

Technology with Vision

# HELLA FY 2014/15 Roadshow Presentation



August, 2015

HF-7761DE\_C (2012-12)

## HELLA Roadshow Presentation – FY 2014/15 Agenda

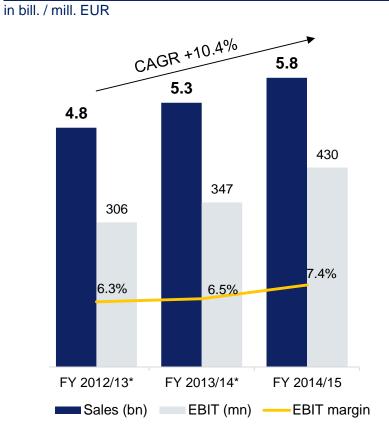
- HELLA Highlights
- Financial Performance 2014/2015
- Technology and Strategy
- Outlook
- Annex
  - HELLA at a Glance
  - Detailed Financials 2014/2015



# Strong organic growth driven by globalization and innovation leadership

HELLA Highlights

#### Profitable growth trend



#### Strong top-line growth

- Targeted growth trend continued in financial year 2014/15
- Organic growth along the megatends: around 5% outperformance of global automotive market

#### Further increase of profitability

 Substantial improvements in the automotive business

#### **Enhanced innovation leadership**

 Milestones in the electronics business with radar and sensors and new major projects in the lighting business

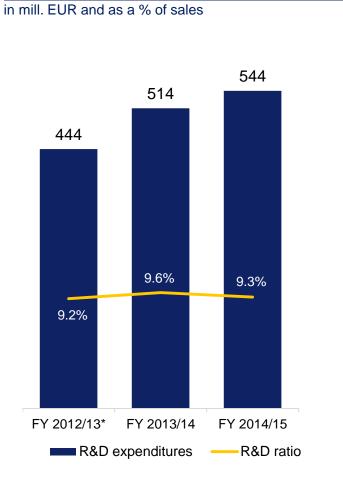
#### Further expansion of global network

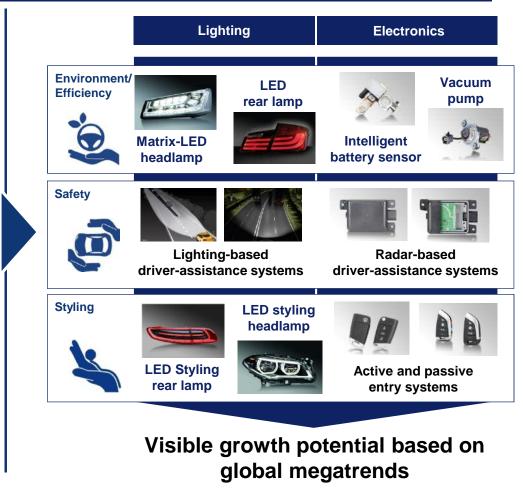
 Enhanced global footprint thanks to stronger international operations particularly in the development network

\*Adjusted in accordance with IAS 19, IFRS 11. Adjusted on account of reclassification of other financial results. See Note 6 to the Consolidated Financial Statement.

## Leading technologies driving sustainable growth HELLA Highlights

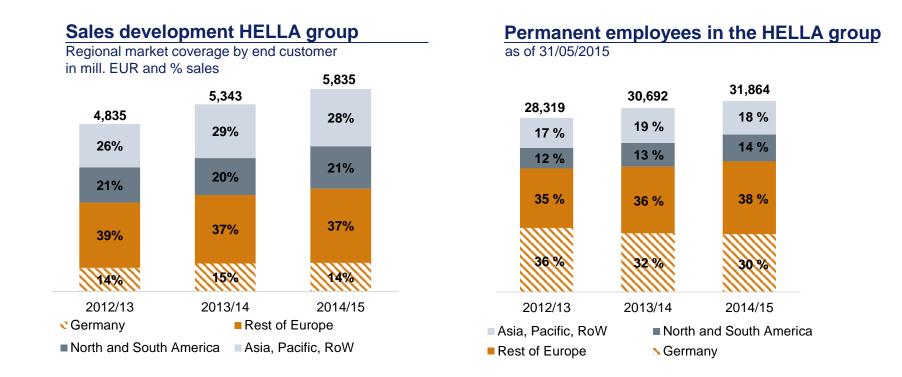
Continuous investments in R&D lead to innovations with strong growth







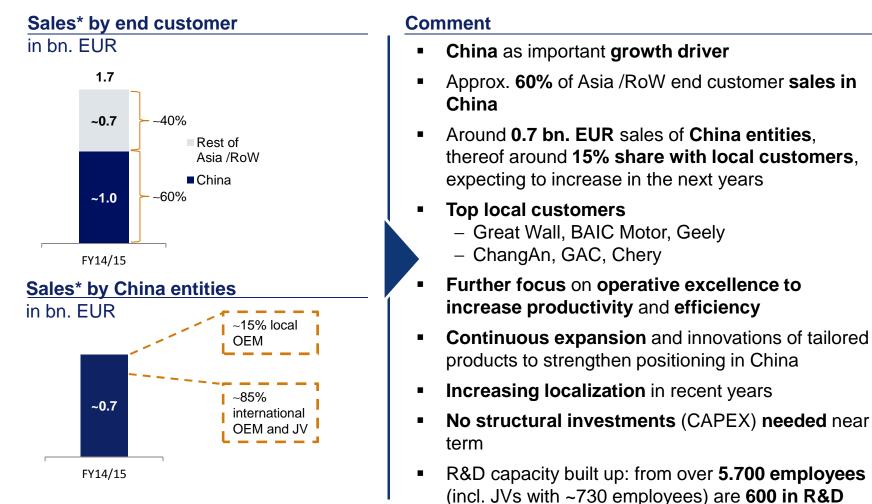
## **Global presence and broad regional diversification** HELLA Highlights



