

Our upward trend continues.

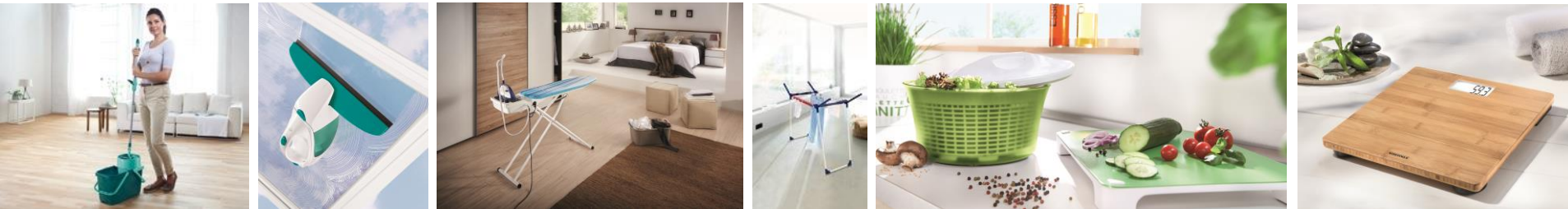


Leifheit AG
Investor presentation

April 2017

Agenda

- Introduction to Leifheit
- Highlights Financial Year 2016
- Financial Figures 2016
- Strategy “Leifheit 2020” and Key Initiatives 2017
- Forecast Financial Year 2017
- Investment Highlights
- Annex



Introduction of Leifheit



“We are your leading experts for solutions that make your everyday life at home more easy and convenient”

Leifheit Group

Brand business
(~ 85% of turnover)

Volume business
(~ 15% of turnover)

- Distribution in international markets
- Product categories: Cleaning, Laundry Care, Kitchen goods, Wellbeing

- High-quality branded products with a high degree of consumer benefit, mid to upper price segment
- Consistent brand management
- Systematic processes for innovation and market launch

- Products in mid-price range
- Customer-specific product development
- Strong service component



Project Business

Offering products in four categories

Cleaning

Leifheit has an easy and convenient solution for every cleaning demand. Our high quality cleaning products can be flexibly combined.



Laundry care

Whether it's laundry dryers for the house or rotary dryers for the garden, an ironing board or a steam ironing system – Leifheit ensures fresh, clean and well-kept laundry.



Kitchen goods

Opening, cooking, cutting or storing – Leifheit's kitchen accessories simplify work and keep hands and kitchen clean.



Wellbeing

Under the Soehnle brand we offer an assortment of scales that always cut a good figure – in the kitchen and the bathroom.



