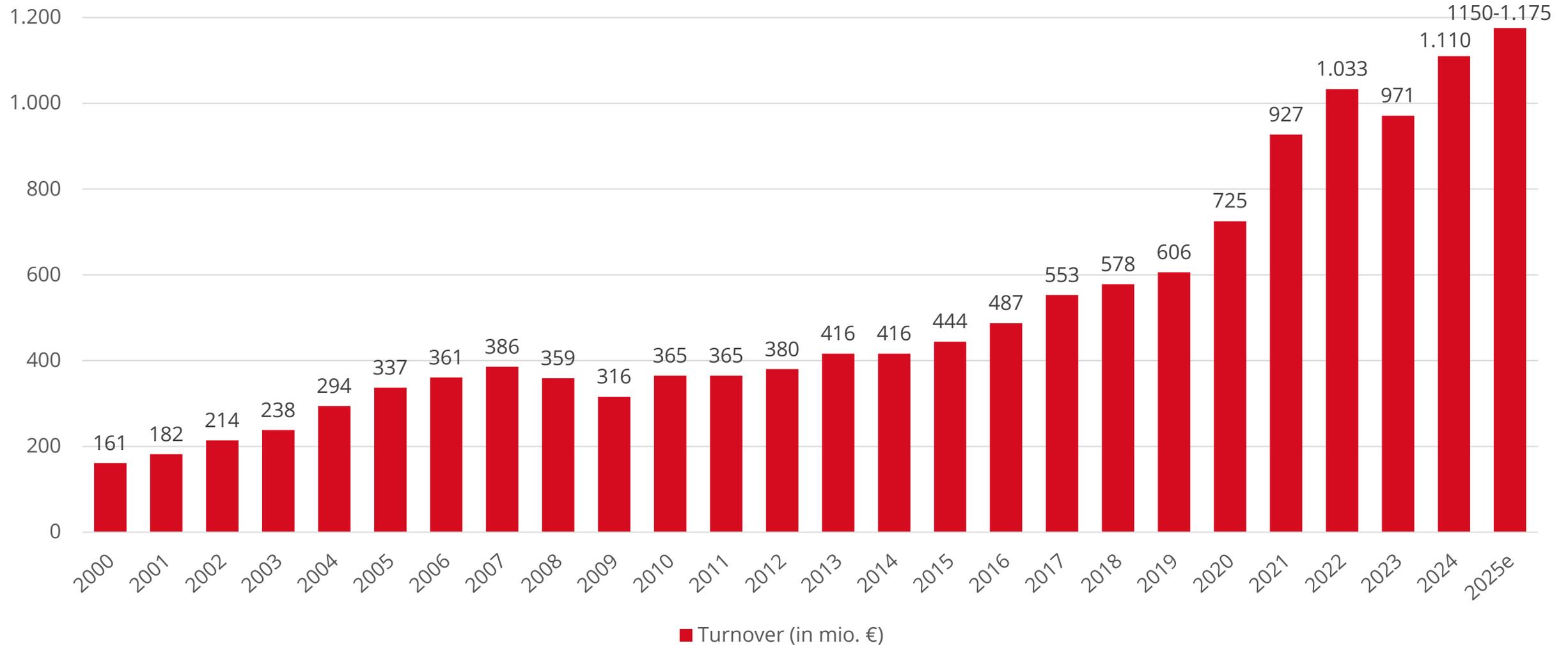
# 2. Financial Figures

## 2.4 Sales Development of Power X-Change