Further strengthening of the global development and production network particularly in China, Mexico and Eastern Europe



## **Tailored China presence with balanced customer portfolio** HELLA Highlights



\* Consolidated sales, China approximation based on HELLA analysis \*Source: VDA, HELLA



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## Sales and profitability improved further in FY 2014/15 Financial performance 2014/2015

Key P&L data	Financial year 2013/2014 (adjusted)*	Financial year 2014/2015	Year-on-year change
Sales* in bill. EUR	5.3	5.8	+9%
Adjusted EBIT** in mill. EUR (% of sales)	<b>399</b> (7.5%)	<b>445</b> (7.6%)	+12%
Net income in mill. EUR	230	295	+29%
Earnings per share	2.23**	2.70	+21%
<b>Proposed dividend</b> in mill. EUR (in EUR per share)	<b>56</b> (0.555***)	<b>86</b> (0.77)	+54%

\* Adjusted due to the reclassification of the other financial result

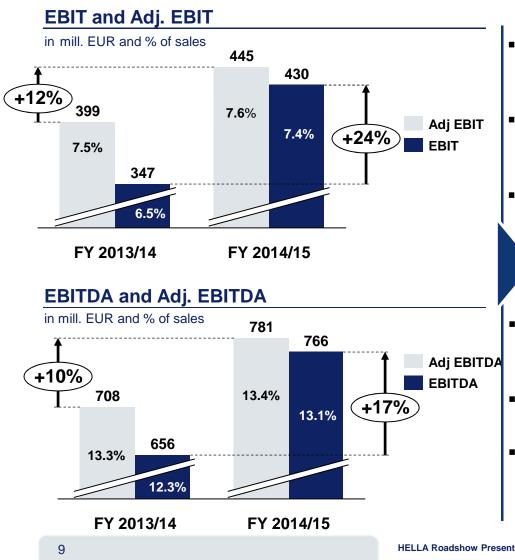
\*\* Adjusted by 15 mill. EUR for one-off-effects related to structural adjustments mostly connected with the voluntary severance and partial retirement program

\*\*\* Breakdown of the proposed dividend to the new number of shares, which is 100,000,000



## Significant improvement of profitability

Financial performance 2014/2015



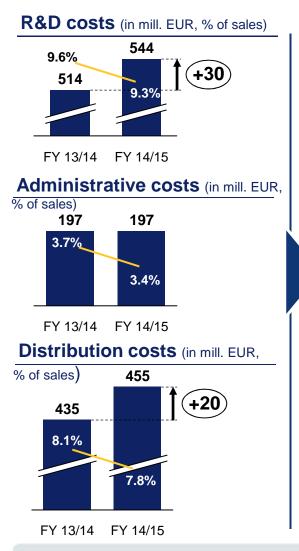
- Adjusted EBIT increased 12% to 445 mill. EUR, margin increased by 0.1%-points to 7.6% in FY14/15
- Scale effects, increased efficiency on structural costs and higher JV contribution (0.9% of sales vs. 0.7% FY13/14) drove margin
- EBIT increased 24% to 430 mill. EUR, margin increase by 0.9%-points to 7.4%

Restructuring expenses decreased from 52 mill. EUR to 15 mill. EUR in FY 14/15

- Adjusted EBITDA increased 10% to 781 mill. EUR, margin increased by 0.1%-points to 13.4% in FY 14/15
- **Depreciation & amortization** increased 8.8% to 336 mill. EUR
- EBITDA increased 17% to 766 mill. EUR. margin increase by 0.8%-points to 13.1%



## **Visible improvement of main structual cost** Financial performance 2014/2015

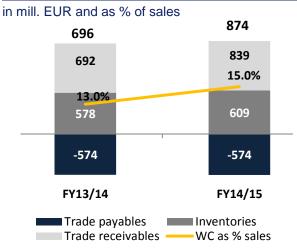


- R&D expenses increased by 30 mill. EUR to 544 mill. EUR driven by build-up of local know-how, high investment in new technologies (basic research), increased product complexity and new product categories (e.g. radar)
- R&D ratio decreased by 0.3%-points to 9.3% driven by strong top line growth
- Capitalized R&D at 50 mill. EUR (vs. 35 mill EUR FY13/14)
- Administrative expenses stayed at 197 mill. EUR, ratio decreased by 0.3%-points to 3.4%
- Efficiency gains through re-location to best cost countries and shared service center as driver
- Restructuring initiatives continue in FY15/16
- Distribution expenses increased by 20 mill. EUR to 455 mill. EUR, ratio decreased by 0.3%-points to 7.8%
- Efficiencies gains, tailored cost measures as well as declining aftermarket business as drivers



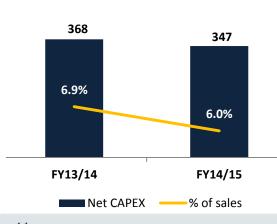
## **Efficient investments and working capital improvements** Financial performance 2014/2015

#### Trade working capital





in mill. EUR and as % of sales



- Working capital increased by 178 mill. EUR to 874 mill. EUR, ratio increased by 2%-points to 15.0%
- Receivables\* increased by 147 mill. EUR to 839 mill. EUR particularly due to longer payment periods in Asia, excluding currency effects (47 mill. EUR) receivables grew 14%
- Inventory\* increased by 31 mill. EUR to 609 mill. EUR due to continuing optimization programs in logistics, excluding currency effects (27 mill. EUR) inventory grew only 1%
- Gross CAPEX decreased by 21 mill. EUR to 478 mill. EUR, ratio decrease by 1.1%-points to 8.2%
- Net CAPEX decreased by 21 mill. EUR to 347 mill. EUR, ratio decreased by 0.9%-points to 6.0%
- Continuous investments in customer-specific equipment with increased product complicity and footprint investments ongoing