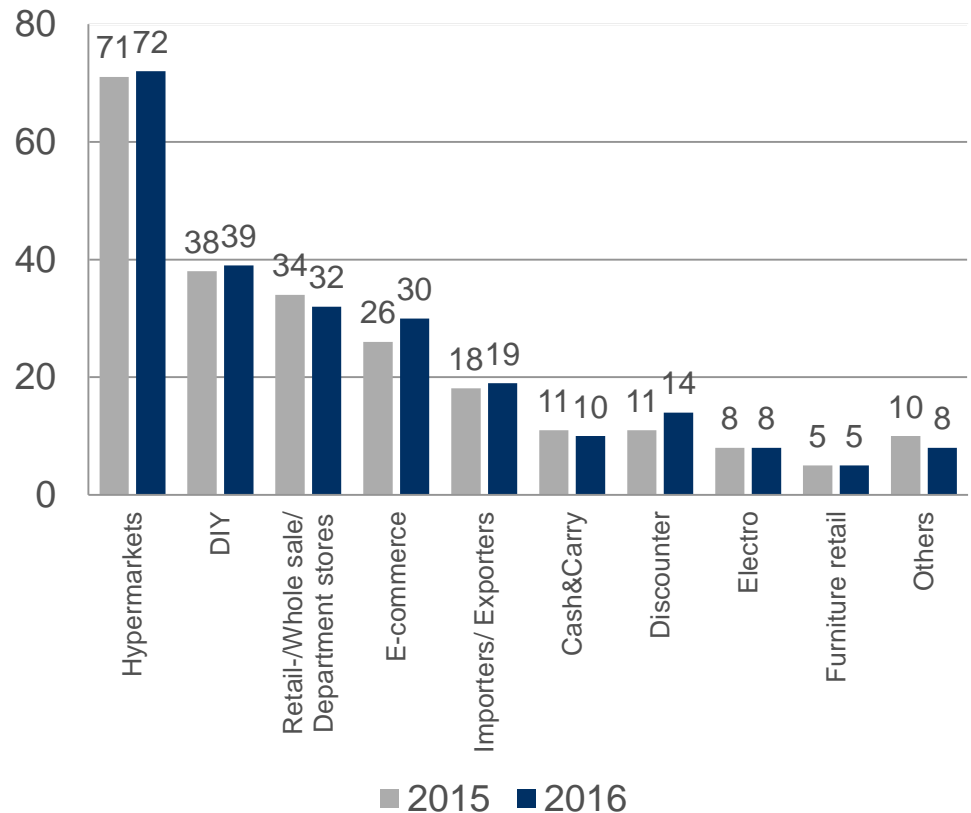
Growth in leading distribution channels

TOP-10 clients (50 % of turnover)