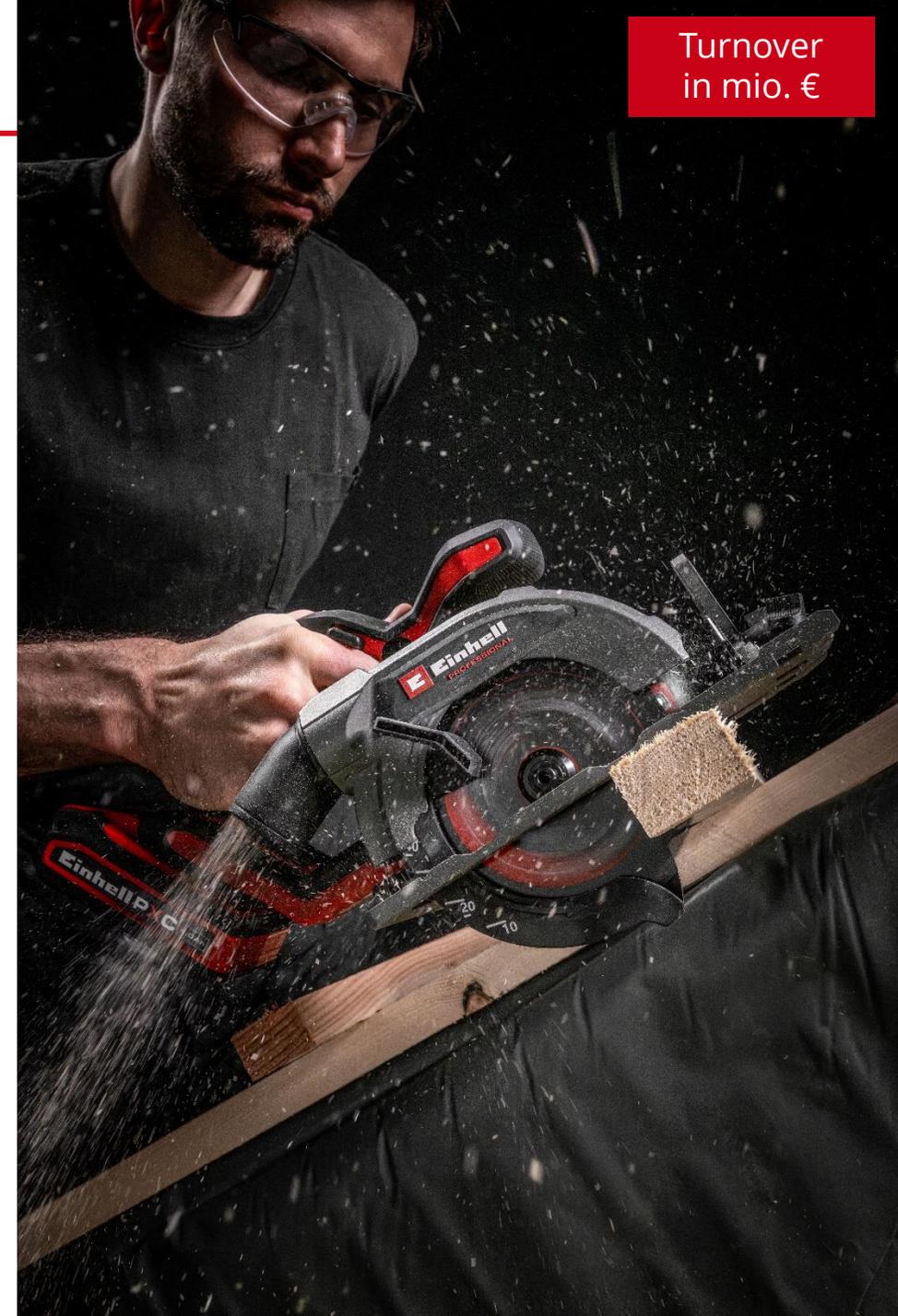
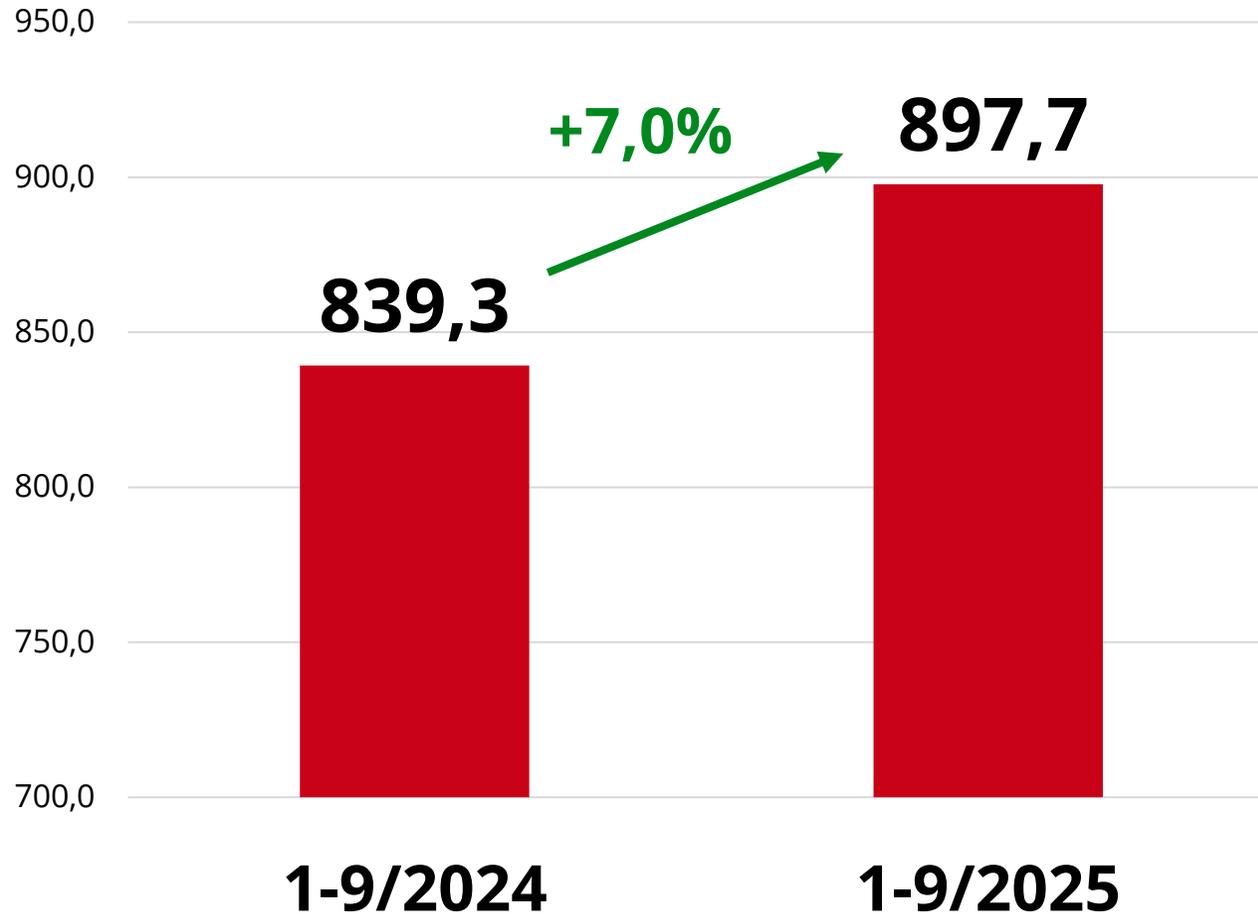
# 2. Financial Figures

