INVESTOR RELATIONS PRESENTATION

November 2026



AGENDA


1. KEY FACTS
Einhell


2. POWER X-CHANGE
Einhell


3. STRATEGIC UPDATE
Brand
Einhell


4. FINANCIAL FIGURES
Einhell


5. EINHELL SHARE
Einhell


6. THE EQUITY STORY
Einhell

1. KEY FACTS



Einhell

KEY FACTS

Who we are and what we do

- Einhell, with its unique Power X-Change battery platform, is a leading cordless expert for Do-It-Yourself and Professional users.

- From Power Tools and Gardening to Watering, Cleaning and Recreation:

  One battery fits them all.

- A constantly growing ecosystem, smart battery technology and powerful products make Einhell a pioneer in cordless freedom:

  Power where you need it.




2. POWER X-CHANGE
Einhell PXC
4.0Ah
SEALED
Einhell

POWER X-CHANGE - THE PLATFORM

- ***One Battery Fits All*** is our **universal promise**.
- No **need to change** every time the **platform grows** from **> 300 to > 350 or > 400 articles**
- **Tools, garden, recreation, cleaning, pumps** – with **POWER X-CHANGE** you **don't change systems**, only the tool.







POWER X-CHANGE – THE BATTERY

POWER X CHANGE

Battery – One Battery for all Tools



Real Einhell USP: ONE BATTERY for all tools: 18V – 2X 18V – 3X 18V...

All PXC tools run on 18V
PAST | PRESENT | FUTURE

In case we need **more power**, we **combine multiple 18V batteries**

Our **competitors** often use **separate 36V, 40V, ... batteries**









1x 18V

18V for standard applications

2x 18V

36V with double 18V power for high-performance tools

3x 18V

54V with triple-pack technology for high-performance tools

4x 18V

2x 36V for especially long applications thanks to automatic runtime extension

POWER X-CHANGE – THE BATTERY

ONE BATTERY FITS ALL.
OUR TECHNOLOGY MAKES THE DIFFERENCE.

With **POWER X-CHANGE** you always get the **latest technology standards:**

- **Active Battery Management (ABS)**
  Real-time monitoring for enhanced **safety and optimal performance.**

- **MULTI-Ah-Technology**
  More power or longer runtime – depending on what the job demands.

- **SEALED-Technology (IP57)**
  100% protection against water & dust for reliable operation in even the toughest conditions.

- **Tabless-Technology**
  Up to **40% more power, 50% more endurance, 100% more lifetime and less heat** thanks to reduced internal resistance.
  Up to 2.000 Watt per battery
  Outstanding power delivery for the most demanding tools.