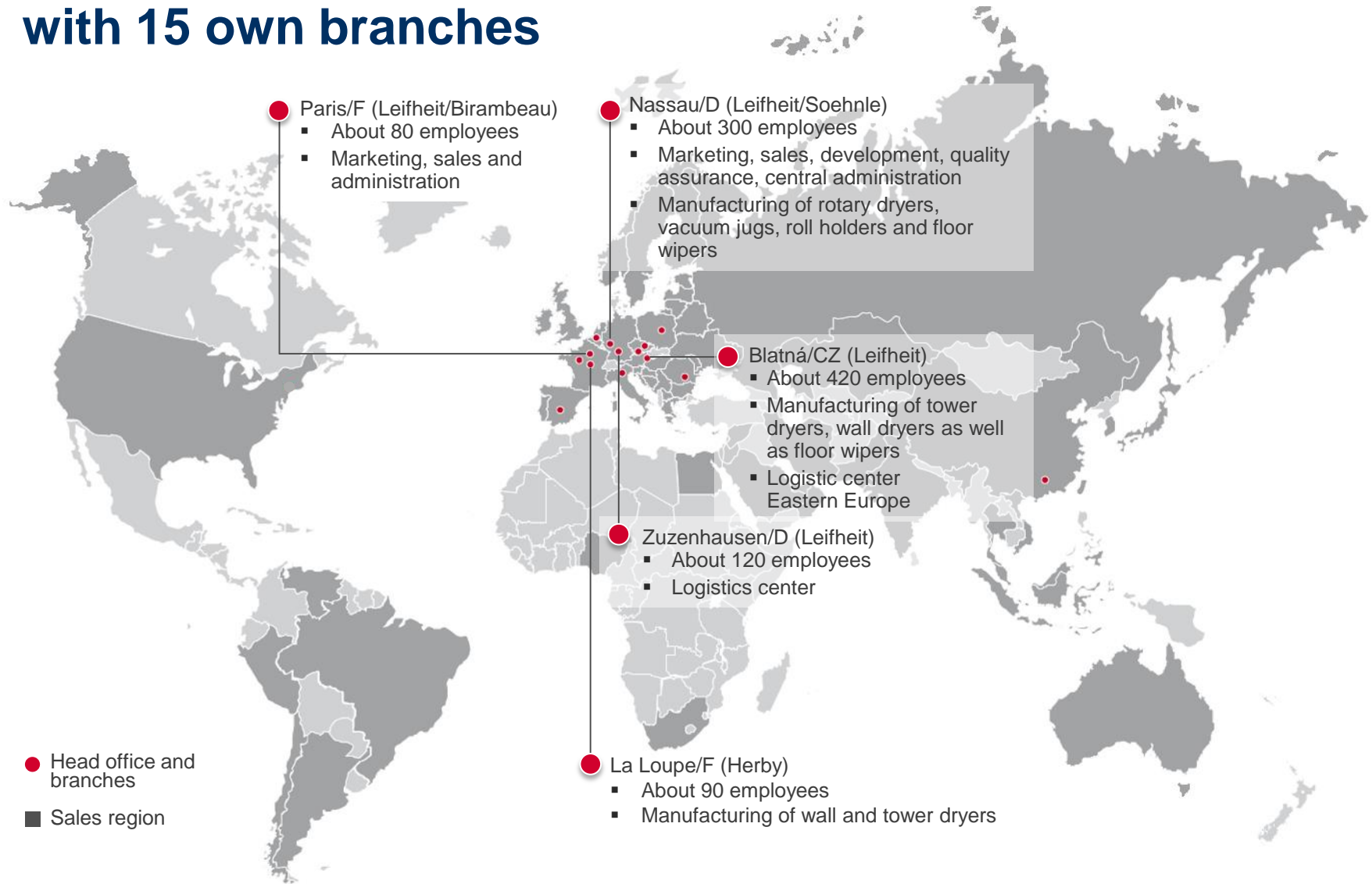
Turnover by distribution channel¹

2016 in m €



¹ Others includes contract manufacturing

Operating in more than 80 countries with 15 own branches



Three main Group sites

Nassau/Germany: headquarter, marketing, R&D, sales, administration

Company grounds:	61,000 square meters
Built-up area:	26,000 square meters
Employees:	approx. 300
Fabrication:	automatic production lines, injection molding production
Main product groups:	dryers (Linomatic), cleaning and kitchen products



Zuzenhausen/Germany: logistic center

Company grounds:	85,000 square meters
Built-up area:	41,000 square meters
Employees:	approx. 100
Storage Capacity:	approx. 48,000 pallets
Distribution Capacity:	1,000 cubic meters (each day)



Blatná/Czech republic: main production facility and logistic center Eastern Europe

Company grounds:	108,000 square meters
Built-up area:	20,000 square meters
Employees:	approx. 400
Fabrication:	Metal production with powder-coating, injection moulding production, textile production
Main product groups:	dryers, ironing boards, cleaning products
Storage Capacity:	5,000 pallets
Distribution Capacity:	180 cubic meters (each day)



Highlights Financial Year 2016



Leifheit continues sustainable upwards trend also in 2016

- Systematic implementation of corporate strategy “Leifheit 2020” is paying off
 - Brand business continues to be growth driver
 - Foreign share of business continues to grow significantly (60 %)
 - Eastern European growth markets with high growth rates
 - Further strengthening of e-commerce position
 - On track with innovative and customer-centric products
 - New logistics center in Eastern Europe increases efficiency and flexibility in supplying Eastern European growth markets
- Succession plan executed at early stage:
 - Contract of CEO Thomas Radke extended until 31 December 2019
 - Ansgar Lengeling started as new COO
 - Ivo Huhmann appointed as new Board Member (CFO from 25 May 2017)

Implementation of strategy “Leifheit 2020” delivers ongoing performance

Total revenues

2016 vs 2015 in €



EBIT

2016 vs 2015 in €



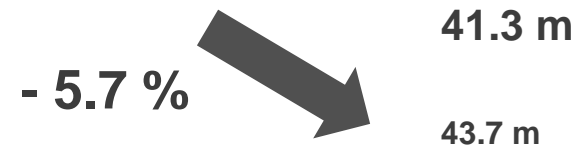
Turnover Brand Business

2016 vs 2015 in €



Turnover Volume Business

2016 vs 2015 in €



Attractiveness of stock continuously increased

- **Continuous attractiveness for investors** due to high free float of 76.7 %
- **Share price performance in 2016 at approx. +14 %**, throughout the past ten years at a CAGR of approx. **10 %**

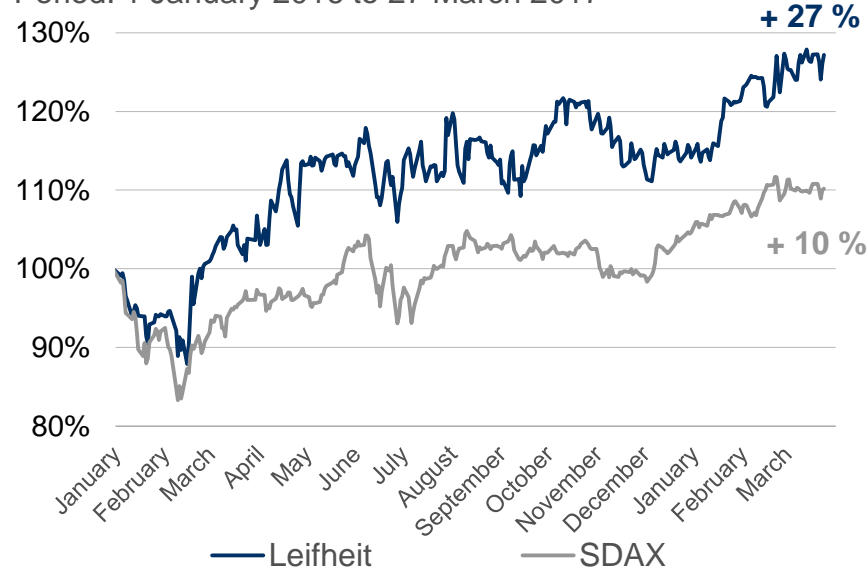
- **Above average dividend yield¹**

2016: 5.1% ²	2012: 5.2%
2015: 5.6%	2011: 6.3% ³
2014: 3.9%	2010: 5.6% ³
2013: 5.3%	2009: 4.3% ³