## 2.5 Sales Development since 2000



## 2. Financial Figures

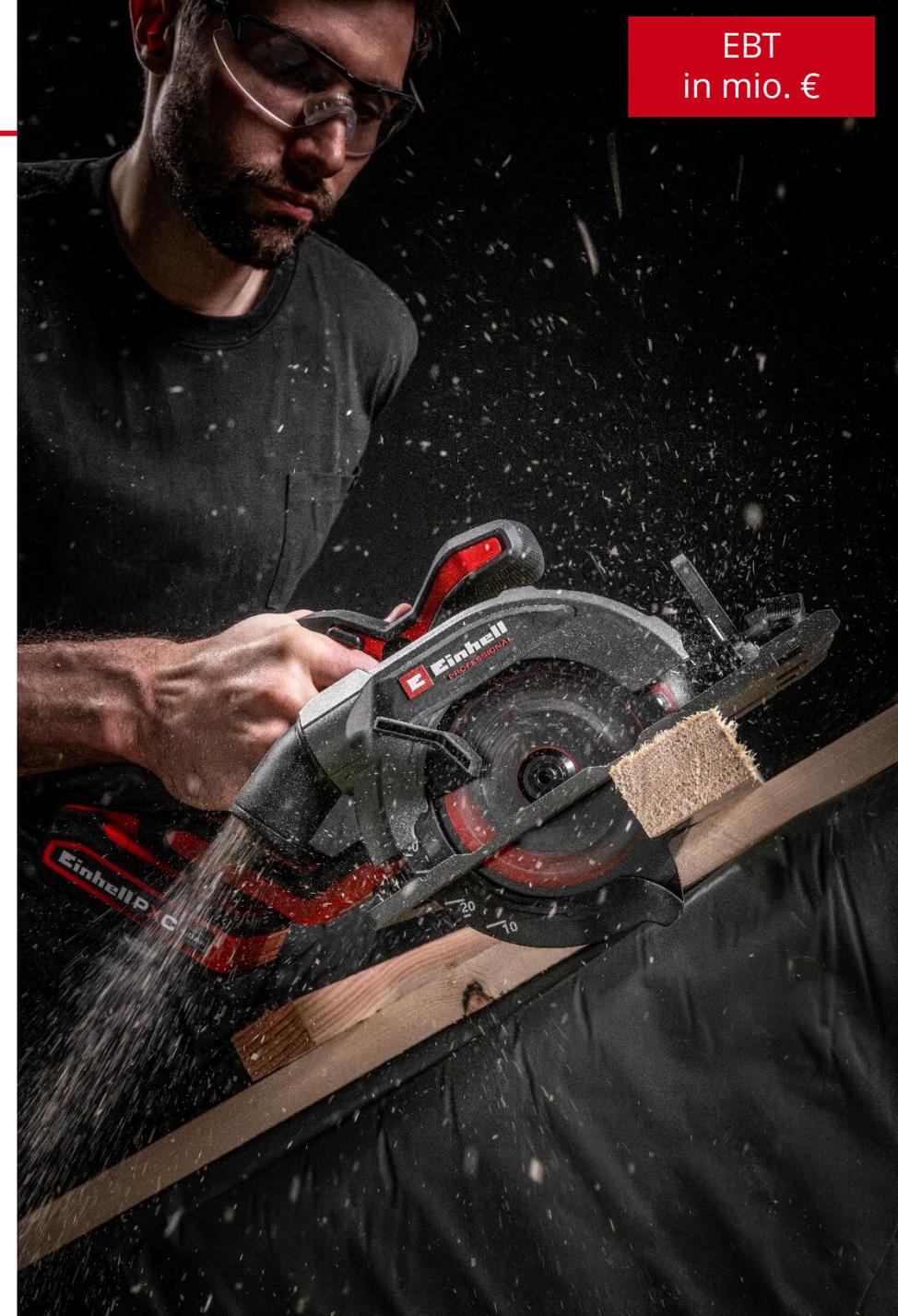
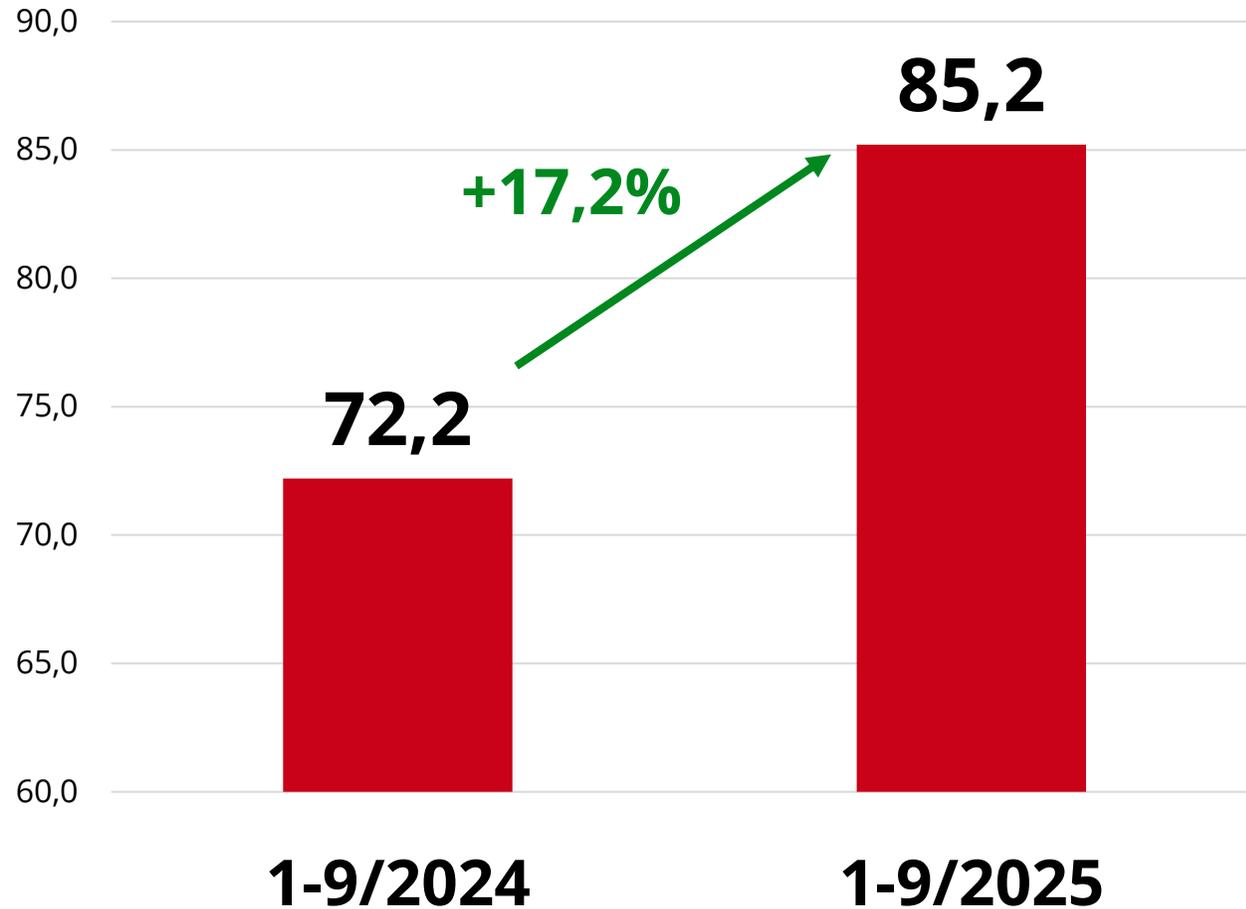
### 2.6 Current Situation in 2025 - Turnover per 30.09.2025



Turnover  
in mio. €

## 2. Financial Figures

### 2.7 Current Situation in 2025 - EBT per 30.09.2025



EBT  
in mio. €

# 3. OUR WAY TO THE 2ND BILLION

## 3.1 GENERAL FACTS



**Einhell** 35CM  
14"  
PROFESSIONAL

ORIGON  
OMR 14

# 3. Our Way to the 2nd Billion EUR Turnover

## 3.1 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

# 3. Our Way to the 2nd Billion EUR Turnover

## 3.1 Turnover Potentials & Targets



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



Target markets for own subsidiaries / partners for 2025–2027:



USA



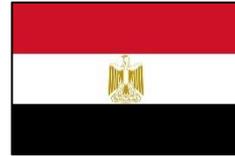
Mexico



Saudi-Arabia



UAE



Egypt



India

Turnover 2024

1.109,7 mio. €



Organic Growth

> 800 mio. €



Inorganic Growth

> 200 mio. €

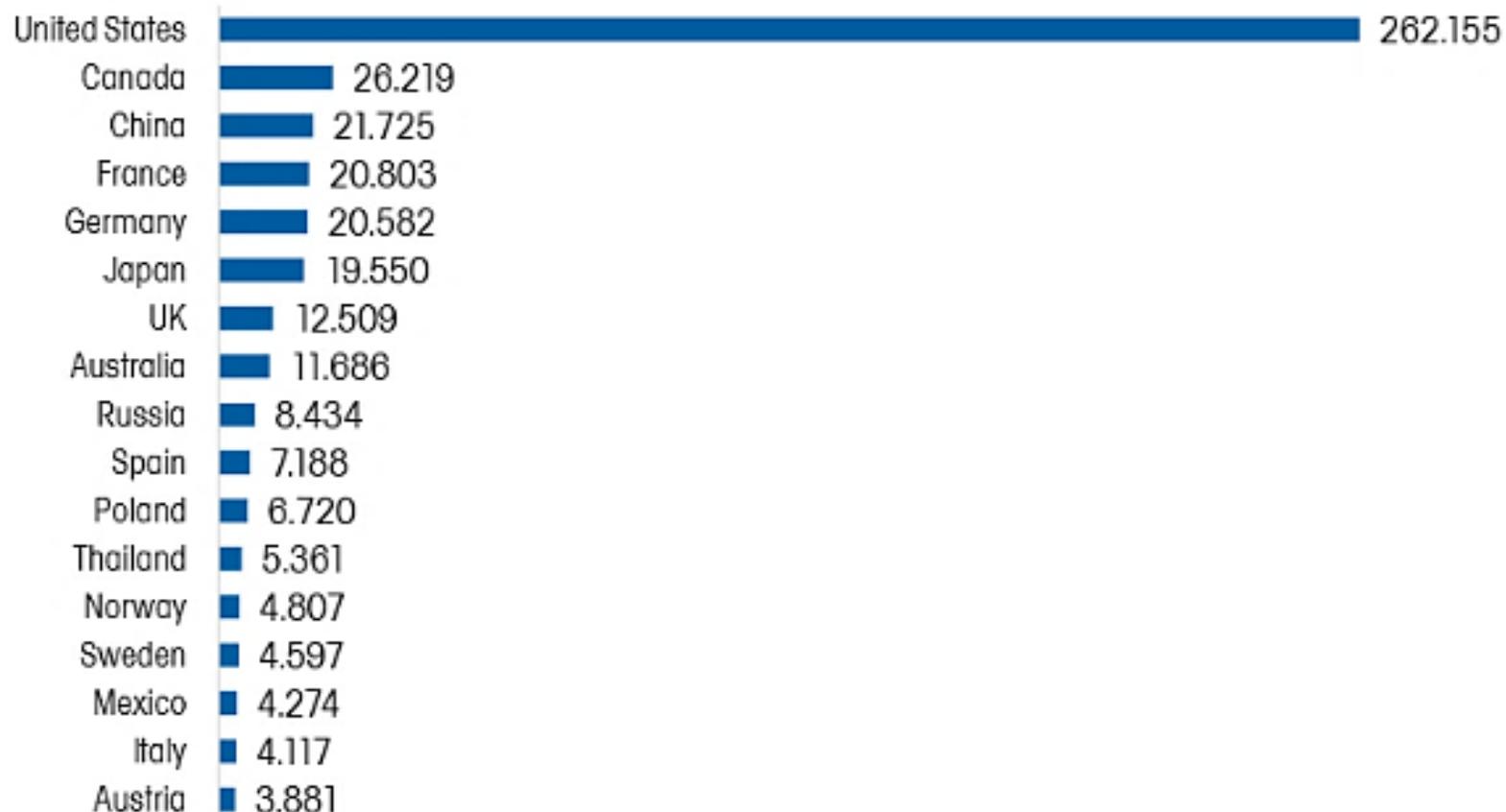
 **2.000 Mio. €**



# 3. Our Way to the 2nd Billion EUR Turnover

## 3.1 Main National Markets - by DIY Turnover

2024 main DIY market sizes (in EUR bn)



### IN SHORT

#### USA

53% of global market

#### Top 5 countries

71% of global market

#### Top 10 countries

82% of global market

# 3. Our Way to the 2nd Billion EUR Turnover

## 3.1 New Strategic Initiatives

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. Our Way to the 2nd Billion EUR Turnover

## 3.1 New Strategic Initiatives

3

New Product Categories



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



PXC Cleaning



Storage



Measuring



Hand Tool Cases

4

Volume outside China



More than 25% of our global volume will come from outside China

- Own battery production in Hungary since 2024
- Starting own operations in Vietnam

# 3. Our Way to the 2nd Billion EUR Turnover

## 3.1 New Strategic Initiatives

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 solutions to have maximum Power X-Change 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 in 2027 and onboarding subsidiaries step by step afterwards

# 3. OUR WAY TO THE 2ND BILLION

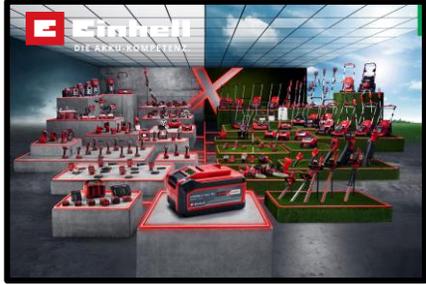
## 3.2 BRAND BUILDING



**Einhell** 35CM  
14"  
PROFESSIONAL  
OREGON  
OMR 14

# 3. Our Way to the 2nd Billion EUR

## 3.2 Brand Strategy



### Brand Positioning

Significant expansion of our positioning as „Cordless Excellence“ internationally (positioning in dominance area)



### Price positioning

„Brand quality at the best price“ as clear price positioning for Einhell and Einhell PROFESSIONAL



### Target Groups

- Private house & garden owner → Einhell
- White van man / craftsman → Einhell PROFESSIONAL



### Brand differentiator next to „Cordless Excellence“:

We offer our customers and end consumers the best service experience in our industry. *“We turn our customers into Einhell fans!”*

# 3. Our Way to the 2nd Billion EUR

## 3.2 Brand Partnerships with Mercedes & FC Bayern

» As a **positioning accelerator**, we have **two brand cooperations** which 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**

# 3. Our Way to the 2nd Billion EUR

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



Official Tool Expert



# 3. Our Way to the 2nd Billion EUR

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

» Visibility in Formula 1



On F1 car and on tool trolley



On „boom“

# 3. Our Way to the 2nd Billion EUR

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

» Visibility in Formula 1



On the mechanic's helmet



Tools in usage



# Einhell

CORDLESS EXCELLENCE.

POWER X-CHANGE



Official Tool Expert

 Einhell



**AMG**  
PETRONAS  
FORMULA ONE TEAM

# 3. Our Way to the 2nd Billion EUR

## 3.2 Brand Partnership with FC Bayern München



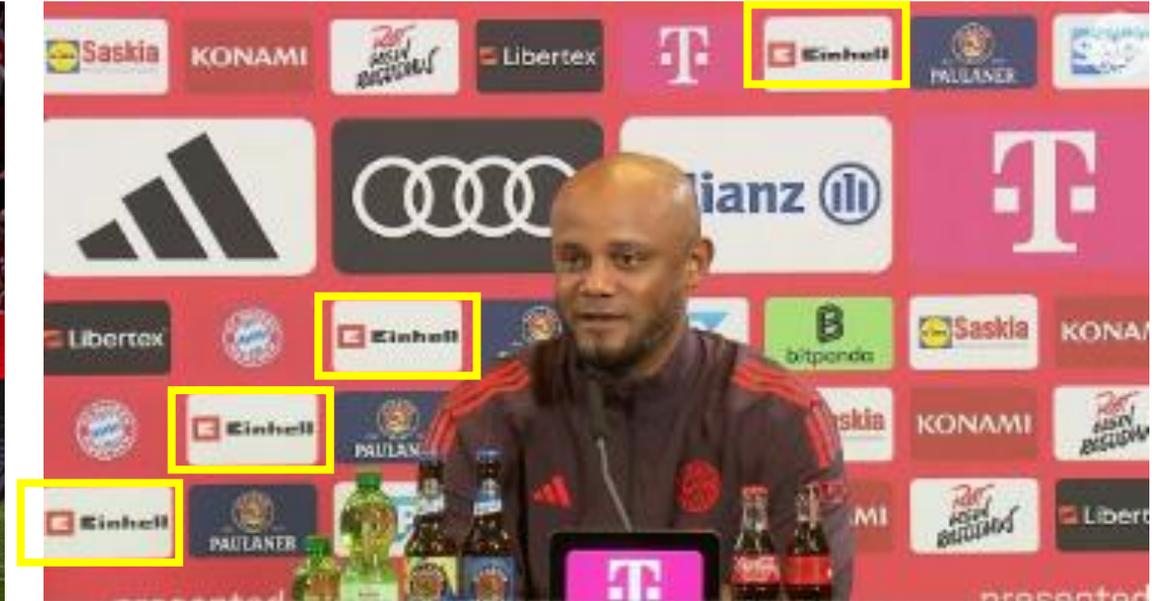
Official Home & Garden Expert

# 3. Our Way to the 2nd Billion EUR

## 3.2 Brand Partnership with FC Bayern München

### » 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



# 3. Our Way to the 2nd Billion EUR

## 3.2 Communication via 360-Degree Campaigns

» We leverage these partnerships through 360-degree campaigns for communication. Internationally, we primarily focus on the partnership with the Mercedes-AMG Petronas F1 Team.