4AH TABLESS SEALED

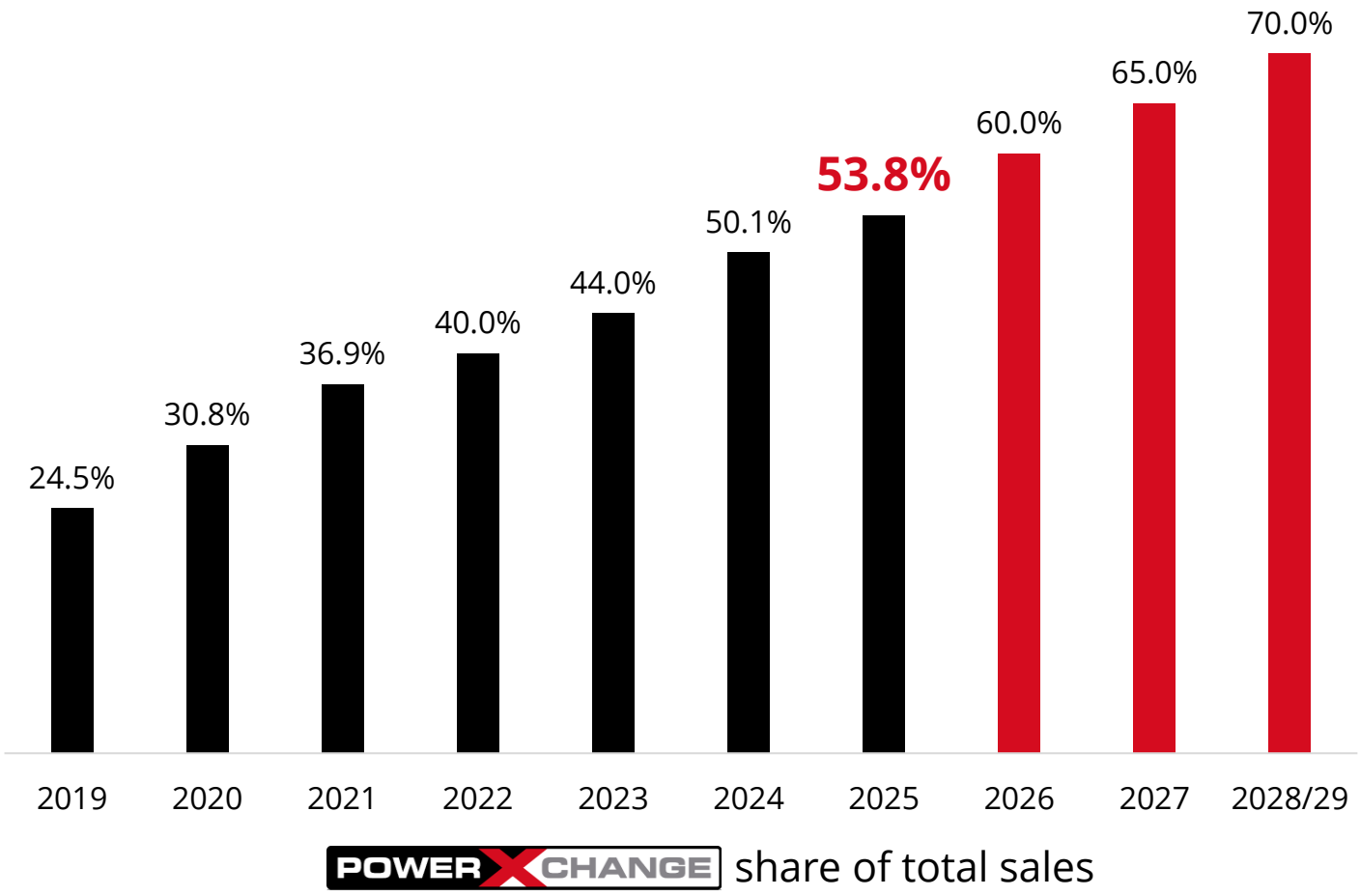
PXC BATTERY PACK



Einhell

PXC SHARE OF TOTAL SALES

More than half of Group sales from PXC

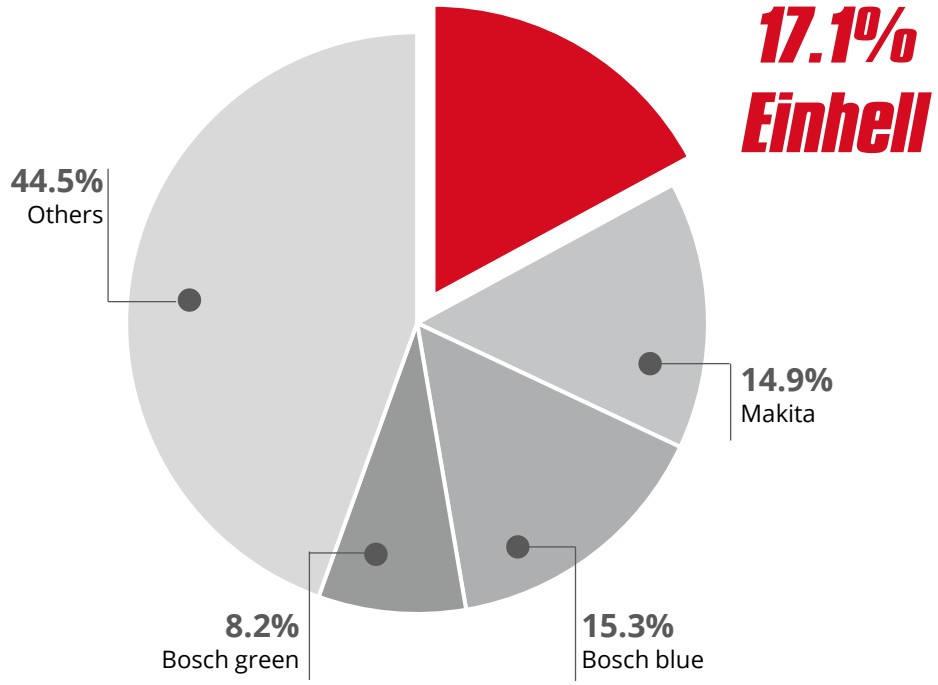




EINHELL MARKET SHARES

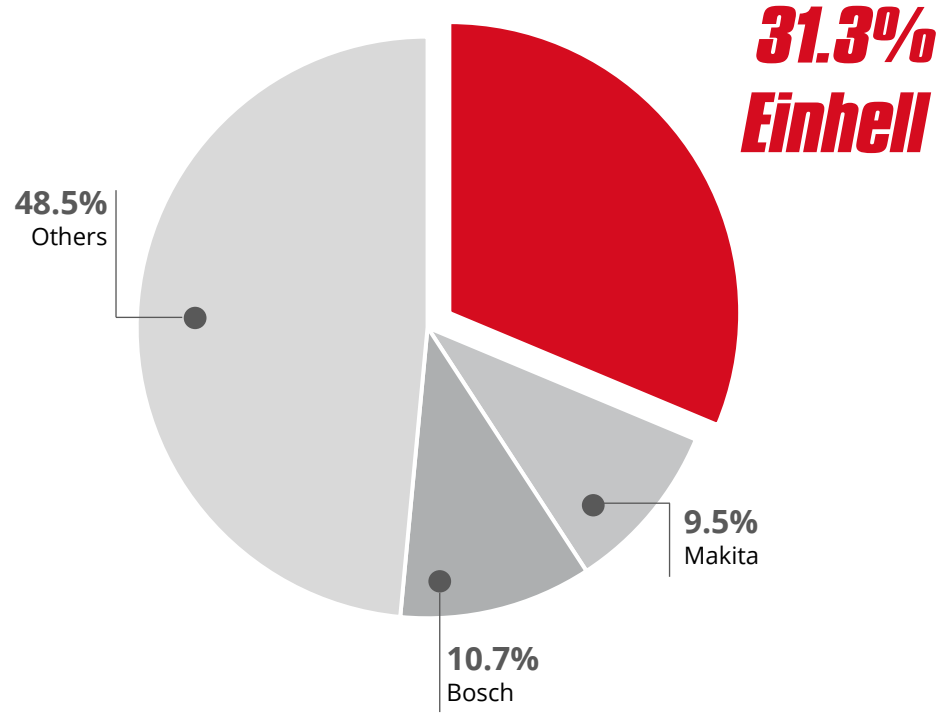
CORDLESS POWER TOOLS

Market Shares in Germany (Sales Units | Jan - Jun 2026)



CORDLESS GARDEN TOOLS

Market Shares in Germany (Sales Units | Jan - Jun 2026)



CUMULATIVE TOTAL MARKET (Tools & Garden)

EINHELL THE #1

Ahead of Bosch & Makita

THE STRONGEST CORDLESS PLATFORM ON THE MARKET.

3. STRATEGIC UPDATE

Brand



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BRAND ARCHITECTURE – VISION & MISSION

VISION

At least one **Power** X-Change (PXC) battery in every household, garden and workshop.



MISSION

We offer our customers cordless ***freedom*** for ***all applications*** in the home, garden and workshop – ***where*** they want to be ***independent***, mobile and flexible. With the ***most competent battery platform*** Power X-Change, we enable millions of customers worldwide to make their ***projects with joy and fun -*** in their home, garden or workshop.



BRAND ARCHITECTURE - CLAIM

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Power where you need it.

