



CHERRY SE

EQUITYFORUM WINTER 1-ON-1 SUMMIT 2024

18 NOVEMBER 2024



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GENERAL REMARK

Figures may not add up due to rounding.



Q3/9M 2024 OVERVIEW

IN Q3 WE MISSED OUR OWN EXPECTATIONS



GOP too dependent on Germany

Lackluster corporates and consumer spending

Inadequate market assessment and insufficient channel management

Components hit by weak notebook market

Order delays in Components



EUR 13 m revenue shortfall

Adj. EBITDA margin negative instead of 5-6%

EUR 6 m cash burnt in the quarter

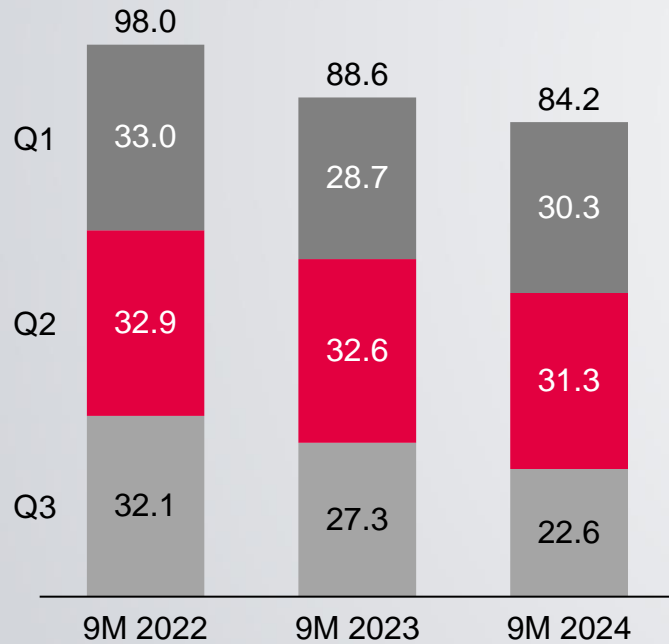


Q3/9M 2024 FINANCIALS

Q3 P&L HIT BY MARKET UNCERTAINTIES

9M REVENUE

(IN EUR M)

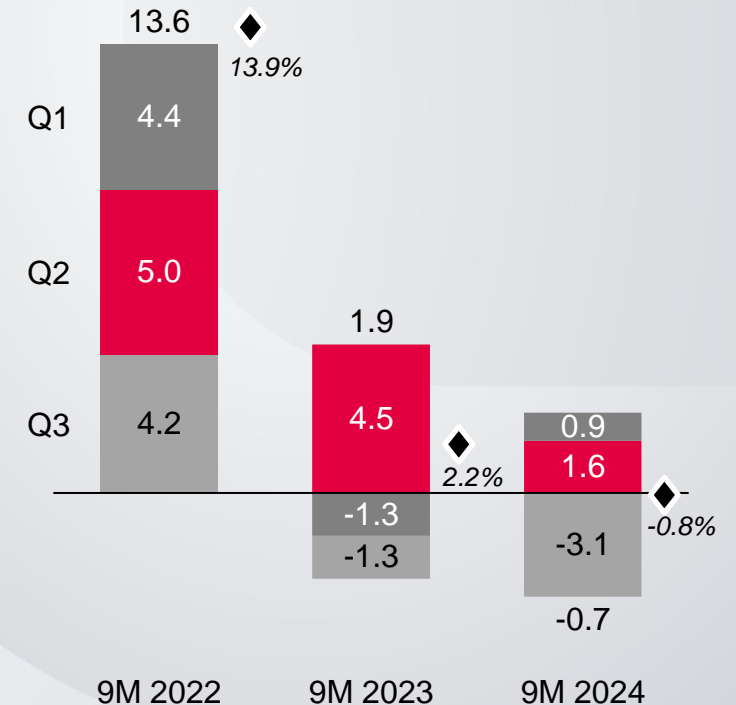


Rounding errors may occur

- 9M revenue at EUR 84m
- Q3 revenue miss from GOP and Components
- Resulting EUR 6m gross profit hit led to impaired fixed cost coverage
- 9M adj. EBITDA at EUR -0.7m
- Q3 adj. EBITDA at EUR -3.1m instead on EUR 2m targeted