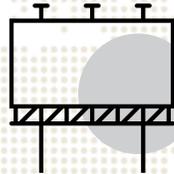
1. TV & STREAMING



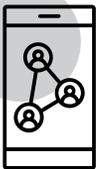
4. POS



2. PR & PRINT



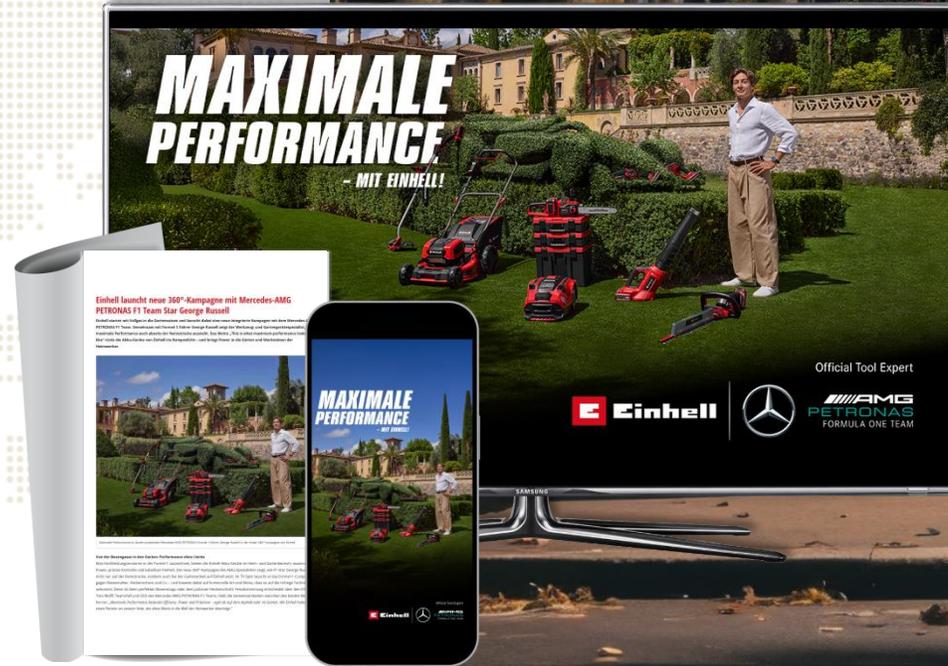
5. OUT OF HOME



3. ONLINE & SOCIAL MEDIA



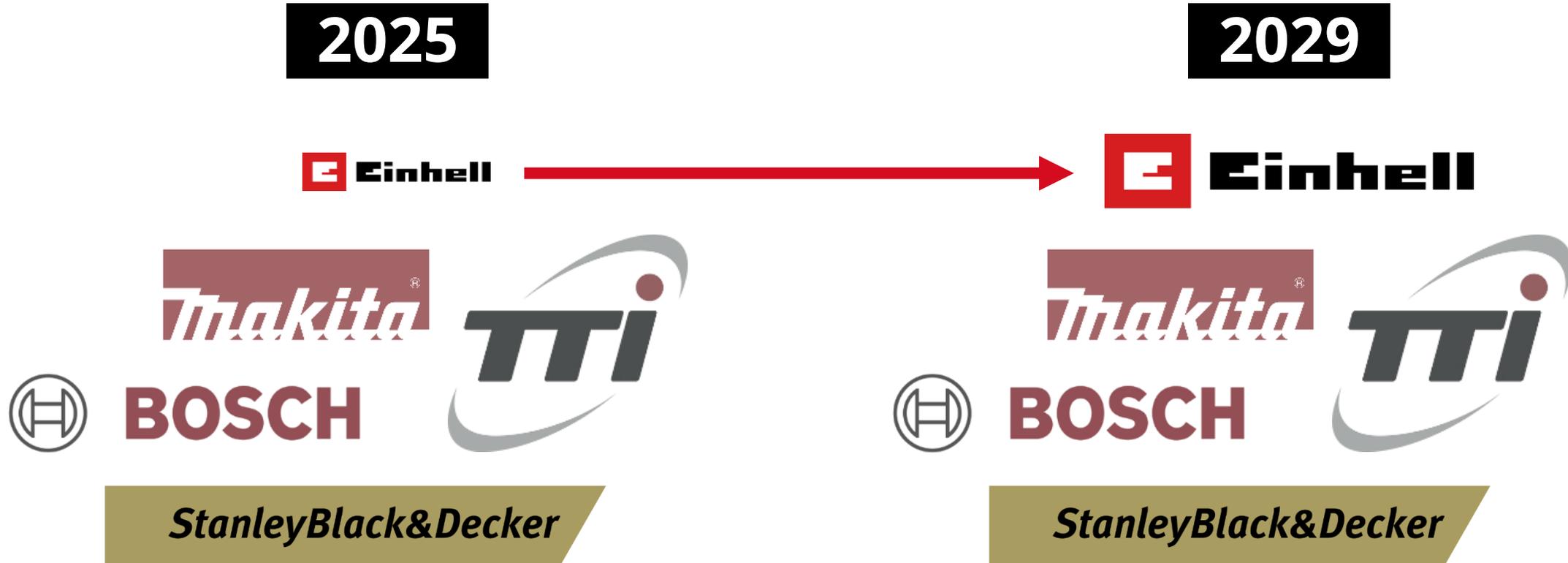
6. PARTNER CHANNELS



# 3. Our Way to the 2nd Billion EUR

## 3.2 International A-Brands

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!!**



# 3. OUR WAY TO THE 2ND BILLION

## 3.3 ASSORTMENT



**Einhell** 35CM  
14"  
PROFESSIONAL

ORIGON  
OMR 14

# 3. Our Way to the 2nd Billion EUR



## 3.3 Cordless Excellence - Market Leadership

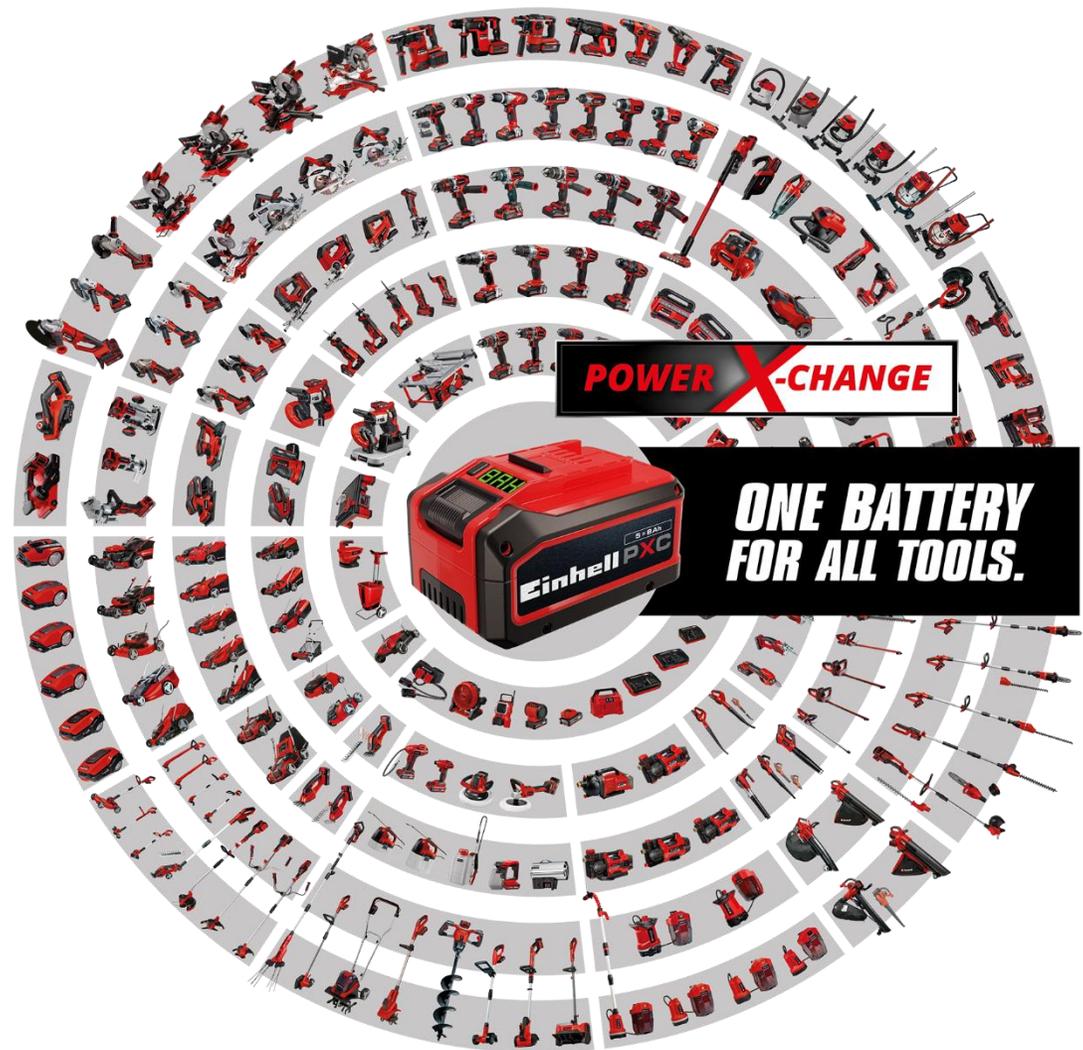
Positioning Einhell as the „Cordless Excellence“ and becoming market leader with Power X-Change in all countries with an own subsidiary.