CLAIM

Einhell

Einhell PROFESSIONAL

PRODUCT LINES

POWER X CHANGE



PLATFORM

Einhell PXC 4.0Ah SEALED

TABLESS SEALED

MULTI-AH

BATTERY

3. STRATEGIC UPDATE

Assortment



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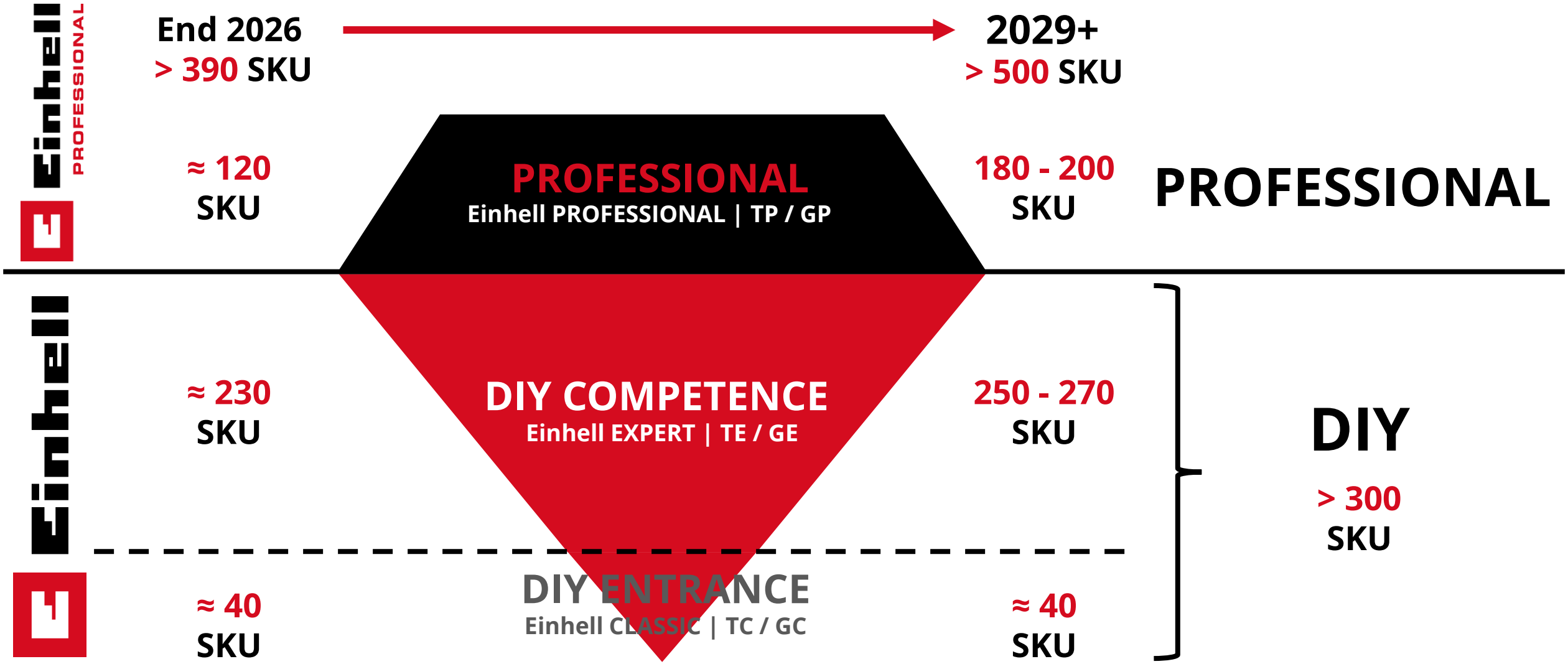
POWER X-CHANGE – PLATFORM EXTENSION



POWER X-CHANGE – PLATFORM EXTENSION

We are expanding our Power X-Change platform for DIY and PROFESSIONAL from > 350 SKU's to > 500 SKU's until 2029

2026

400 SKU's





2029+

500+ SKU's

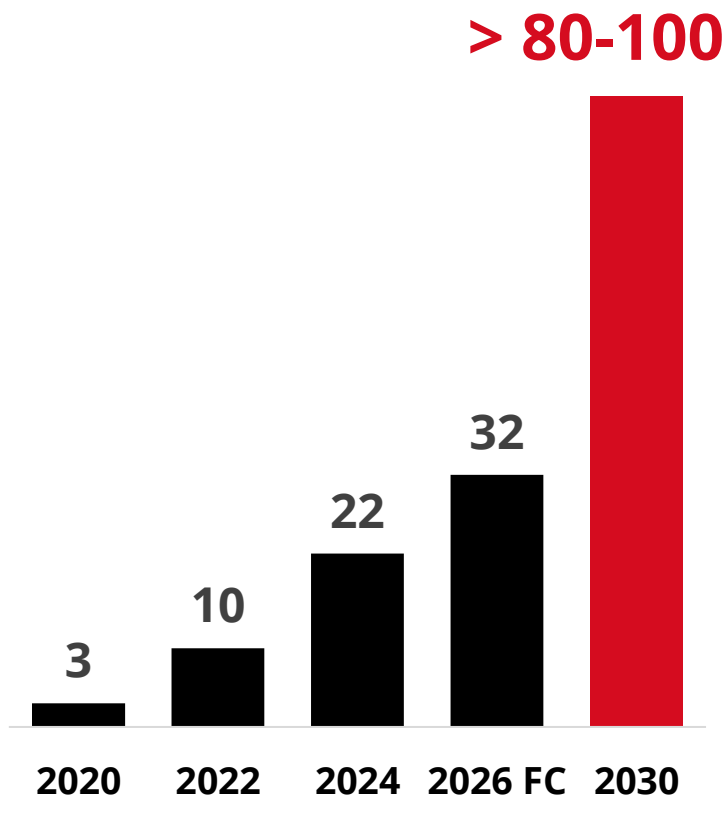

INDOOR
CLEANING
POWER X CHANGE
OUTDOOR
WORKSHOP

TOOLS STRATEGY 2030 - CLEANING

	STICK VAC (ALL BRANDS)
MARKET	Hypermarket. Super Stores and electronical stores
	
TOTAL SALES VOLUME	~560 Mio. EUR



TURNOVER IN MIO. EUR



STICK VACUUM CLEANING: 85 % SALES VOLUME of TOTAL Cordless Power Tools Market!

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STORAGE



E-CASE SYSTEM

TOOLS STRATEGY 2030 - STORAGE

E-CASE-SYSTEM

COUNTER

1,084,771 pcs.