### Reimbursements constant at 131 mill. EUR

\*Cash change excl. effects from currency conversion and other: receivables +129 mill. EUR, inventory +8 mill. EUR

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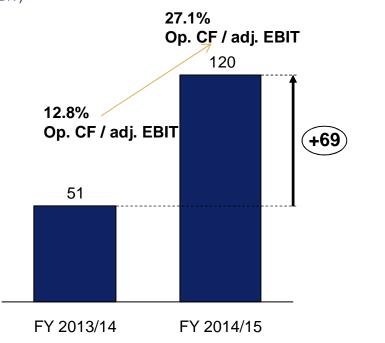


## Strong cash flow increase achieved

Financial performance 2014/2015

#### **Operative CF development**

in mill. EUR and cash conversion ratio (Operative Cash Flow / adj. EBIT)



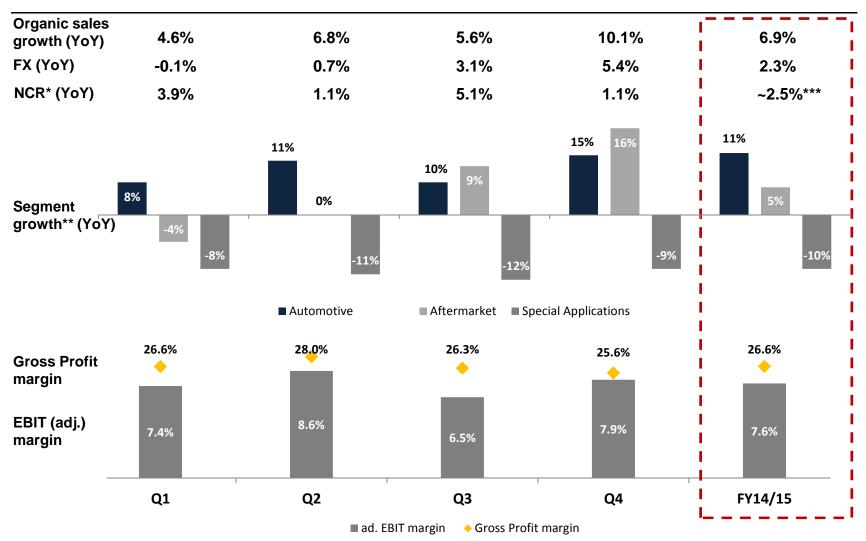
- Operative CF\* increased by 69 mill. EUR to 120 mill. EUR, whereby cash settlements for restructurings of 38 mill. EUR (15 mill. EUR in FY 13/14) are excluded
- Cash conversion ratio\* increased by 14.3%-points to 27.1%
- After two years of globalization initiative strong increase in line with expectations driven by profitable topline growth and under-proportional increase of cash-effective working capital

\* Operative Cash Flow before dividends and net capital expenditure on financial assets or shares in associates (excluding cash restructuring payments) )



# Growth accelerating in Q4

## Financial performance 2014/2015

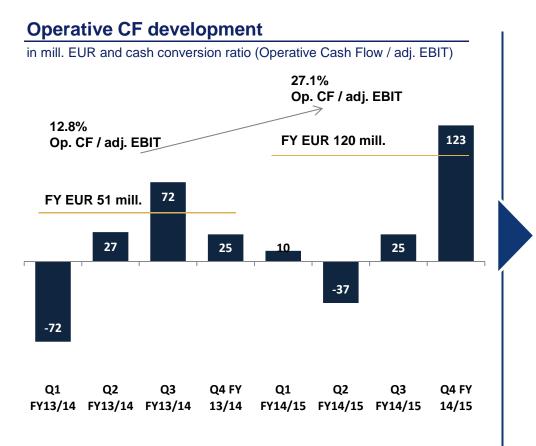


\*new car registrations according to HELLA fiscal year, does not include all regions due to limited data availability, source: VDA, HELLA analysis \*\*external sales only, \*\*\* approximation based on timing split and data availability, growth in calendar year 2%



# Operative CF volatile but improving

Financial performance 2014/2015



- Operative CF volatile on quarterly level, but improving
- Customer reimbursements of 64 mill. EUR cashed-in in Q4
- CF from operating activity include 38 mill. EUR restructuring payments compared to 15 mill. EUR in FY 2013/14
- Working capital increased due to new product launches along HELLA growth path
- CF conversion strengthened through strong profitability increase

Aggregated view on fiscal year reduces quarterly reporting date effects and hence volatility



## **Group: Automotive as growth driver**

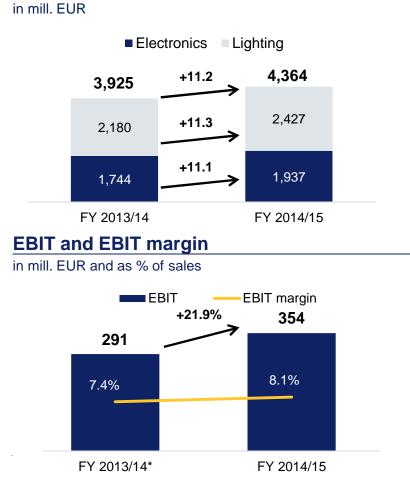
Financial performance 2014/2015

	Automotive	Aftermarket	Special Applications
External sales in bill. EUR YoY change	4.4 (+11%)	1.1 (+5%)	0.3 (-10%)
Share of external segment sales*	76%	19%	5%
<b>EBIT</b> in mill. EUR	354	73	19
<b>EBIT margin</b> (% of sales)	8.1%	6.5%	6.1%