1 Based on the particular closing price at year-end
 2 Proposal to the Annual Meeting
 3 Plus special dividend on disposals

Price performance

Period: 1 January 2016 to 27 March 2017



10 year price performance

Period: 1 January 2006 to 27 March 2017



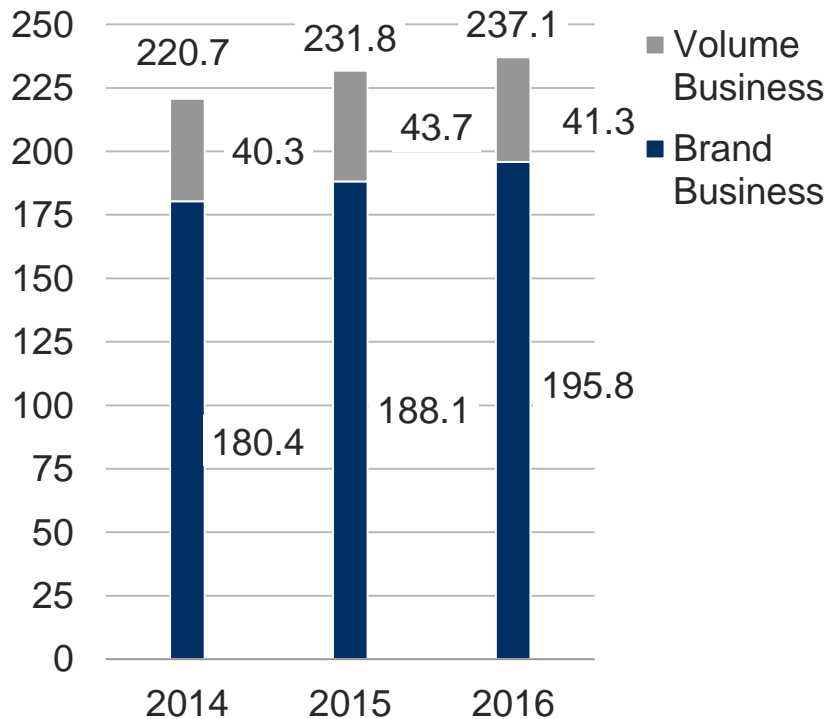
Financial Figures 2016



Group turnover driven by Brand Business in all geographies

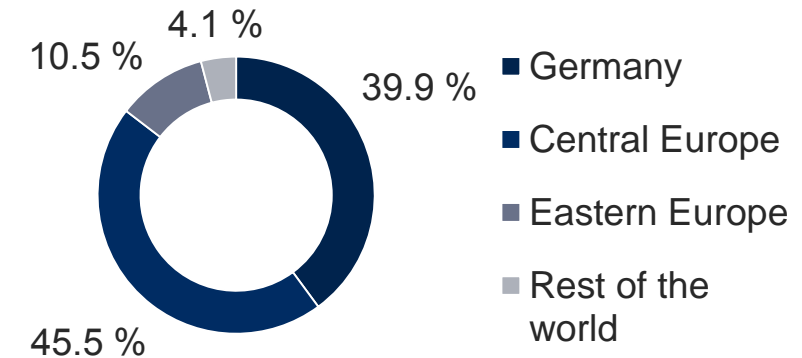
Group turnover by segment

2014 – 2016 / in € m



Group turnover by region¹

2016



- Germany declined by 4.4 % due to delivery-shift of a sales partner to Luxembourg and discontinuation of contract manufacturing in favour of in-house production, like-for-like turnover would have risen by approx. 2 % in Germany
- Central Europe grew by 4.5 %
- Strong growth in Eastern European markets by a total of 27.8 %, driven by Poland (+50.2 %), Czech republic (+16.0%) and Slovakia (+89.0 %)