Total Sales Quantity

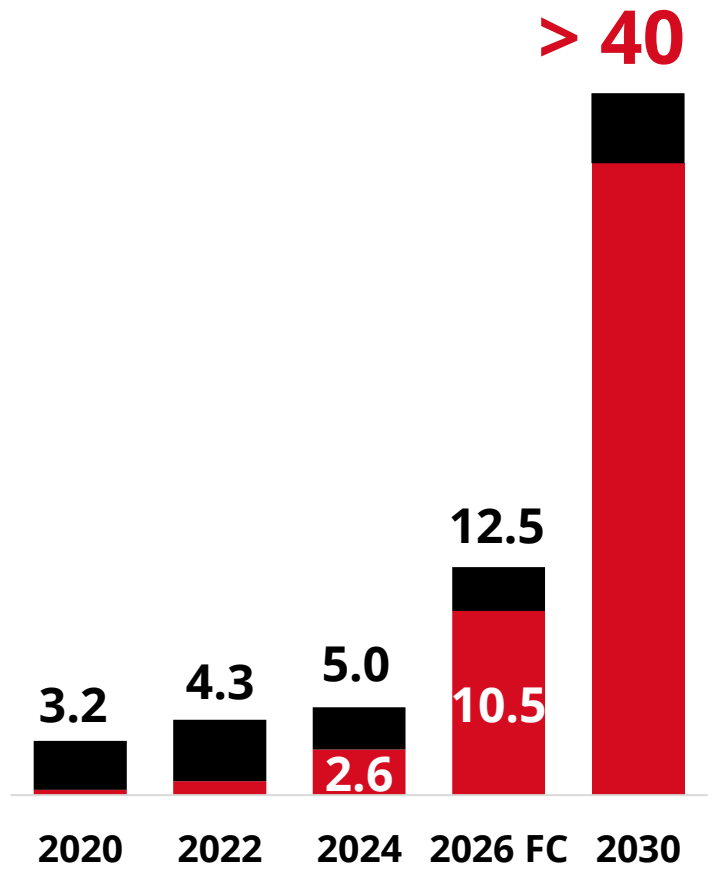
02.11.2026

992,581 pcs.
E-Cases

92,190 pcs.
Accessories



TURNOVER IN MIO. EUR



3. STRATEGIC UPDATE

Professional



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GLOBAL PROFESSIONAL MARKET

Einhell PROFESSIONAL

» The **professional market** is **growing strongly** and offers **attractive opportunities** for **future growth** in both **power tools** and **outdoor power equipment.**

Professional Power Tools Market				
in bn USD	**2020**	**2025**	**2030**	**+/-**
Europe	8.7	10.8	13.0	3.8%
North America	11.9	15.5	19.5	4.7%
South America	1.5	2.0	2.6	5.4%
Middle East & Africa	1.8	2.4	3.2	5.9%
Asia Pacific	6.6	9.3	12.7	6.4%
Total	**30.5**	**40.0**	**51.0**	**5.0%**

Professional Outdoor Power Equipment Market				
in bn USD	**2020**	**2025**	**2030**	**+/-**
Europe	4.4	5.9	7.5	4.9%
North America	7.2	9.6	12.9	6.1%
South America	0.8	1.1	1.6	7.8%
Middle East & Africa	0.8	1.2	1.7	7.2%
Asia Pacific	2.3	3.4	5.2	8.9%
Total	**15.5**	**21.2**	**28.9**	**6.4%**









BRAND POSITIONING



AI-generated

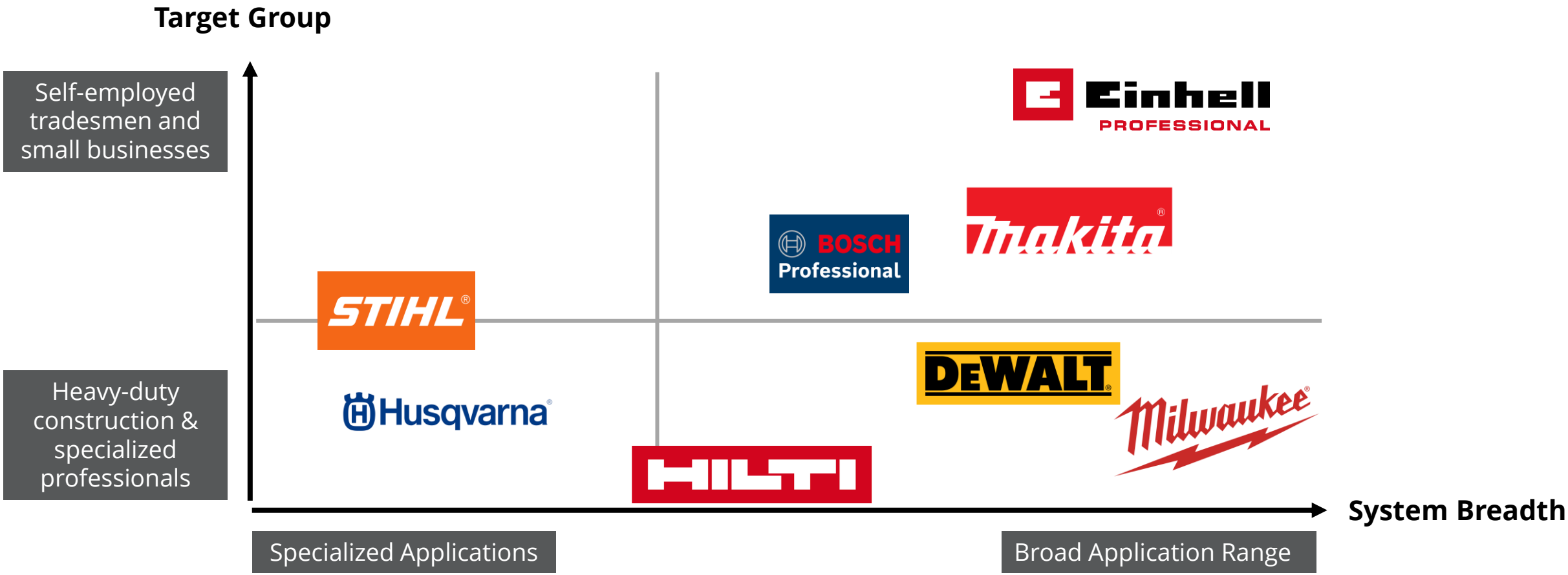
Positioning: The **professional cordless system** for **tradesmen** and **owner-managed small/medium sized businesses** with **up to 20 employees.**

- For **tradesmen** and **owner-managed small/medium sized businesses with up to 20 employees** who need to **rely on their tools** and **garden equipment** in **daily professional use**.
- They represent **90% of businesses, 40% of employees and 31% of revenue** in **Germany.**
- Einhell Professional combines **reliable professional performance**, **robust and durable products** with **fast professional service** and **PXC assortment.**
- **One cordless system** for **tools, garden and cleaning** that **grows with the professional's needs**.

Our **communication focus is on performance, reliability, system** and **benefits** for **tradesmen** and **owner-managed small/medium sized businesses**.