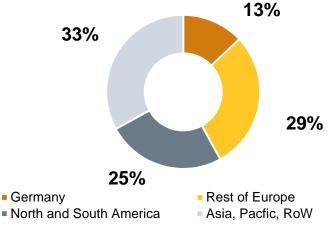


## Automotive: Strong performance, significant profit growth Financial performance 2014/2015

**External sales** 



- Attractive position with products where demand significantly outperforms market growth:
  - LED market with two-digit growth rates
  - Significant increase of electronic components in vehicles
- Strong position in the premium segment
- Advantageous position in regional markets\*\*:



\* Adjusted due to the reclassification of the other financial result | \*\*Regional market coverage by end customers

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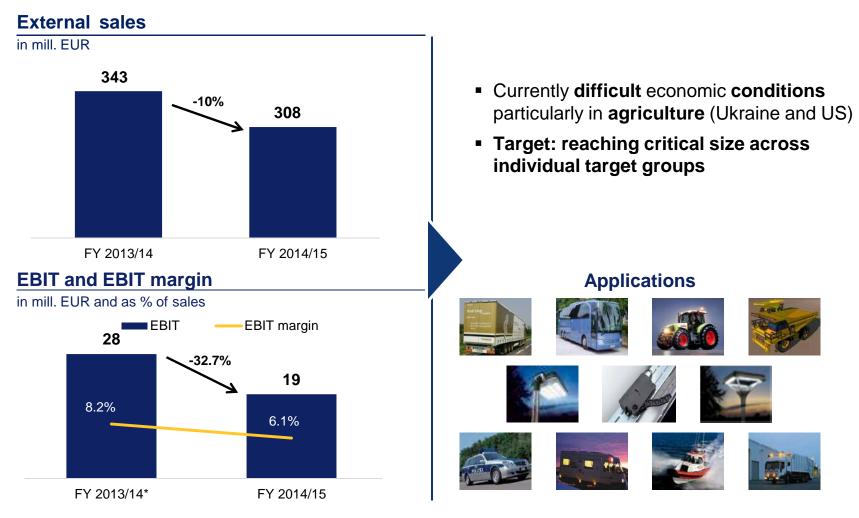


## Aftermarket: Growth in a challenging environment Financial performance 2014/2015

**External sales** in mill. EUR Recovery in the independent spare parts 1,131 business in the second half +5.1% Positive development in the wholesale and 1,076 garage business Negative volume and mix effects on profitability Positioned for industry consolidation **HELLA** in the value chain FY 2013/14 FY 2014/15 **EBIT and EBIT margin** in mill. EUR and as % of sales Wholesalers Vehicle EBIT EBIT margin **Suppliers** Workshops drivers B<sub>2</sub>C E-Commerce 78 -6.1% Replacement and Products, info, know-Analysis, data, 73 wearing parts how eauipment 7.2% 6.5% HELLA products & services Attractively positioned to participate in the FY 2013/14\* FY 2014/15 structural change of the aftermarket \* Adjusted due to the reclassification of the other financial result



## **Special Applications: Difficult market environment** Financial performance 2014/2015



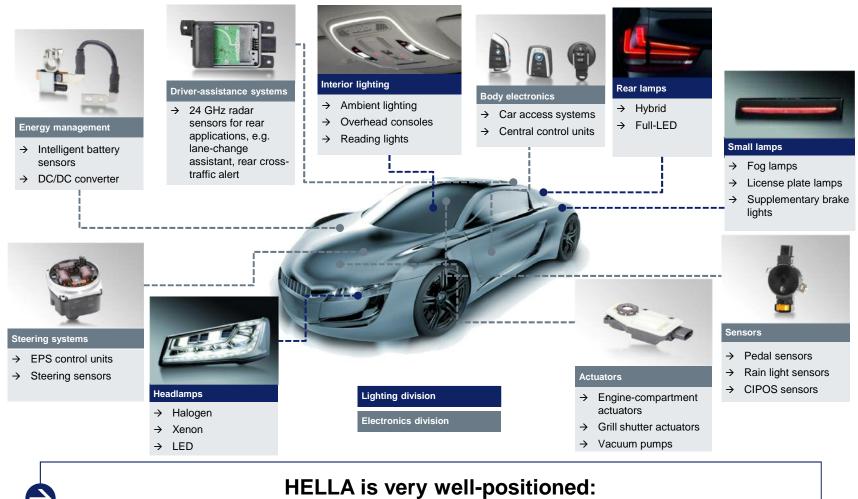
\* Adjusted due to the reclassification of the other financial result

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## Attractive technology portfolio addresses global megatrends Technology and Strategy



Lighting and Electronics are increasingly interlinked

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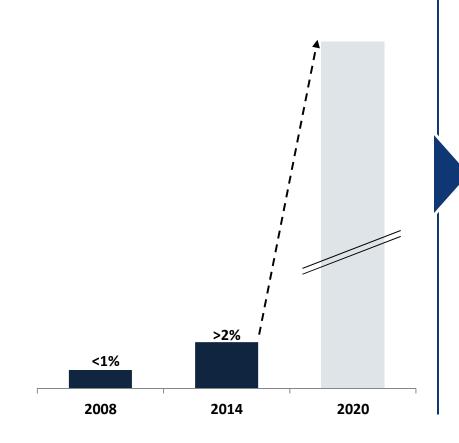


# Lighting: Megatrend LED

Technology and Strategy

#### **Global megatrend LED**

Share in the global headlamp market: The LED era begins



- Establishment of LED technology in the volume segment and development of complex high-definition headlamps
- Marker light adds to road safety



 Accelerated development in the OLED segment increases scope for brand differentiation through lighting design