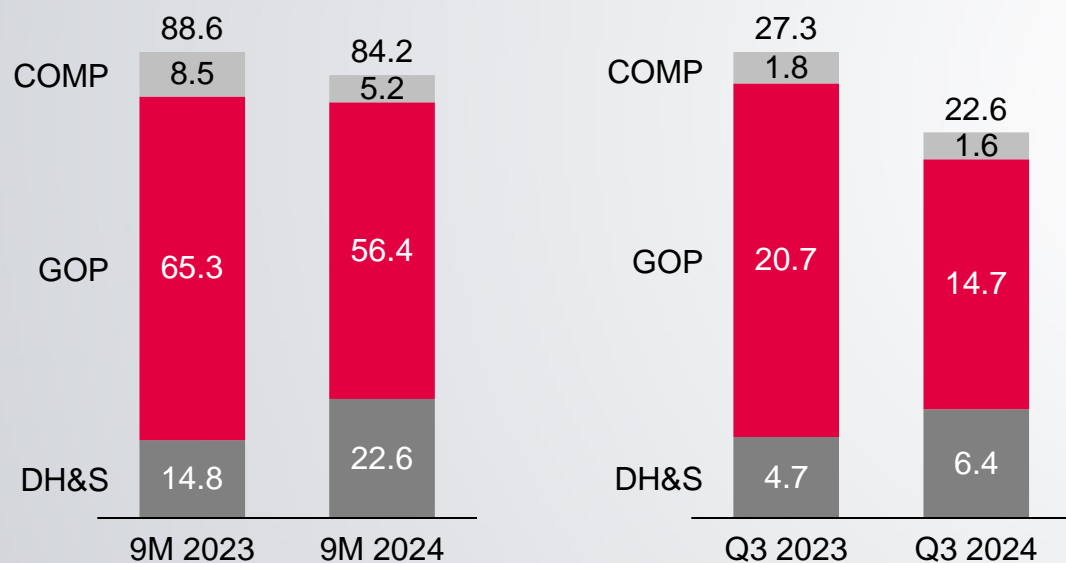
9M ADJ. EBITDA

(IN EUR M; MGN. IN %)