BRAND POSITIONING

Positioning with competitor's landscape: **Einhell Professional** covers the space for **tradesmen and small / medium sized businesses** by offering a **broad application range.**



3. STRATEGIC UPDATE

Distribution



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SALES CHANNEL TARGETS

E-Commerce

2025



28%

TO share

320 Mio. €

2030



~ 35%

TO share

~ 700 Mio. €

DIY

(incl. Electronic Retail | 2%)

2025

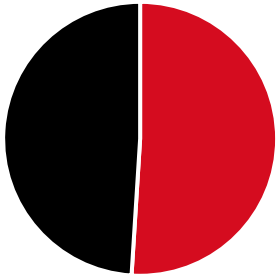


57%

TO share

657 Mio. €

2030



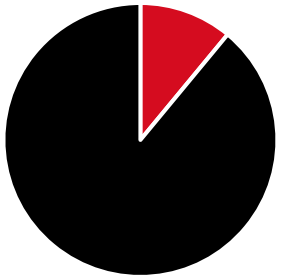
~ 50%

TO share

~ 1.000 Mio. €

Trad. Trade

2025

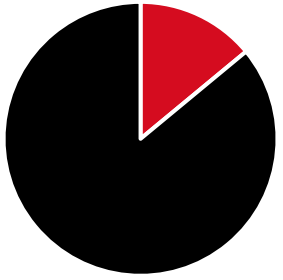


11%

TO share

130 Mio. €

2030



~ 15%

TO share

~ 250 Mio. €

INTERNATIONAL KEY CUSTOMERS



3. STRATEGIC UPDATE

Expansion



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MEXICO

Joint Venture with HT Best Brands (HTBB)



Joint Venture Einhell Mexico

- **30% minority interest** in a Joint Venture with local partner HT Best Brands (HTBB), leveraging local market know-how and established distribution channels.
- **Based in Mexico City, with Einhell** set to acquire a **51%** majority stake after five years, subject to agreed conditions.

Joint Venture Partner HT Best Brands (HTBB)

- **More than 65 years of experience** in the Mexican tools market
- **Part of the Hecort Group** (USD 100 million in revenue)
- Generates approximately **one-third of the Hecort Group's revenue**
- Specialized in **cutting and grinding tools**
- **More than 100 sales representatives** nationwide







MIDDLE EAST/UAE - UPDATE

Current Project Status

- **Legal Structure & Banking**
  UAE Entity fully set up
- **Operations**
  3PL Warehouse selected and stocked
- **Finance**
  Credit insurance approved for all key customers
- **Commercial & Service**
  Already onboarded customers in 8 countries
  Service Center in UAE in progress
- **HR**
  Office set-up, all 2026 hiring completed
- **IT**
  ERP implementation and 3PL integration completed

Market entry approach

Middle East

- Professional-first, cordless led approach
- End-user engagement at scale
- UAE Service Centre as the backbone
- High-impact market activation

Africa

- Partner-led market development
- Classic-led portfolio strategy
- Focused market entry
- Local activation through partners

4. FINANCIAL FIGURES



Einhell

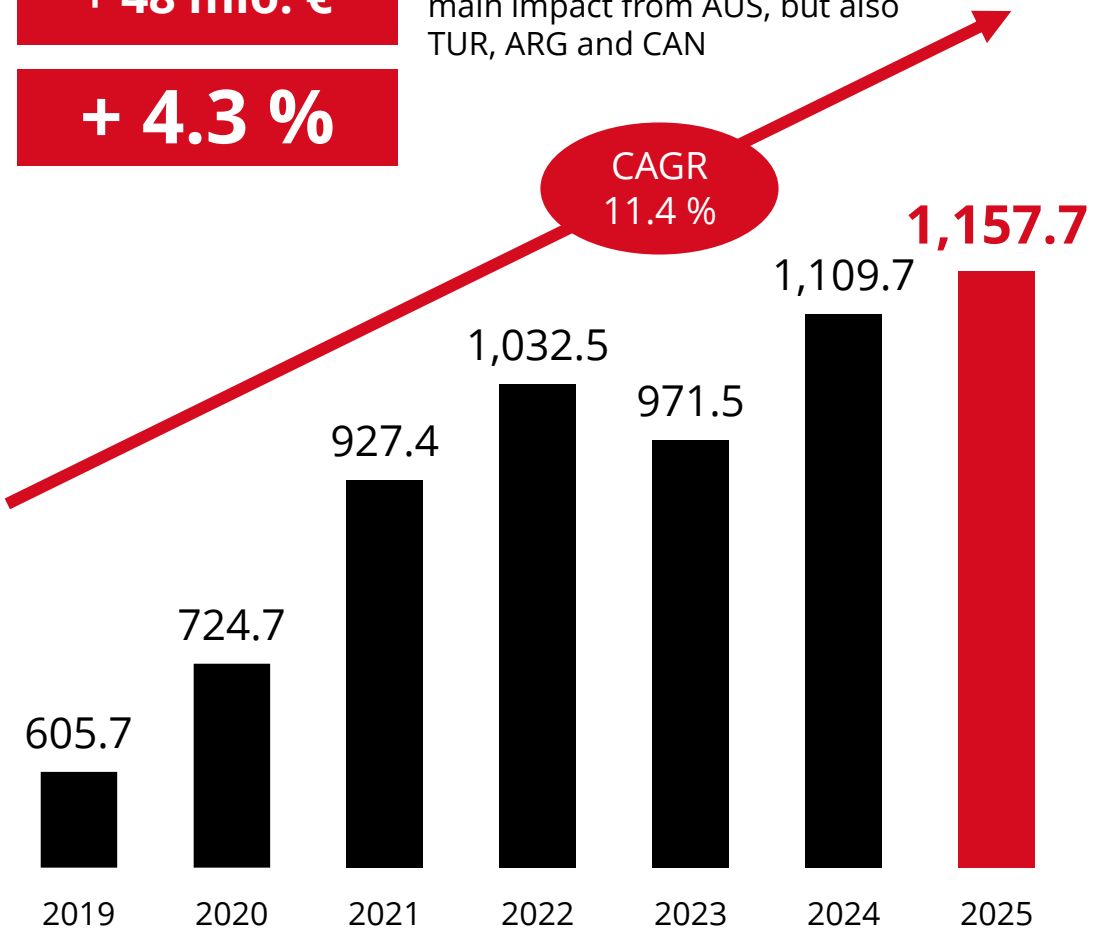
DEVELOPMENT OF KEY FINANCIALS 2025

SALES

+ 48 mio. €

+ 4.3 %

FX adjusted sales growth is 8.0 %
main impact from AUS, but also TUR, ARG and CAN