# 3. Our Way to the 2nd Billion EUR



## 3.3 Cordless Excellence - Platform Competence



We offer the **broadest and most competent battery platform** for home, garden and workshop!

**2025**

**2027**

**350+  
SKU's**

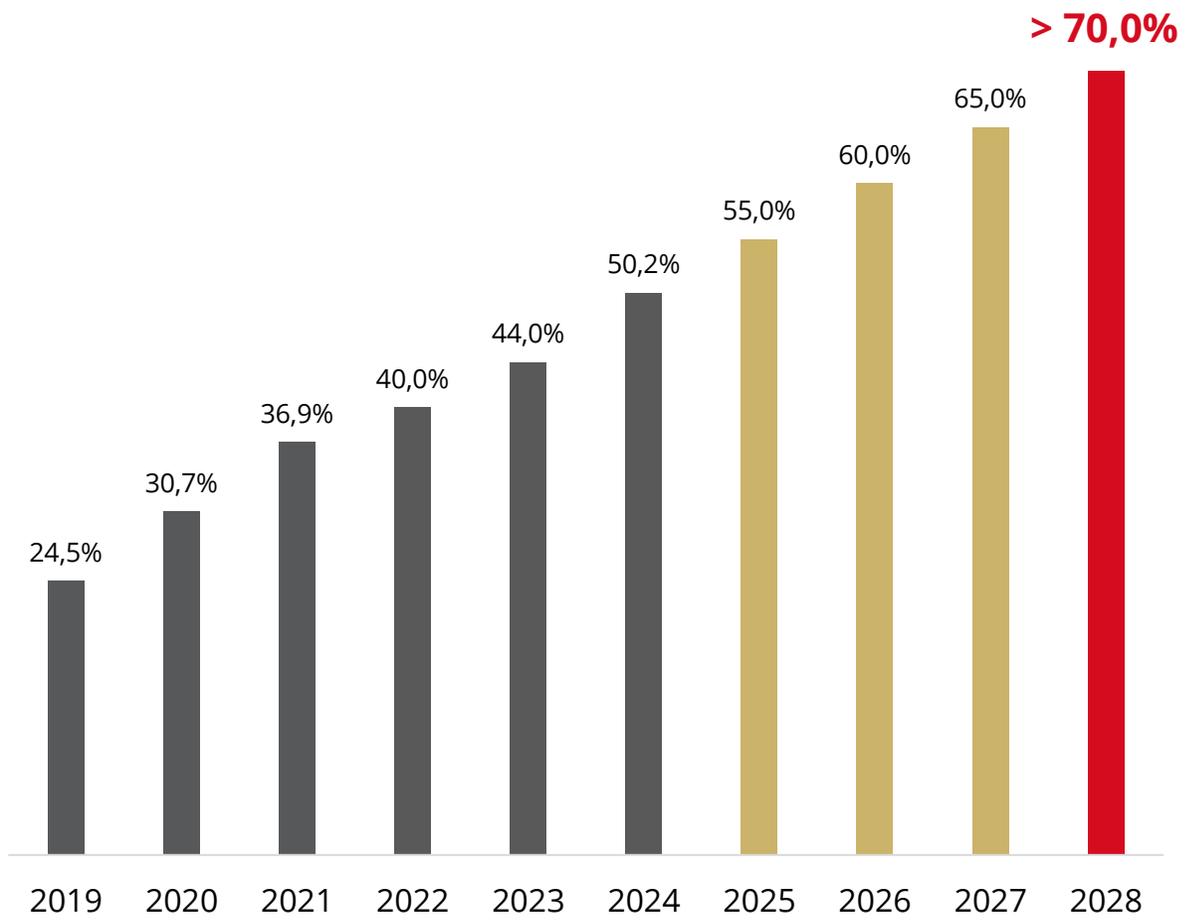
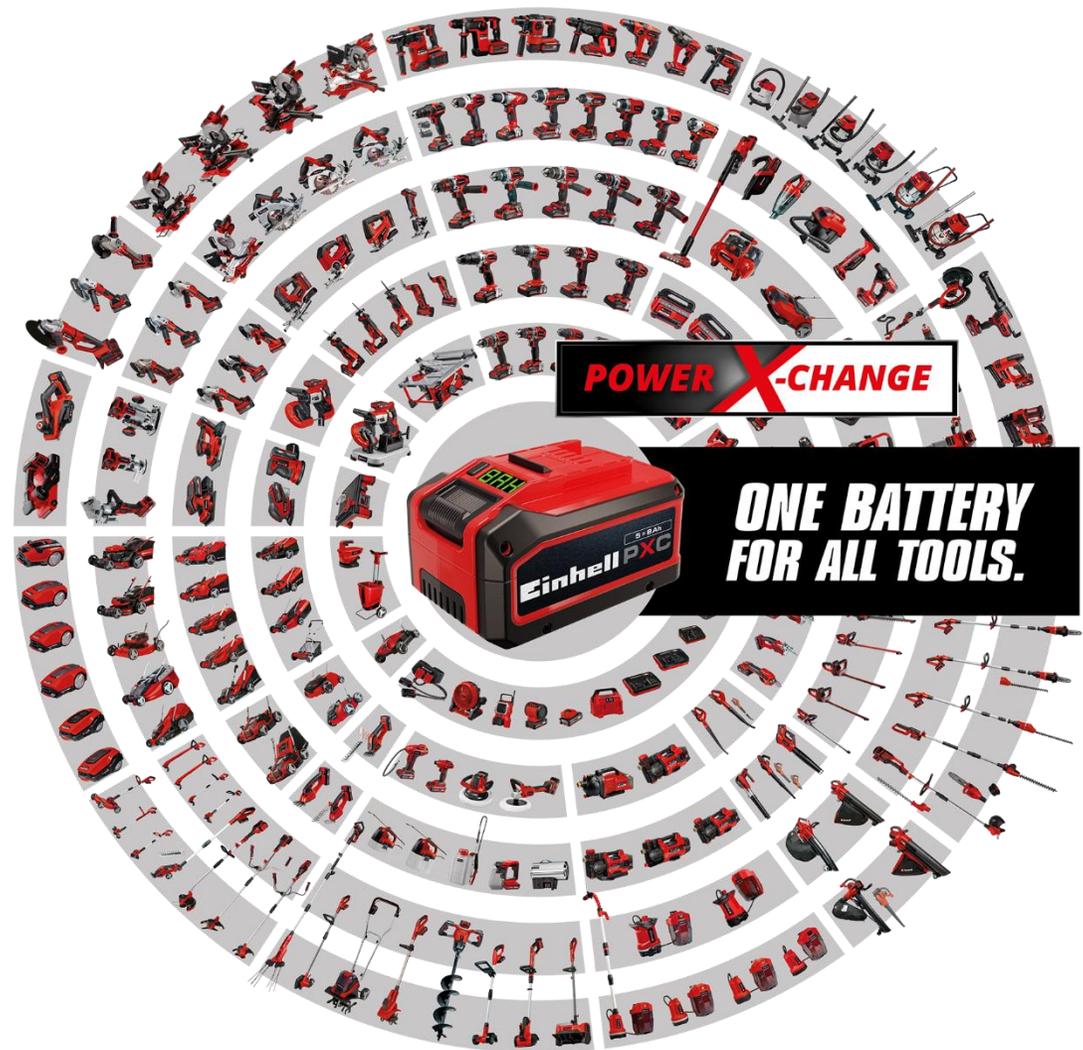
**450+  
SKU's**