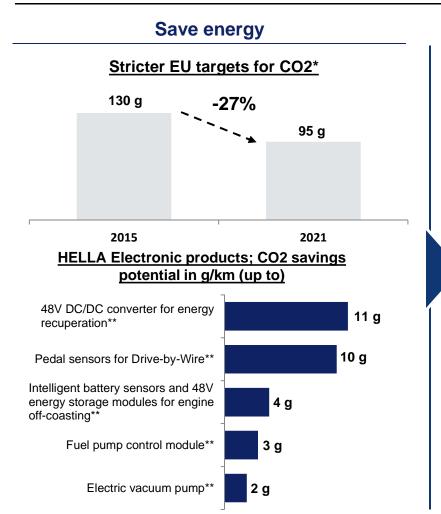
 Ambient lighting sets the stage in the passenger compartment





## **Electronics: Megatrend efficient driving**

**Technology and Strategy** 



**HELLA electronics** contributes to **achieve** the EU **targets** for CO2 emission

 Transition to efficient under-pressure provision for the braking system due to demand-oriented electric vacuum pumps



- Advancement of the engine-off coasting for economical driving and to reach CO2 targets
- Development of pioneering battery management systems for PHEV (Plug-in Hybrid Electric Vehicle) and BEV (Battery Electric Vehicle)

\* Average fleet emission of new vehicles in gram/kilometer after regulations (EU) No 333/2014 of the European Parliament and of the Council of 11 March 2014 | \*\* CO2 savings related to the system that includes the respective component, \*\*\* CO2 savings related to the product



## **Electronics: Megatrend autonomous driving**

**Technology and Strategy** 

#### Synthesis of safety and comfort

















#### Leading today: 24 GHz radar driver-assistance systems by HELLA

- Blind spot assistant
- Lane change assistant
- Pre-crash-rear assistant
- Exit assistant
- Rear-cross-traffic assistant

#### In the pipeline: automated parking

 Development of radar sensors for autonomous parking and reverse parking based on the identification of objects in the parking area

#### For the future: applications to support autonomous driving

- Development of radar sensors
  - for front-side-applications (i.e. intersection assistant)
  - for the 360° environment recognition to realize autonomous driving





## HELLA Roadshow Presentation – FY 2014/15 Agenda

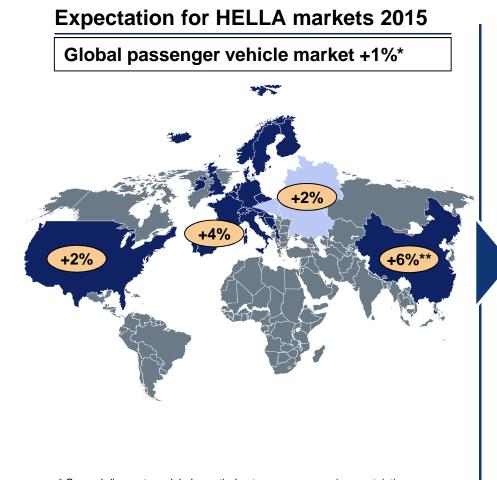
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## **Overall market growth expected** Outlook



\* General discount on global growth due to macro-economic uncertainties
 \*\* Uncertainties around the medium-term development of the Chinese market not included

#### Germany:

- Positive development of new car registrations in the first months of 2015
- Modest expected economic growth of approx. 1% for 2015

#### • Western Europe incl. Germany:

- Growth and substantial recovery in most Western European countries
- Recovery gaining momentum in the fist half of 2015, however levels still below pre-crises

#### USA:

- Strong winter in the beginning of 2015; nevertheless economic growth expected
- Favorable economic environment and solid domestic demand based on low fuel prices
- China:
  - Despite decline in economic growth to around 7% (official number), China still remains the largest car market
  - Impairment of economic situation could influence consumption and demand for automobiles negatively



## **Company outlook continuously positive** Outlook

- Presuming no serious economic turmoil, we assume further positive development of the HELLA business in the FY 2015/16:
  - Sales to grow in the medium to high one-digit percentage range
  - EBIT margin will remain at the level of FY2014/15, leading to a growth in absolute EBIT in the medium to high one digit percentage range
  - Expenses related to restructuring activities will occur around EUR 20 mill.



Guidance



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## Market and technology leadership as guiding principles HELLA at a glance

			Sales / EBIT Margin 2014/15* (€bn) / (%)
Group		<ul> <li>Partner of the automotive industry and the aftermarket for over 100 years</li> <li>Family-owned and global reach: &gt;100 locations in &gt;35 countries</li> <li>Around 32,000 employees worldwide, thereof around 6,000 in R&amp;D**</li> </ul>	€5.8bn / 7.6%***
Automotive	Lighting	<ul> <li>42% of FY 2014/15 HELLA's sales****</li> <li># 1 market position in LED headlamps<sup>1</sup></li> <li># 1-2 European market position in OE passenger car lighting<sup>1</sup></li> <li># 3-4 globally<sup>1</sup></li> </ul>	
Auton	Electronics	<ul> <li>33% of FY 2014/15 HELLA's sales****</li> <li>#1-2 European market position in defined automotive electronic segments<sup>1</sup></li> <li># 2-3 globally<sup>1</sup></li> </ul>	~76% €4.4bn / 8.1%
Aftermarket		<ul> <li>Aftermarket Solutions: integrated player along the value chain</li> <li>Spare parts, wholesale, diagnostics, software and service</li> <li># 1-3 in European IAM<sup>2</sup>, #1-2 wholesale in selected countries, # 2 European diagnostics</li> </ul>	~19% €1.1bn / 6.5%
Special	Applications	<ul> <li>Transfer of HELLA know-how to new non-automotive applications</li> <li>Special OE: lighting and electronic products for e.g. agricultural and construction machines, trucks and trailers</li> <li>Industries: lighting products indoor and outdoor (e.g. street lights, airport lights)</li> </ul>	~5% €0.3bn / 6.1%
2	<ul> <li>External sales volume, not including inter-</li> <li>Employee figures as of May 31, 2015</li> </ul>	segment sales 1) Source: external market study commissioned by HELLA (2014), HELLA analysis; all figures related to selected markets and product HELLA's portfolio, as covered in the market study HELLA Roadshow Presentation, August 2015	categories based on