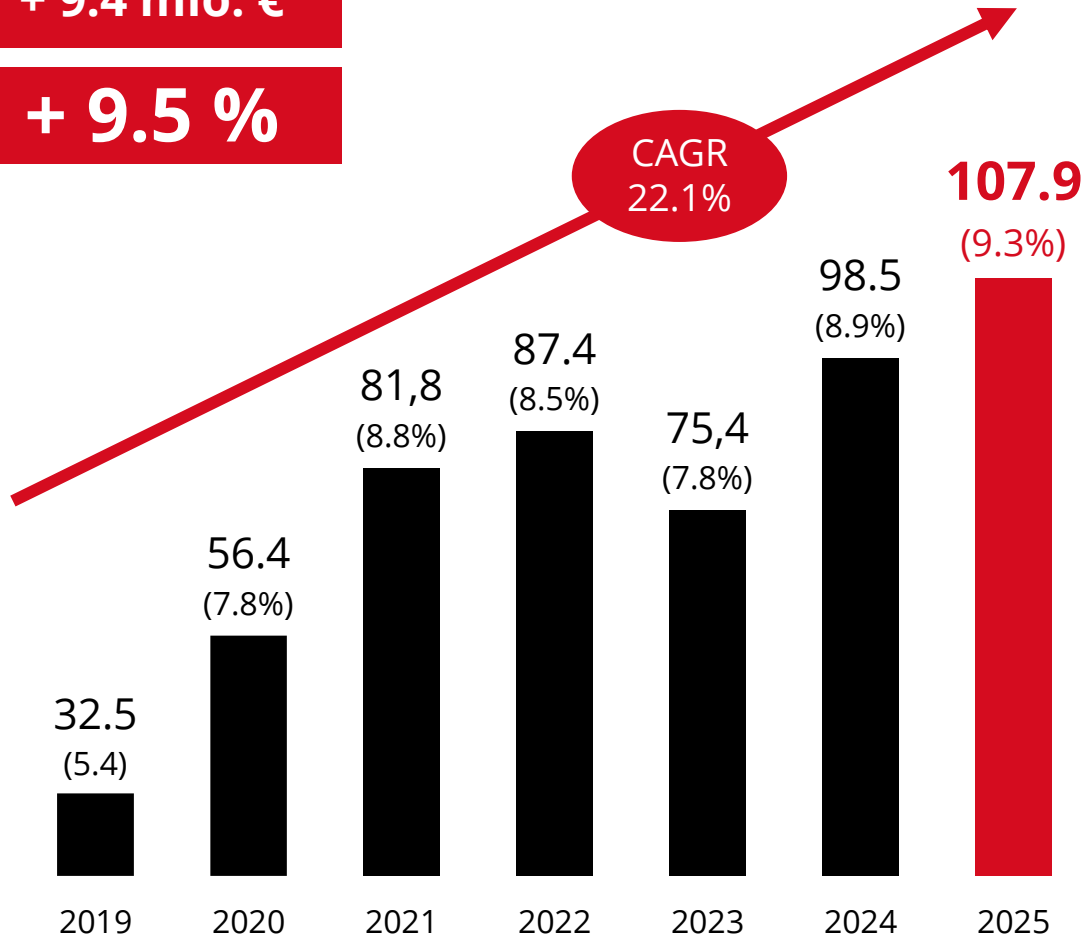


Group Sales in million Euro

EBT

+ 9.4 mio. €

+ 9.5 %



Group EBT in million Euro

KEY FINANCIALS – 26 Q1-Q3

Current Situation in 2026

In EUR million

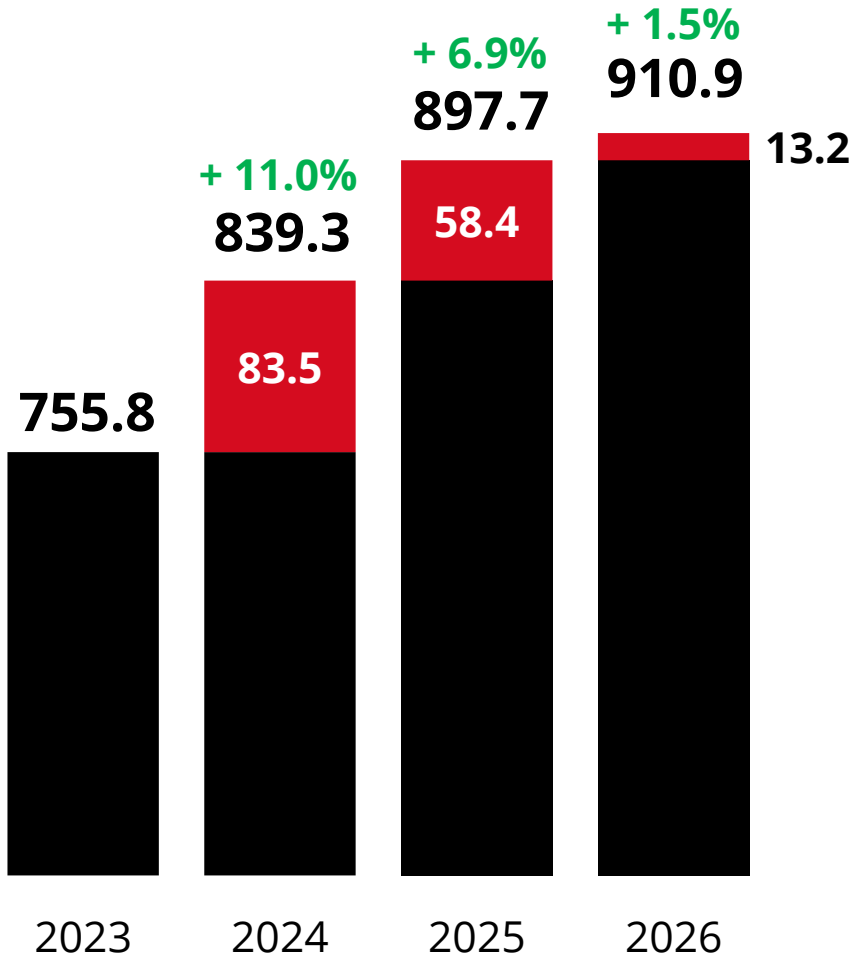
	9M 2026	9M 2025	% Change
Net Sales	**910.9**	897.7	1.5
EBT	**84.6**	85.2	-0.7
EBIT	**88.7**	88.4	0.3
Earnings per share in EUR	**5.18**	5.27	-1.7
Free Cash Flow	**74.0**	-15.1	-120.4

	30.09.2026	31.12.2025	% Change
Equity ratio in %	**55.9**	50.4	10.9
Net cash (bank deposits less bank liabilities)	**43.1**	-4.7	n/a
Headcount	**2.675**	2.636	1.5



NET SALES DEVELOPMENT

Q1-Q3



- Compounded growth of 9% in 2024 and 2025
- Q3 stand-alone +2.7%
- Very positive development in Western Europe and the Professional assortment