¹ minor differences from 100 % due to rounding

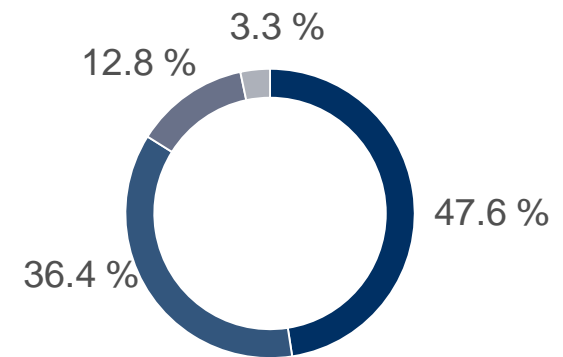
Brand Business continuously drives profitable growth

		2015	2016	Δ
Turnover	€ m	188.1	195.8	+4.1 %
Gross margin	%	49.3	50.2	+0.9 pps
Segment result (EBIT)	€ m	15.5	16.8	+8.9 %
Segment result (EBIT) adjusted ¹	€ m	14.6	16.6	+14.0 %
Employees	Pers.	865	913	+48

- High quality products by Leifheit and Soehnle brands, center of Group growth strategy
- Brand Business responsible for 83 % of total sales (2015: 81 %)
- Segment EBIT represents 76 % of total result (2015: 71 %)
- Substantial growth driver: Cleaning products by Leifheit brand
- Shift of employees from volume to brand business due to completion of contract manufacturing in Blatná end of 2015

Turnover Brand Business

2016 / by region



- Germany
- Central Europe
- Eastern Europe
- Rest of the world



¹ Adjusted for foreign currency results due to the valuation at the balance sheet date of financial instruments to hedge future currency risks

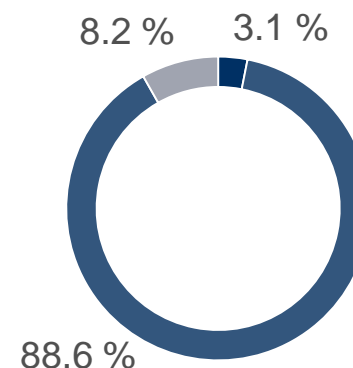
Volume business as anticipated below previous year

		2015	2016	Δ
Turnover	€ m	43.7	41.3	-5.7 %
Gross margin	%	35.4	34.8	-0.6 pps
Segment result (EBIT)	€ m	6.2	5.3	-14.4 %
Segment result (EBIT) adjusted ¹	€ m	4.6	5.2	+11.5 %
Employees	Pers.	209	180	-29

- Lead by profitability, focused on European markets and project business
- Volume business responsible for 17 % (2015: 19 %) of group turnover
- Volume Business represents 24 % of total EBIT (2015: 29 %)
- Shift of employees from volume to brand business due to completion of contract manufacturing in Blatná end of 2015

Turnover Volume Business

2016 / by region



- Germany
- Central Europe
- Rest of the world



¹ Adjusted for foreign currency results due to the valuation at the balance sheet date of financial instruments to hedge future currency risks

Development of Group earnings in line with projections

		2015	2016	Δ
Group turnover	€ m	231.8	237.1	+2.3 %
Gross margin	%	46.7	47.5	+0.8 pps
Foreign currency result	€ m	2.5	0.3	-85.7 %
EBIT	€ m	21.7	22.1	+2.2 %
EBIT adjusted ¹	€ m	19.2	21.8	+13.4 %
EBIT margin	%	9.3	9.3	---
EBIT margin adjusted ¹	%	8.3	9.2	+0.9 pps
Earnings before taxes (EBT)	€ m	20.2	20.6	+1.7 %
Net result for the period	€ m	14.3	14.5	+1.4 %
ROCE	%	18.1	16.3	-1.8 pps