28 \* Enclose states volume, rout including mensegurient sates
 \* Enclose states volume, rout including mensegurient sates
 \* Adjusted for one-off-effects related to the voluntary severance and partial retirement program
 \*\* External sates volume, not including inter-segurent sates and sates between the shown business divisions

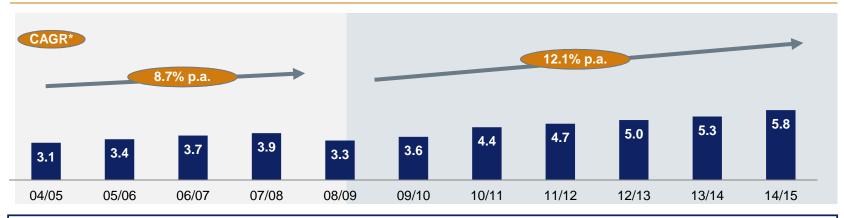
HELLA Roadshow Presentation, August 2015 2) Excluding tyre business



# Track record of steady growth across the cycle and resilience of business model

HELLA at a glance

#### HELLA GROUP Sales\* in €bn



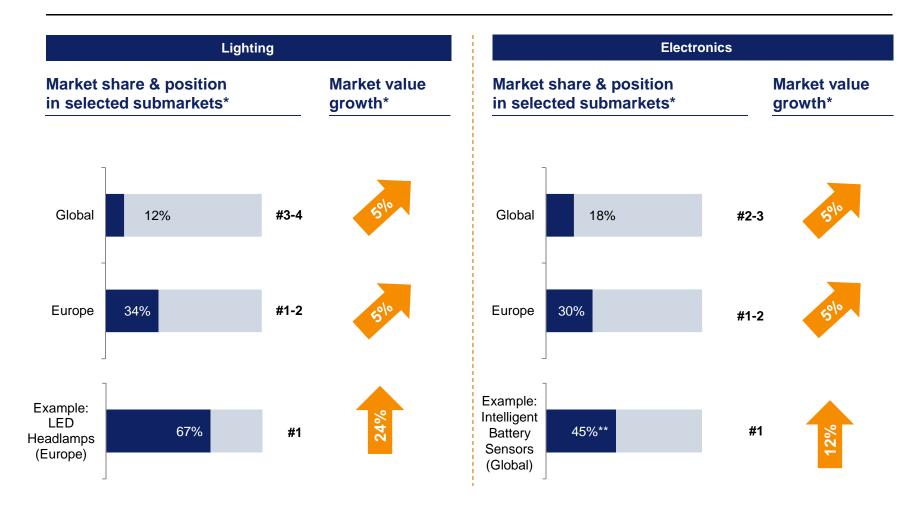
Sustainable long term growth across the cycle during the last ten years with a clear focus on organic growth (CAGR of 6.5% p.a. since FY 2004/05)

#### Aftermarket\* Automotive\* Sales EBT Sales EBT 09/10 03/04 05/06 8 01/9C 10/11 11/12 12/13 14/15 70/9c 10/11 11/12 12/13 .3/14 4/15 04/05 06/07 l3/14 05/06 08/C 7/70 /// )8/ Resilient business model with stable cash flow generation through strong share of aftermarket business

\*Cumulated Annual Growth Rate; sales as reported w/o adjustments for consolidation or accounting changes, \*\* incl. sale of Danish subsidiary Holger Christianses A/S



## Leading market positions in Lighting and electronics products HELLA at a glance

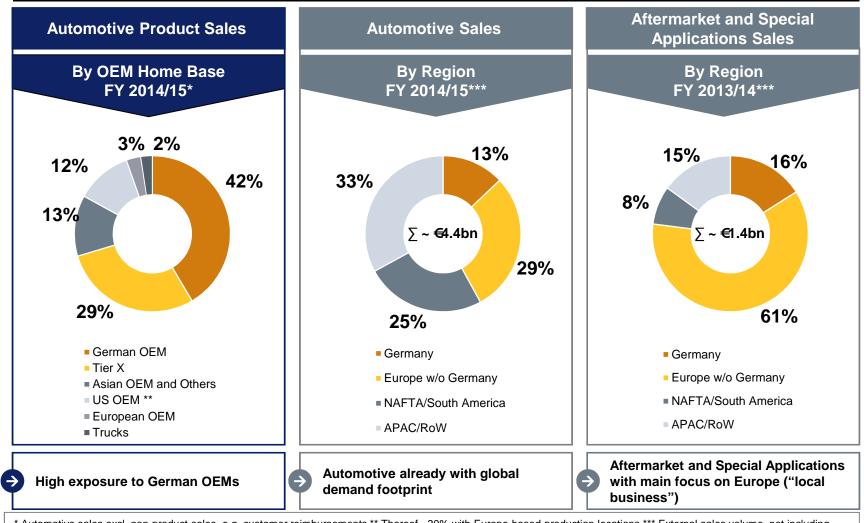


\*Source: external market study commissioned by HELLA (2014), HELLA analysis; all figures relating to selected markets and product categories based on HELLA's product portfolio, as covered in the market study; Growth: CAGR 2013/14-2018/19 \*\*Including 100% of related JV sales

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## **Favorable customer mix an regional exposure** HELLA at a glance