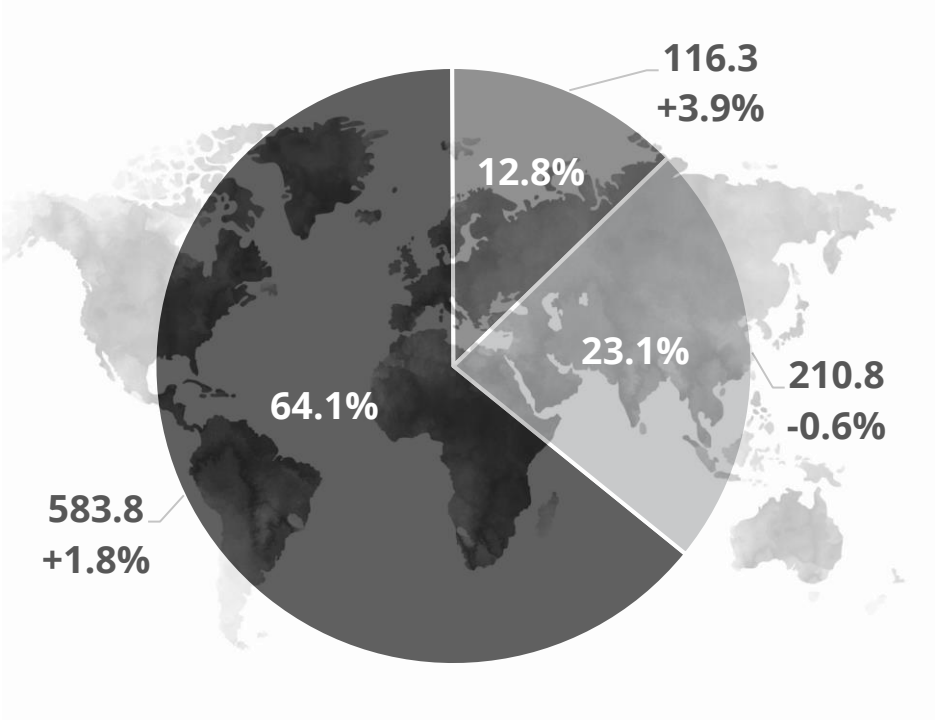


NET SALES BREAKDOWN

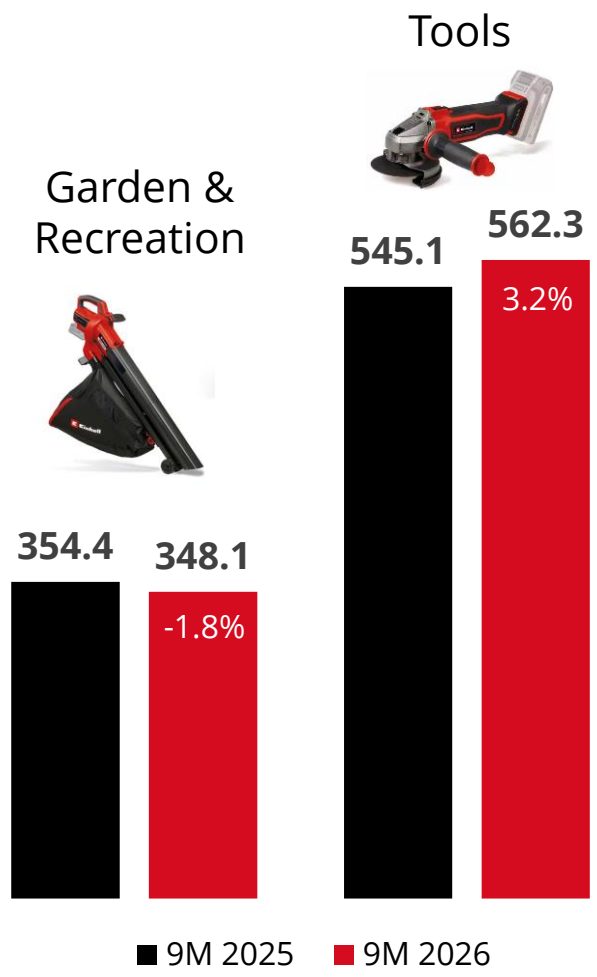
In EUR million

Segments

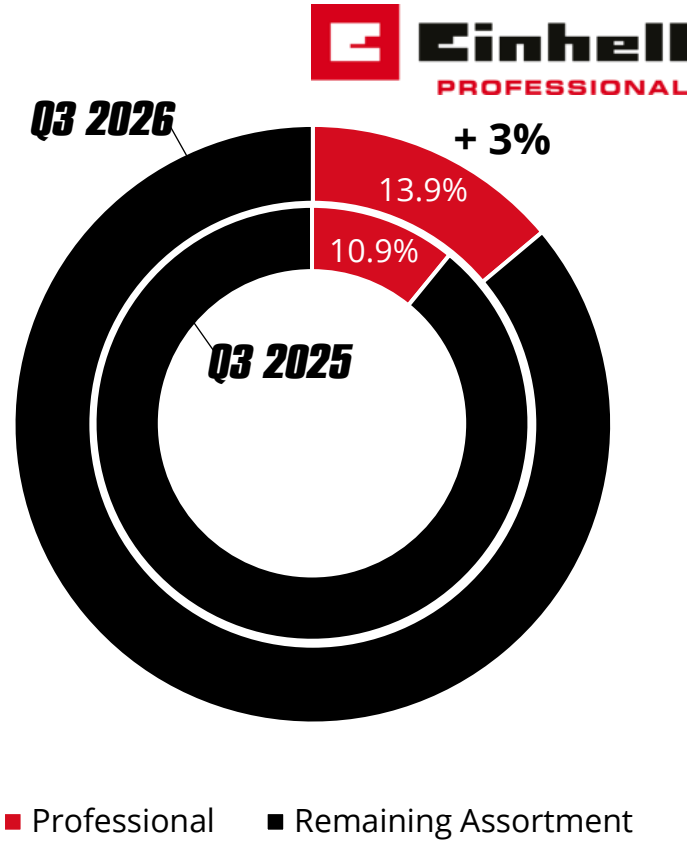
(sales by invoice recipient)