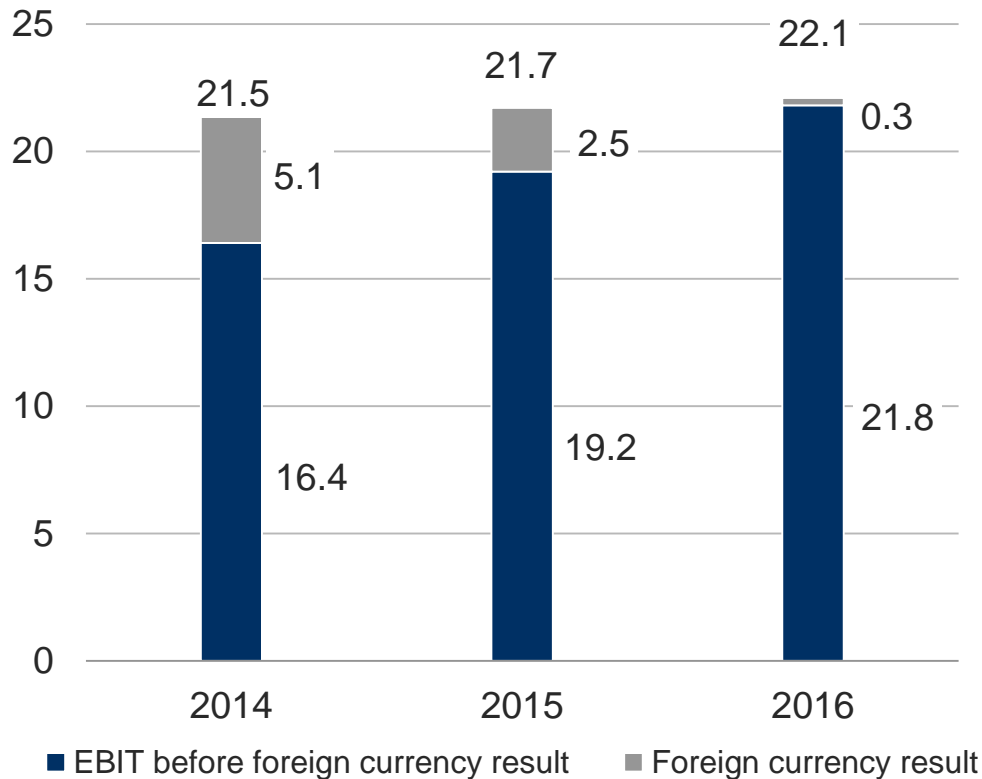
- EBIT adjusted by foreign currency result rose by 13.4 %
- Adjusted EBIT margin reached 9.2 %

¹ Adjusted for foreign currency results due to the valuation at the balance sheet date of financial instruments to hedge future currency risks

Group results adjusted by foreign currency gains significantly increased

Group EBIT Development

2014 - 2016 / in € m



- EBIT 2016 slightly up despite reduced foreign currency gains
- Earnings before foreign currency gains increased by 13.4 %
- Foreign currency results includes
 - changes in the fair values of forward foreign exchange transactions for which no hedging relationships exists,
 - foreign currency valuations and
 - foreign currency gains and losses realized

Operative Cash Flow and Group liquidity increased

in € m	2015	2016	Δ
Cash flow from operating activities	20.8	21.8	+1.0
Cash flow from investment activities	-6.7	-27.5	-20.8
Cash flow from financing activities	-8.5	-13.0	-4.5
Change in cash and cash equivalents	5.6	-18.7	-24.1
Change in cash and cash equivalents due to exchange rates	-0.2	0.0	+0.2
Cash and cash equivalents at the end of reporting period	64.2	45.5	-18.7
Short-term securities	4.0	24.0	+20.0
Group liquidity	68.2	69.5	+1.3
Free cash flow ¹	14.1	14.3	+0.2