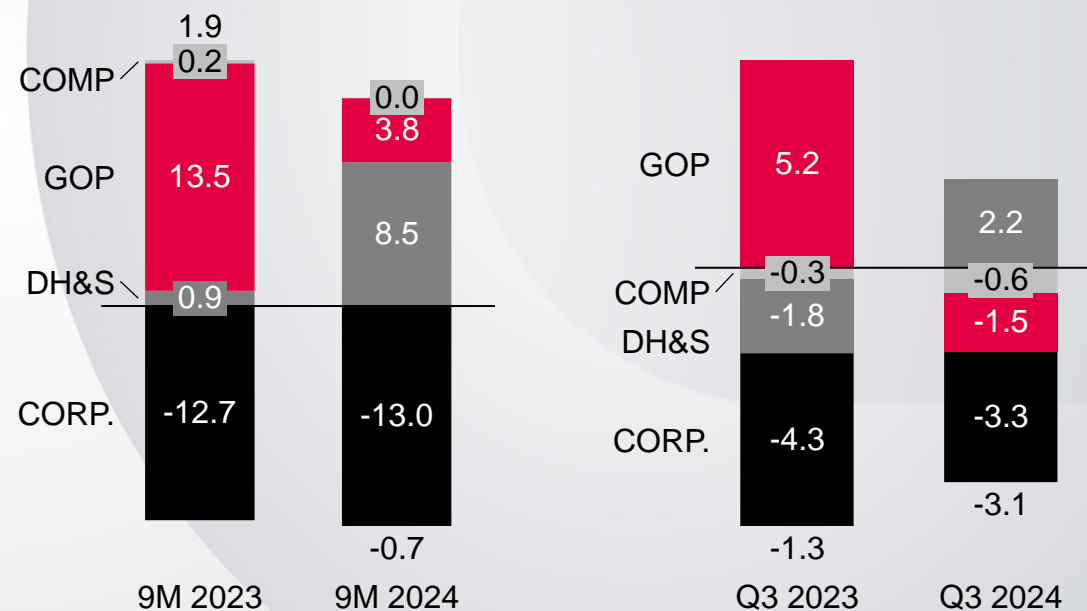


Q3 REVENUE AND ADJ. EBITDA SPLIT

REVENUE SPLIT (IN EUR M)

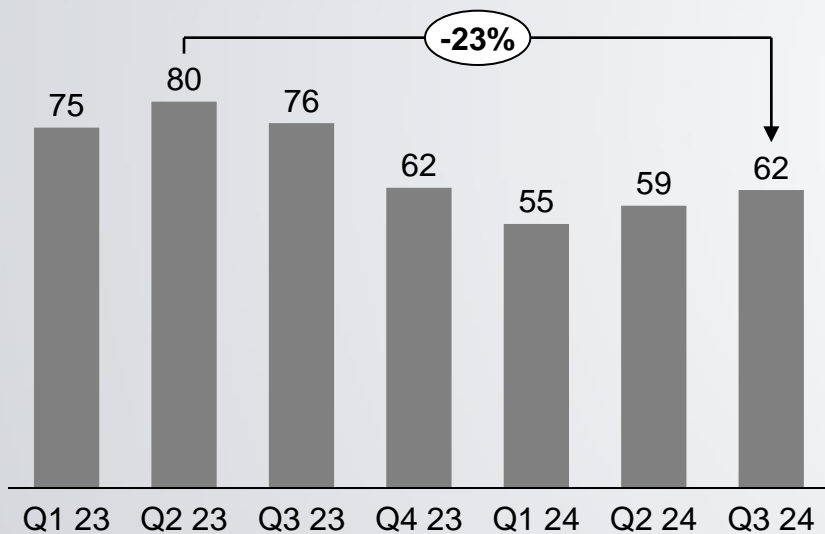


ADJ. EBITDA SPLIT (IN EUR M)

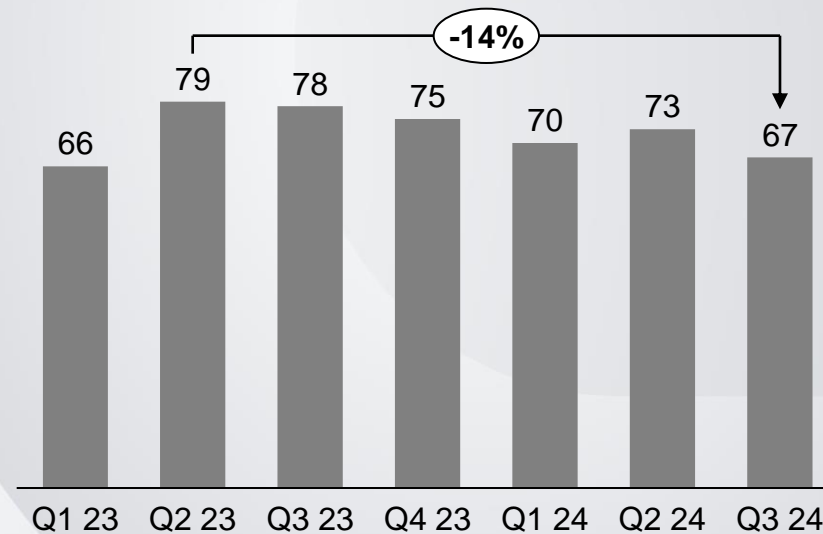


INVENTORY MANAGEMENT

INVENTORIES (in EUR m)