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

# 3. Our Way to the 2nd Billion EUR



## 3.3 Cordless Excellence - Turnover Share



share of total sales

# 3. Our Way to the 2nd Billion EUR



## 3.3 Cordless Excellence - Battery Technology

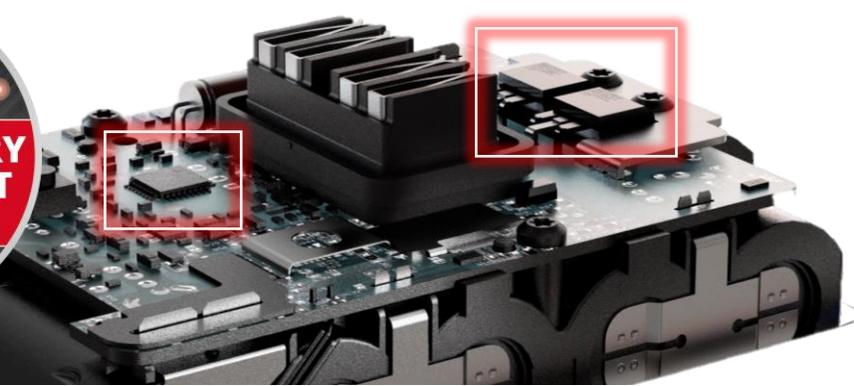
The heart of the platform are our PXC batteries. This is why we use only the **best components** in our batteries, such as **latest-generation, high-performance Li-Ion cells**, along with our **smart microprocessor-controlled battery electronics**, the **Active Battery Management System**.

This makes our battery **one of the safest in the industry** and also ensures:

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



**MAX. SAFETY and DURABILITY**



# 3. Our Way to the 2nd Billion EUR

## 3.3 Cordless Excellence - Own Battery Production



» Since the battery is the **core of our platform**, we do not only **develop the technology** but we also increase the **share of the own production**.



Since 2023: battery production in **Kunshan, China**.

In 2024, already **1,2 mio. PXC batteries produced annually**.

**Goal:** to **double** this number in the **coming years**.



Since 2024: battery production in **Nagykanizsa / Ungarn**

In 2025, we will produce **> 1 mio. PXC batteries** there.

**TARGET**

**To sell > 7 mio. PXC batteries in 2025 and to increase this figure to over 13 mio. PXC batteries in the long term.**

**POWER X-CHANGE**

**SEALED**  
TECHNOLOGY



**3Ah + 4Ah SEALED**  
POWER X-CHANGE PLUS BATTERY

# 3. Our Way to the 2nd Billion EUR

## 3.3 Cordless Excellence

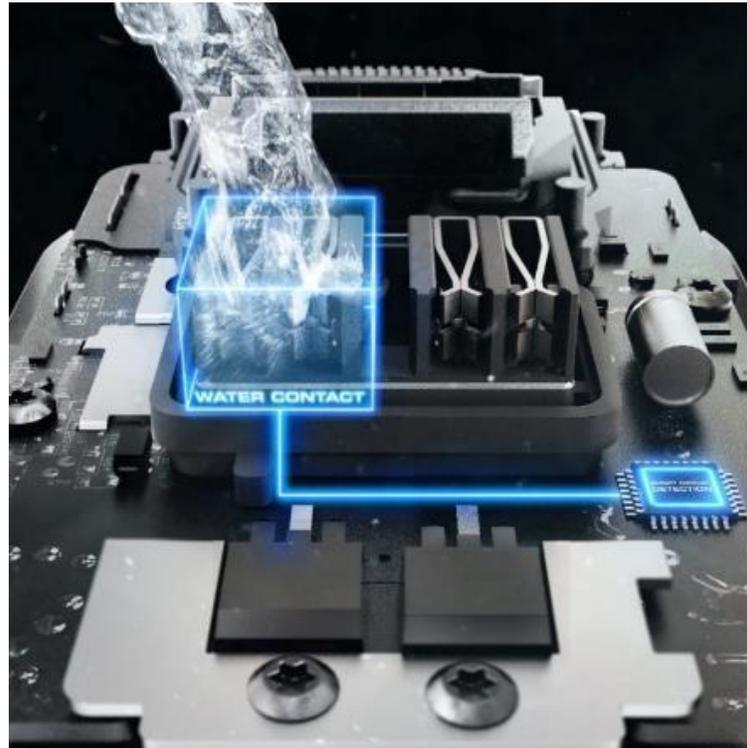
» Features of 3Ah + 4Ah SEALED PXC Plus Batteries