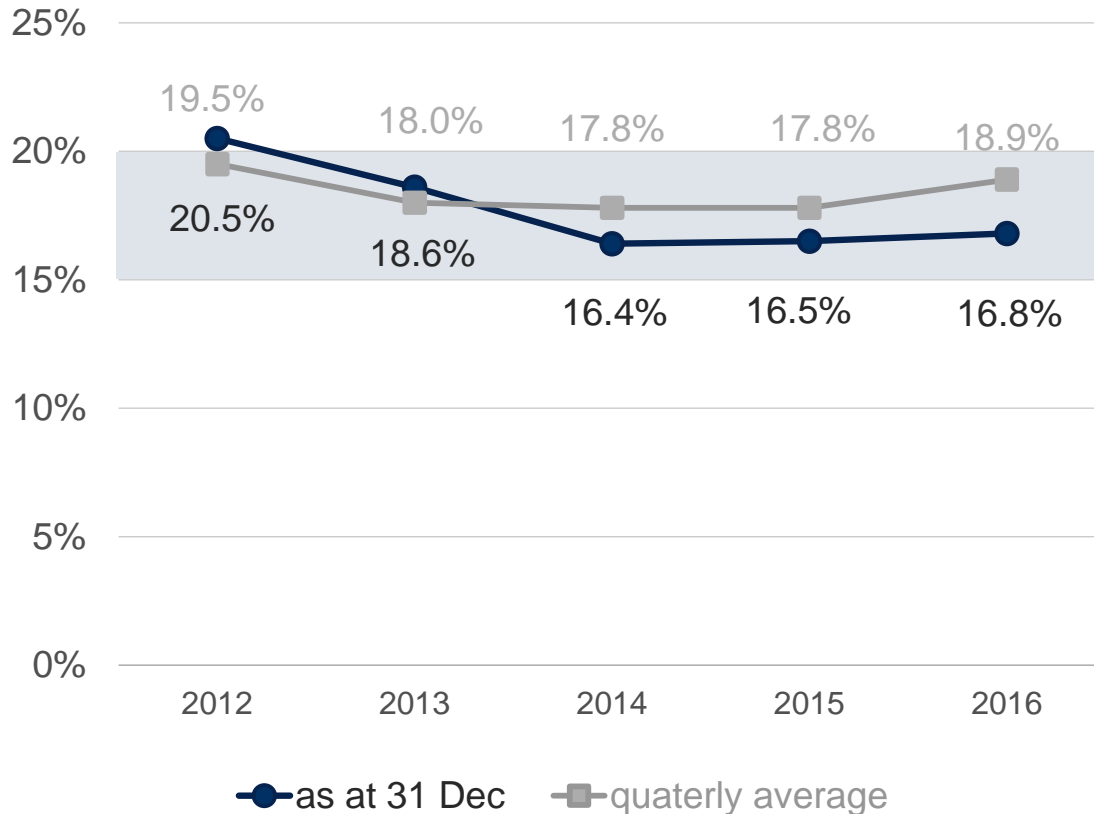
- The operative cash flow results mainly from the period results of € 14.5 m (2015: € 14.3 m), depreciation of € 6.2 m (2015: € 5.8 m) and the € 1.4 m higher increase in provisions.

¹ Sum of cash flow from operating activities and investments, adjusted by deposits and disbursements in financial assets

Working Capital ratio at stable levels

Working Capital

in % of turnover

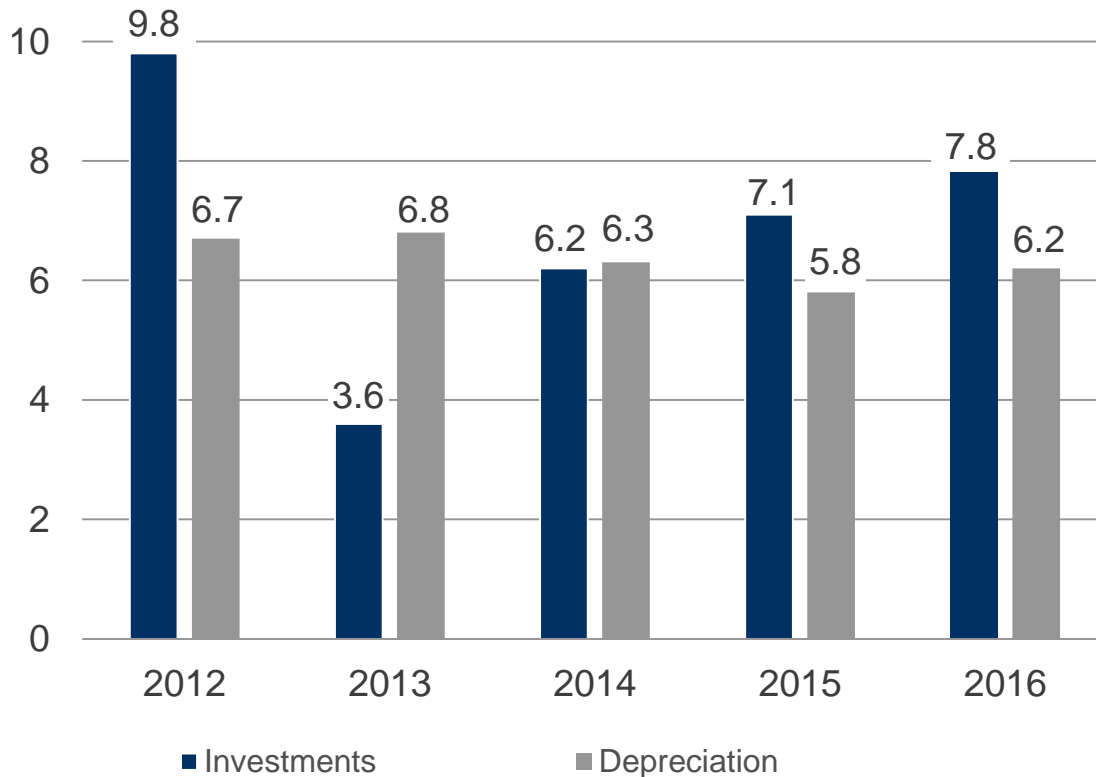


- Strict working capital management
- Working capital remained stable at a good level