TRADE WORKING CAPITAL* (in EUR m)



* Inventories + Trade Receivables ./ Trade Payables

A mechanical keyboard with a light purple frame and white keys is positioned on a mousepad with a blue and white marbled pattern. A white mouse is visible in the upper right corner. A black paperclip and two small red and white objects are on the mousepad near the keyboard. A white cable is connected to the left side of the keyboard. The word "OUTLOOK" is written in white capital letters across the center of the keyboard. A solid pink shape is in the top right corner of the image.

OUTLOOK

EUR 3.5M COST CUTTING PROGRAM INITIATED



C. EUR 3.5 M TO
BE SAVED SEP
TO DEC 2024



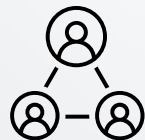
MARKETING



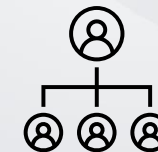
SERVICES



IT PROJECTS



HR WORKSHOPS



HIRING FREEZE

NEW RETAIL PRESENCE AS OF Q4 2024



CURRYS UK



RED BULL GAMING GARDEN SPONSORSHIP



**NEW E-SPORTS HOTSPOT AT SAP GARDEN IN MUNICH TO BE EQUIPPED WITH XTRFY PERIPHERALS
... LOCATED UNDER CHERRY BLOSSOM TREES**

NEW ORGANIZATIONAL STRUCTURE AND REVISED PARTNER PROGRAM 2025

NEW PERIPHERALS SALES
AND MARKETING UNIT
FOR GAMING, OFFICE, AND
HYGIENE FINISHED GOODS

CLEARLY STRUCTURED
PRODUCT PORTFOLIO WITH
UNIFORM BRAND PRESENCE
AND MARKETING PARAMETERS

NEW PARTNER PROGRAM FOR
DISTRIBUTORS AND
RESELLERS INTRODUCING A
NEW PRICING AND MARGIN
STRUCTURE

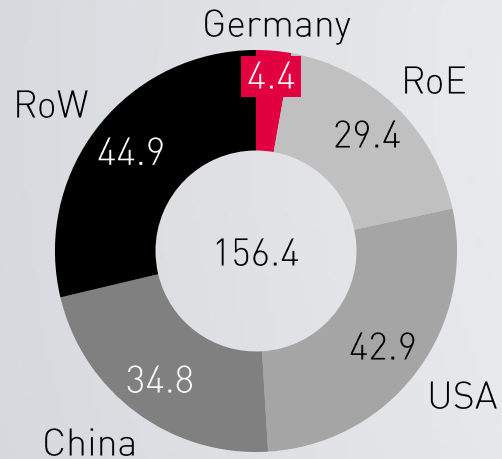
COMPONENTS TO BE
CLOSELY ALIGNED WITH NEW
PRODUCT MANAGEMENT
AND DEVELOPMENT UNIT

DIGITAL HEALTH & SOLUTIONS
MANAGED SEPARATELY TO
ACCOUNT FOR HEALTHCARE
MARKET SPECIFICS

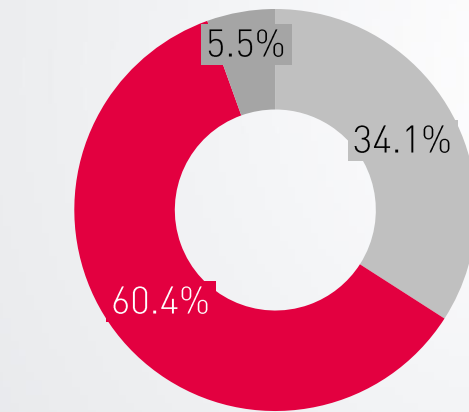
NEW SVP GLOBAL SALES
AND MARKETING
PERIPHERALS