### SHORT CIRCUIT DETECTION

1. Water contact



2. Detection



3. Shut off



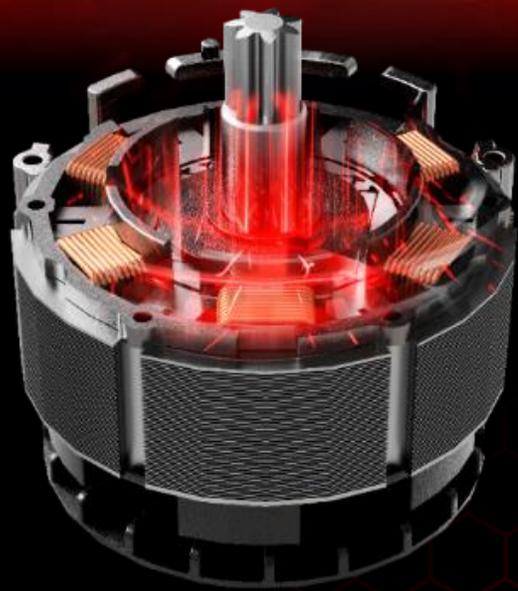
USP!  
Patented

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



# Einhell

PROFESSIONAL



**PUREPOWER**  
BRUSHLESS

**POWER X-CHANGE**



# 3. Our Way to the 2nd Billion EUR

## 3.3 Einhell PROFESSIONAL

### THE LAST TWENTY YEARS:

2002

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



**Einhell**

2021 - 2023



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

2024

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



**Einhell**  
PROFESSIONAL

2030 - 2032



**CHALLENGE  
ACCEPTED!**



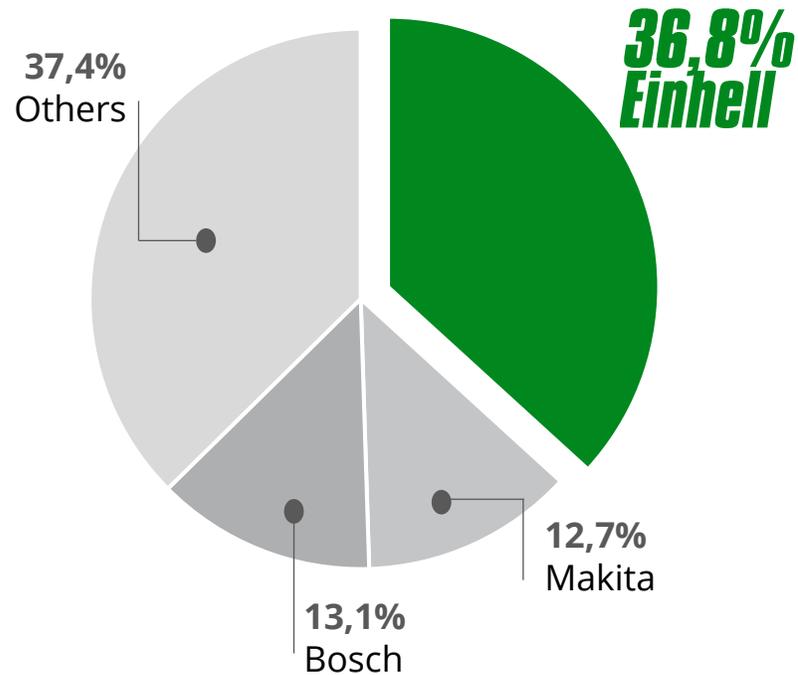
# 4. MARKET FIGURES



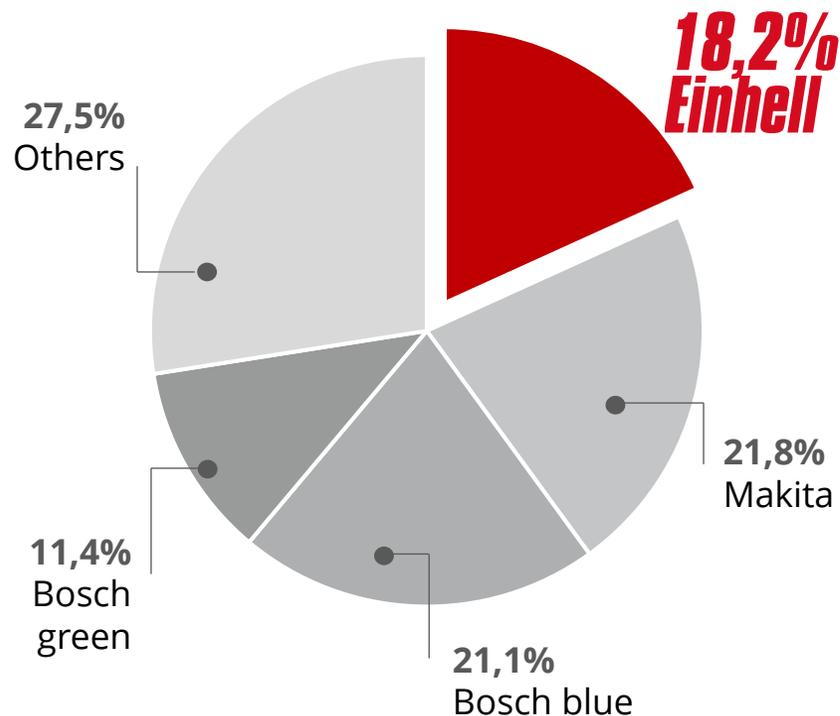
# 4. Market Figures

## 4.1 Market Leadership - Cordless Power Tools & Garden Tools in Germany

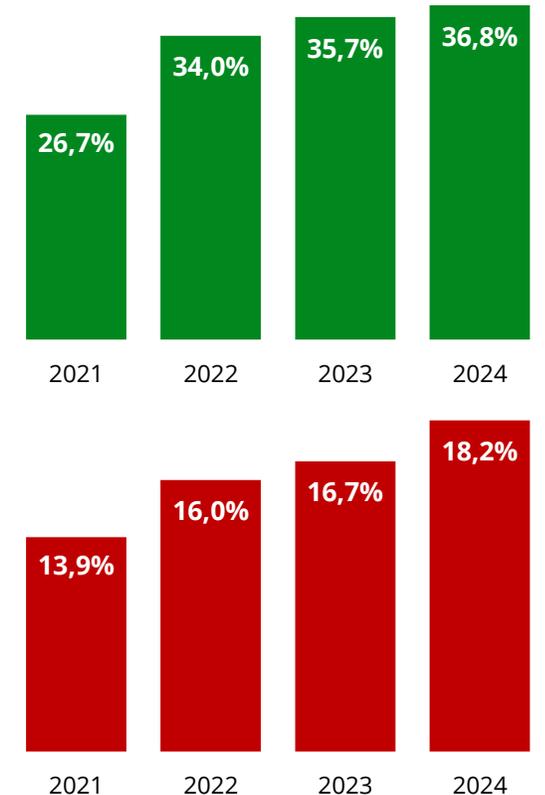
Market share Jan-Dez 2024  
Garden Tools



Market share Jan-Dez 2024  
Power Tools



Market share development of  
Einhell 2021 - 2024



CUMULATIVE TOTAL MARKET (Garden & Tools)

**» EINHELL THE #1**  
Ahead of Bosch & Makita

**BATTERY COMPETENCE. ONLY FROM EINHELL.**

# 5. SUMMARY



# 5. Summary

## 5.1 Goals & Results 2024

- Turnover > 1 billion € ✓
- EBT approx. 8% ✓
- Increase PXC turnover share to > 50% ✓
- Expansion of the PXC range by approx. 50 skins ✓
- TV-campaign in 12 countries ✓
- Start of battery production in Hungary ✓
- Successful M&A search in USA
- Stock split 1:3 ✓



# 5. Summary

## 5.2 Goals 2025

- Turnover > 1.150 – 1.175 Mio €
- EBT approx. 8,5 - 9,0%
- PXC: >350 products until the end of 2025
- Einhell PROFESSIONAL: >100 products until the end of 2025
- Successful M&A search in USA
- SAP rollout at the central purchasing company
- Expansion of an influencer network (> 10 mio. reach)
- Production in Hungary: > 1 mio. manufactured PXC batteries



# 5. Summary

## 5.3 Einhell Pro's at a Glance



### 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



### Cordless Excellence

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



### Brand Strategy

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



### Financial Strength

- 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***

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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.