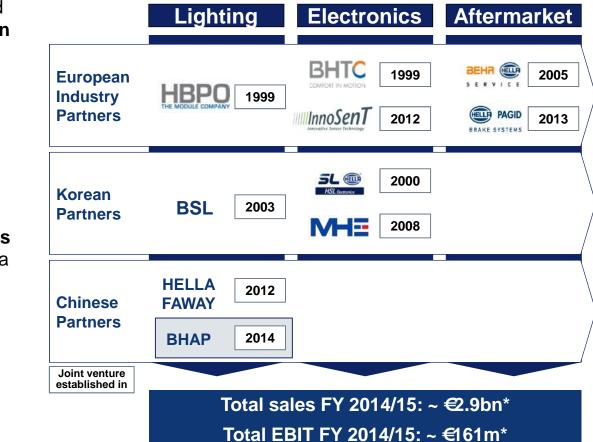
\* Automotive sales excl. non-product sales, e.g. customer reimbursements \*\* Thereof ~30% with Europe-based production locations \*\*\* External sales volume, not including inter-segment sales



## Network approach as integrated part of HELLA business model HELLA at a glance

#### HELLA network strategy

- → HELLA counts on JVs and partnerships for more than 15 years
- $\rightarrow$  Key strategic rationale
  - Access to technology know-how in order to strengthen product portfolio offer
  - Access to new markets or customer groups via partners' established network
  - Economies of scale in operations, e.g. purchasing and production



Selected examples from the HELLA network

\*Based on non-audited, internal IFRS reporting as of May 31, 2015; all equity accounted investments added together (on a hypothetical 100% basis, irrespective of HELLA's percentage share)

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# Complete aftermarket solutions with leading market positions along the value chain

### HELLA at a glance

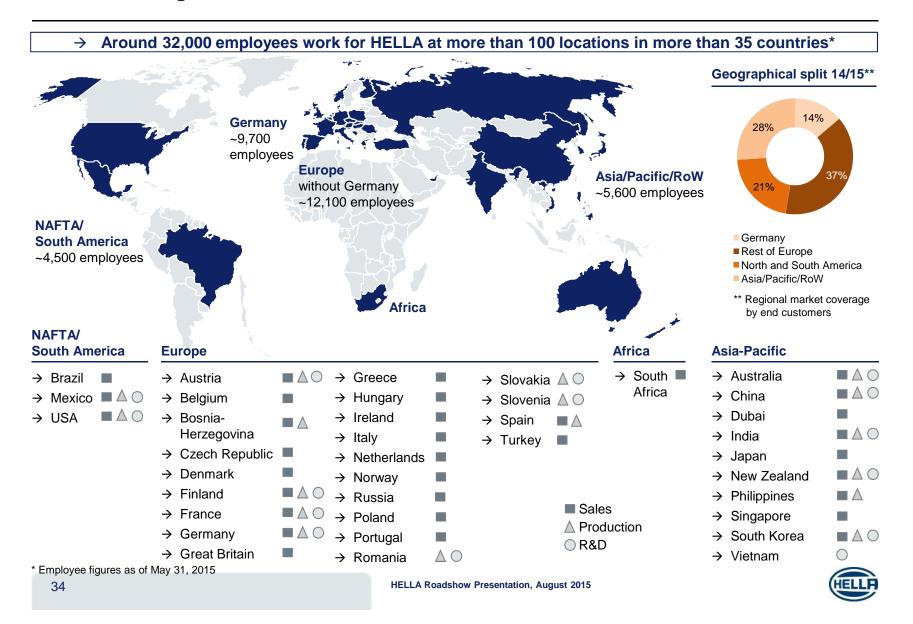


HELLA provides the full portfolio including services and solutions and can deliver the entire value chain which generates push and pull effects

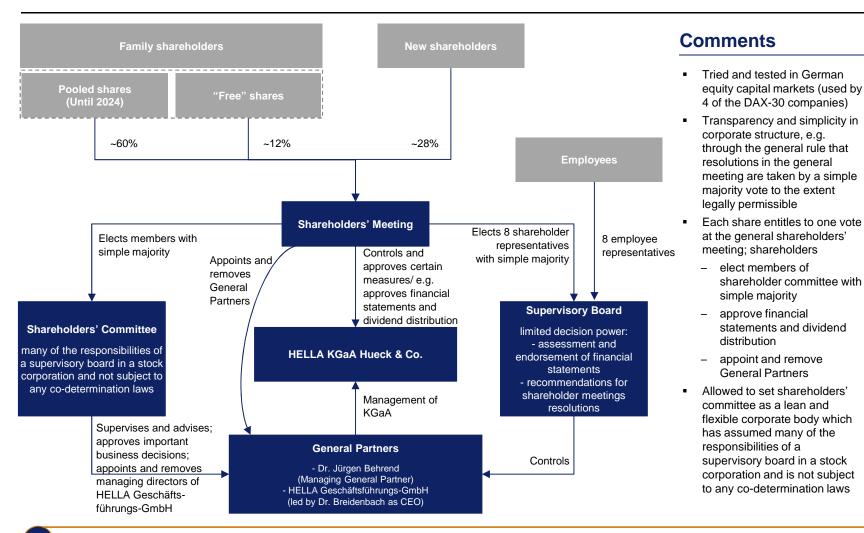
Source: external market study commissioned by HELLA (2014), HELLA analysis, \*market share for selected products reviewed in study, excluding tyre business, \*\*based on markets in which HELLA is active



## **Global footprint secures competitiveness and innovative strength** HELLA at a glance



## **Professional corporate governance within KGaA structure** HELLA at a glance



HELLA's company structure ensures professional governance and capital markets orientation



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## **Key figures** Detailed Financials FY 2014/15