DIGITAL HEALTHCARE SOLUTIONS GLOBALLY ON THE RISE

GLOBAL DIGITAL HEALTH MARKET



(in EUR bn)



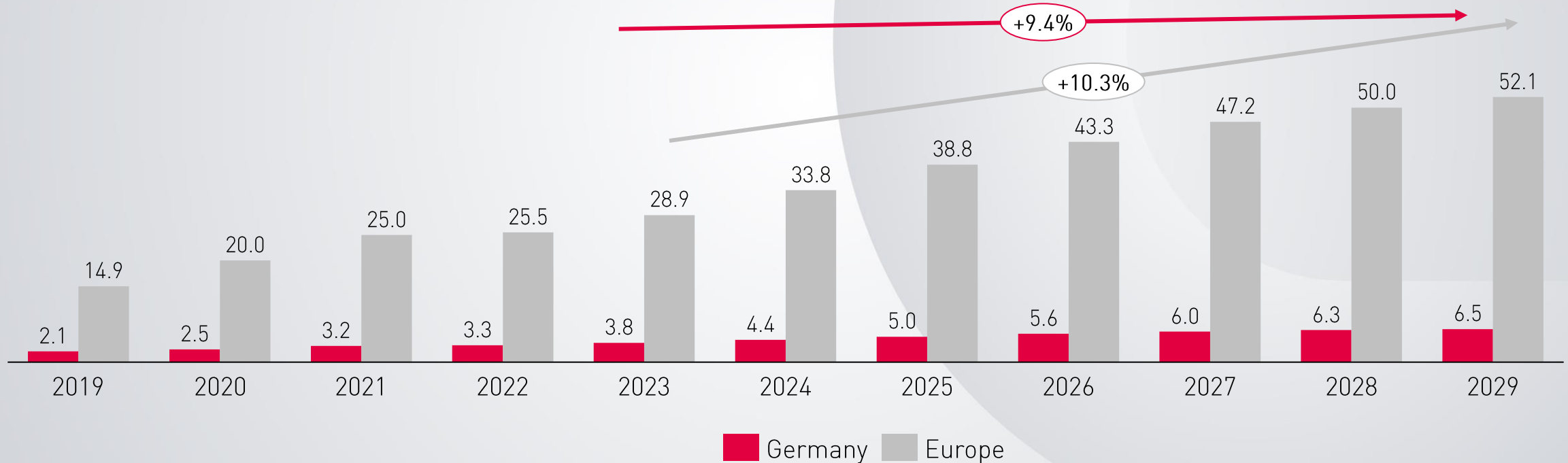
- Digital Fitness & Wellbeing
- Digital Treatment & Care
- Online Doctor Consultations

98 %
of German medical
practices connected
to TI

6 – 8
Digital medical
consultations p.a.
per average
German

DIGITAL HEALTH MARKET TO GROW C. 10% P.A. UNTIL THE END OF THE DECADE

DIGITAL HEALTH MARKET REVENUE EUROPE AND GERMANY (in EUR bn)