Divisions

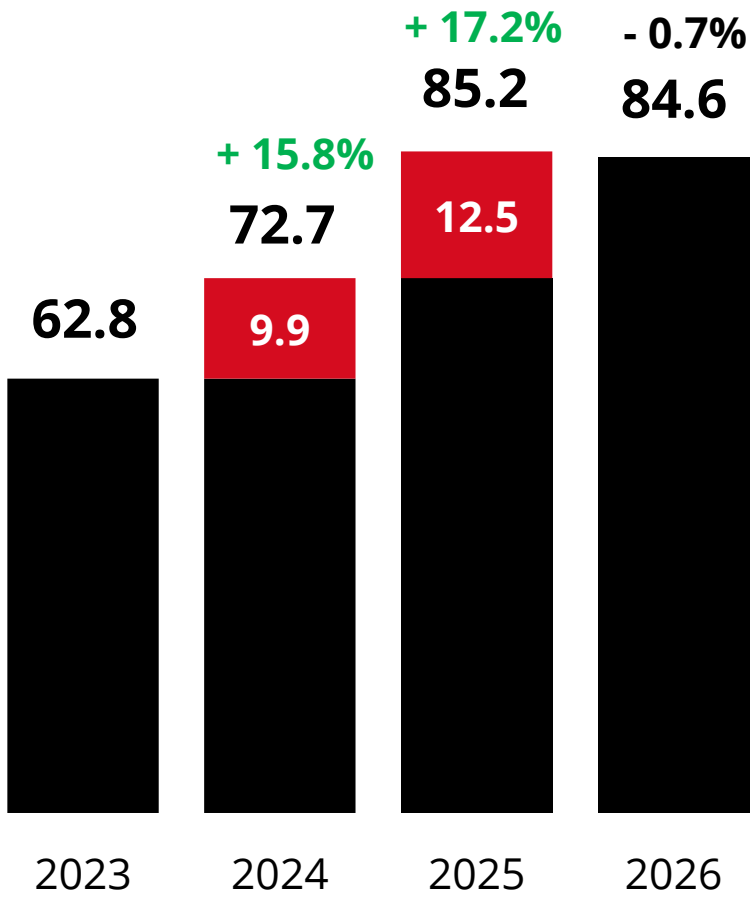


Assortments



EBT DEVELOPMENT

Q1-Q3



- Gross margin increased to 44.3%, mainly due to product mix.
- Central cost ratio increase 33.3% is compensated by gross margin development.
- Profitability for the period is 9.3% compared to 9.5% PY.



5. EINHELL SHARE



Einhell

THE EINHELL SHARE – SHAREHOLDER RETURNS AND VALUATION

FROM STRATEGY TO SHAREHOLDER VALUE

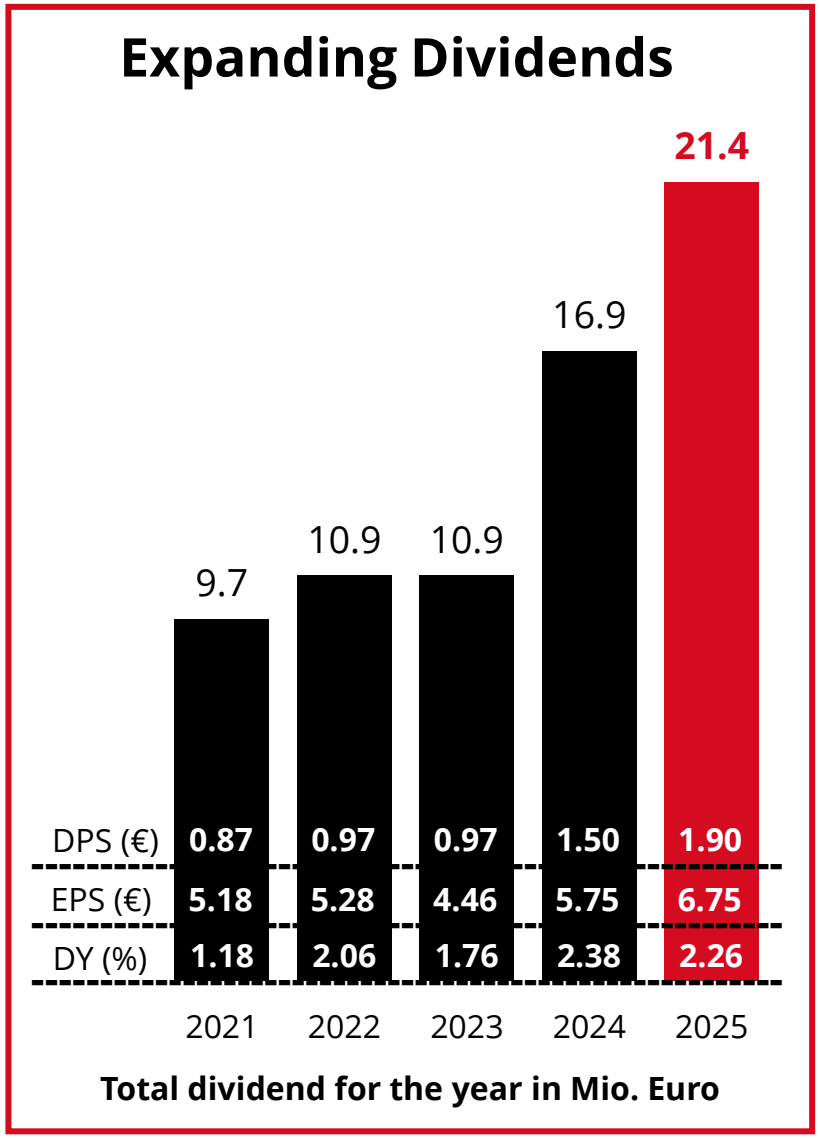
Scalable Platform
Consistently increasing PXC-share (>70 % in 2030), leads to gross margin growth

Profitable Growth
Double-Digit Return-on-Capital, in combination with disciplined, capital-efficient growth (12.4% EPS CAGR 26–28e)

Strong financial profile
Low leverage and strong cash generation Financial flexibility to fund growth
8.7% FCF Yield 2026e

Current Valuation
9.8x 2026e P/E Attractive entry point into a structural growth story

e: Based on current consensus/analyst estimates



6. THE EQUITY STORY



Einhell

EQUITY STORY

A scalable battery platform for profitable global growth

PROFITABLE GLOBAL SCALING

Multi-factor growth with structural margin potential.

- International expansion across markets and distribution channels
- Increasing Power X-Change mix supports gross margin and scalability
- Clear ambition with a Mid-term goal of EUR 2bn sales

PLATFORM-DRIVEN APPROACH



One battery.
A growing ecosystem.
Increasing customer lifetime value.

- 350+ compatible products, targeting 500+ by 2029
- Growing ecosystem drives customer retention and follow-on purchases
- Expansion into Professional, Outdoor, Cleaning, Leisure and Robotics

LONG-TERM SHAREHOLDER VALUE



Earnings growth converted into value per share.

- Proven earnings growth and a strong balance sheet
- Disciplined capital allocation and sustainable dividends
- Attractive exposure to a structural shift from corded to cordless

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