<b>igures</b> n mill. EUR if not otherwise stated	Key Financial Metrics		
	31. Mai 15 Actual	31. Mai 14 Actual	
Sales	5,835	5,343	
EBITDA	766	656	
EBIT	430	347	
Gross CAPEX	478	499	
% of Sales	8.2%	9.3%	
EPS (EUR)	2.70	2.23	
Operating FCF	120	51	
Net Debt	131	425	
Equity	1,910	1,342	
Equity Ratio	38.8%	30.1%	
Net Debt / EBITDA	0.2x	0.6x	
Interest coverage ratio (min. 5x)*	21.1x	17.2x	
Gearing**	0.1x	0.3x	

\*EBITDA (LTM) / Financial Result \*\*Net Debt / Equity; Interest coverage and Gearing are covenants for Syn Loan

## Income Statement Detailed Financials FY 2014/15

in mill. EUR	12 months FY 2	014/15	12 months FY 20	013/14
Sales	5,835	100%	5,343	100.0%
Cost of sales	(4,281)	-73.4%	(3,866)	-72.4%
Gross Profit	1,554	26.6%	1,477	27.6%
Research and development costs	(544)	-9.3%	(514)	-9.6%
Distribution costs	(455)	-7.8%	(435)	-8.1%
Administrative costs	(197)	-3.4%	(197)	-3.7%
Other income and expenses	16	0.3%	(24)	-0.5%
Income from associates	55	0.9%	38	0.7%
Other income from investments	0	0.0%	2	0.0%
EBIT	430	7.4%	347	6.5%
Financial income	38	0.7%	37	0.7%
Financial expenses	(74)	-1.3%	(75)	-1.4%
Earnings before taxes	394	6.7%	309	5.8%
Taxes on income	(98)	-1.7%	(79)	-1.5%
Earnings for the period	295	5.1%	230	4.3%



## Balance sheet – Assets: May 31, 2015 Detailed Financials FY 2014/15

in mill. EUR	May 31, 2015		May 31, 2014	
Cash, cash equivalents and financial assets	1,008	20.5%	992	22.3%
Trade receivables	839	17.1%	692	15.5%
Other receivables and non-financial assets	180	3.7%	150	3.4%
Inventories	609	12.4%	578	13.0%
Current assets	2,636	53.6%	2,412	54.1%
Property, plant and equipment and intangible assets	1,833	37.3%	1,620	36.3%
Shares in associated companies and joint ventures and other investments	267	5.4%	240	5.4%
Other non-current assets	181	3.7%	187	4.2%
Non-current assets	2,281	46.4%	2,046	45.9%
Total assets	4,917	100.0%	4,459	100.0%

## Balance sheet – Equity and liabilities: May 31, 2015 Detailed Financials FY 2014/15

in mill. EUR	May 31, 2015 Ma		May 31	ay 31, 2014	
Financial liabilities	100	2.0%	296	6.6%	
Trade payables	574	11.7%	574	12.9%	
Other liabilities	603	12.3%	467	10.5%	
Provisions (current)	73	1.5%	109	2.4%	
Current liabilities	1,349	27.4%	1,446	32.4%	
Non-current financial liabilities	1,039	21.1%	1,121	25.1%	
Deferred tax liabilities	25	0.5%	69	1.5%	
Other non-current liabilities	236	4.8%	219	4.9%	
Other provisions	358	7.3%	262	5.9%	
Non-current liabilities	1,658	33.7%	1,671	37.5%	
Total equity	1,910	38.8%	1,342	30.1%	
Total equity & liabilities	4,917	100.0%	4,459	100.0%	



## Cash Flow Statement Detailed Financials FY 2014/15

in mill. EUR	FY 2014/15	FY 2013/14
ЕВП	430	347
Gross depreciation	336	309
Working capital changes	-97	-71
Payments received for serial production	131	131
Tax payments	-119	-80
Other operating activities (e.g. change in provisions)	-82	-85
Gross Capital Expenditures	-498	-516
Revenue from sale of assets	20	17
Operative Cash Flow	120	51
Dividends paid	-59	-55
Acquisitions	-11	-4
Capital increase	272	0
Restructuring payments, Consolidation group changes, FX effects & other evaluation effects	-36	-3
Pension, Factoring, Operating Lease	7	0
Change in financial net debts	294	-11

- Higher operative Cash
   Flow mainly due to
   increased profitability
- Decrease in net capex\* from 368 mill. EUR to 347 mill. EUR; customer payments still high on previous year's level (131 mill. EUR)
- Net inflow from capital increase of 272 mill. EUR

\*Includes gross capital expenditures, less revenue from sale of assets, and less payments received for serial production



## Financial Debt Structure – May 31, 2014 vs. May 31, 2015 Detailed Financials FY 2014/15

Figures in mill. EUR Financial Debt Structure February 2014 vs. February 2015					
	Maturity	May 31, 2014	Deviation	May 31, 2015	
AFLAC Notes and Loan*	2032/33	175	0	175	
7.25% Notes 2009/2014**	2014	200	-200	0	
2.375% Notes 2013/2020**	2020	500	0	500	
1.25% Notes 2014/2017**	2017	300	0	300	
Loan European Investment Bank	2015	150	-150	0	
Other Financial Debt, Accruals and Revaluation		93	71	164	
Gross Financial Debt		1,418	-279	1,139	
Cash and cash equivalents		637	-34	603	
Financial Assets		355	50	405	
Net Debt		425	-294	131	
Revolving credit facility (2015-2020) of 450 mill. E	UR				
Net Debt / EBITDA		0,6x		0,2x	
<ul> <li>Increase of other finantialso additional loans of January 2015</li> <li>EIB Loan repayment (1 EUR for a bond maturition)</li> <li>Refinancing and reduction</li> </ul>	of 105 mill. EUR 150 mill. EUR) i ng in October	to finance footpr n January 2015 ai	int expansion ind redemption	in China in of 200 mill.	

\* hedged value \*\* nominal amount





## **Thanks for your attention**

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