DIGITAL HEALTH – ROLL-OUT OF NEW SERVICES

FROM MARKET LEADING POSITION IN E-HEALTH TERMINALS TO COMPLEMENTING NEW SW & SERVICE OFFERINGS

CURRENT PRODUCTS

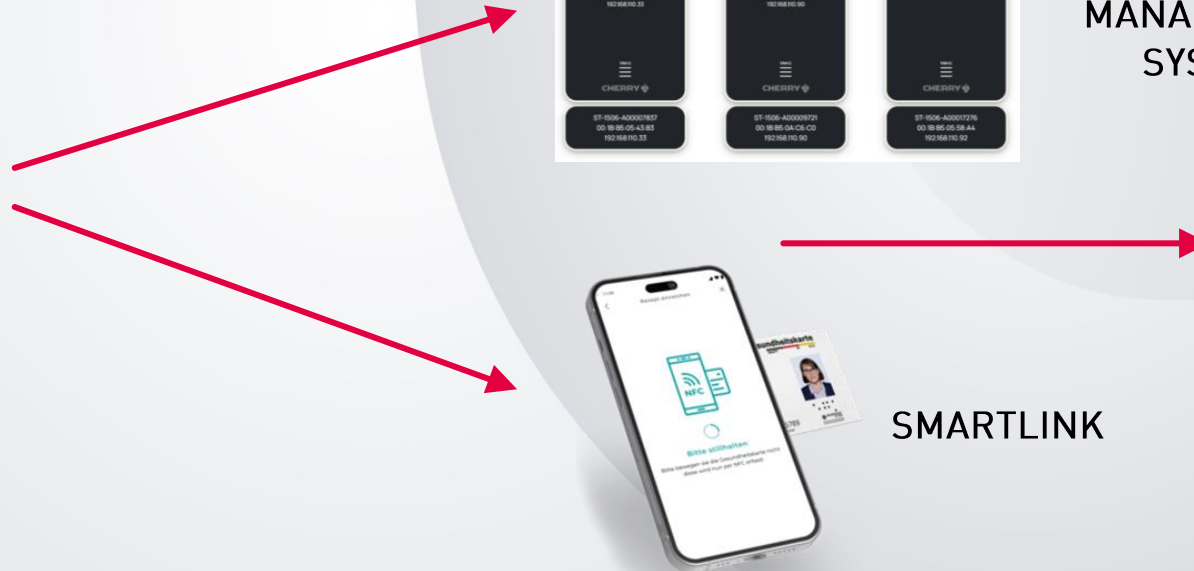


TERMINAL
MANAGEMENT
SYSTEM



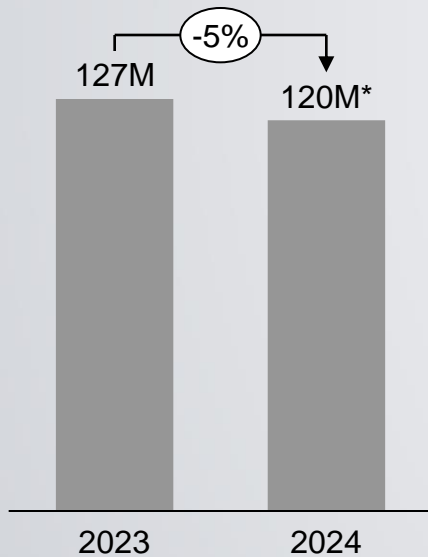
SMARTLINK

ADDITIONAL
SERVICES

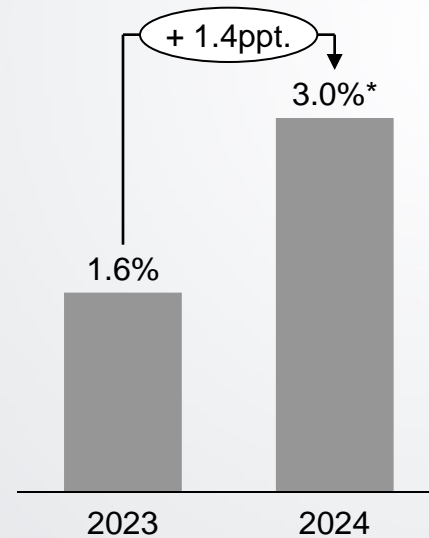


FY 2024 FORECAST

2024 REVENUES*
C. EUR 120M



2024 ADJ. EBITDA*
MGN. OF C. 3%



* Revised from a revenue range of EUR 140 – 150 m and an adj. EBITDA margin range of 7 – 8% previously



IR CONTACT

NICOLE SCHILLINGER
SVP INVESTOR RELATIONS

EMAIL: IR@CHERRY.DE
PHONE: +49 9643 2061 848
WEB: [HTTPS://IR.CHERRY.DE](https://ir.cherry.de)