Investments into production and distribution in Eastern Europe

Investments vs. depreciation

in € m



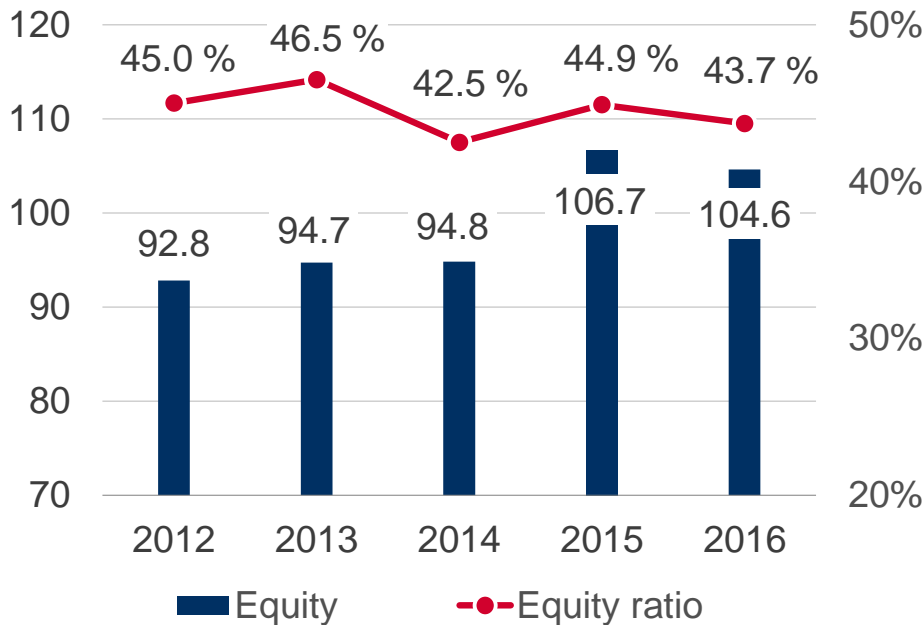
Investments 2016:

- € 6.6 m in fixed assets (2015: € 6.1 m), mainly in new production equipment and the logistics center Eastern Europe
- € 1.2 m (2015: € 1.0 m) in intangible assets (mainly software/warehouse management system)
- Investment ratio 4.4% (2015: 4.1%)
- Brand Business: € 7.1 m (2015: € 6.4 m)
- Volume Business: € 0.7 m (2015: € 0.7 m)

Strong capital structure and financial flexibility

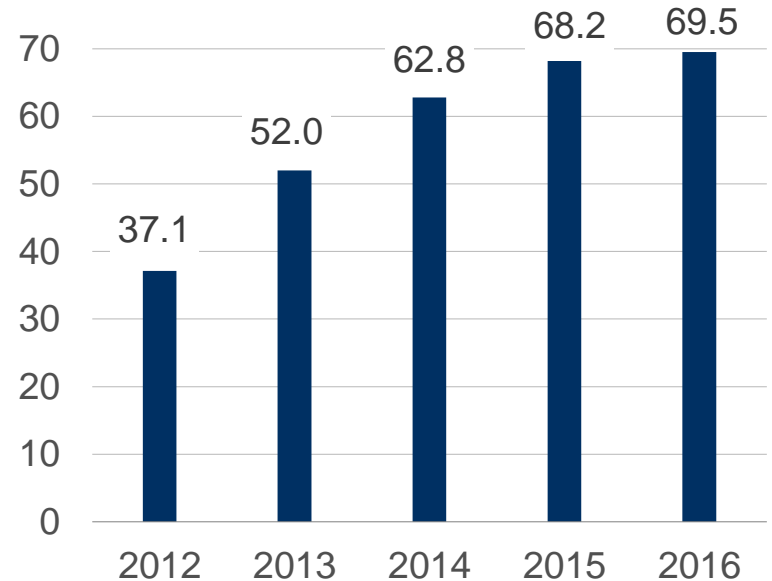
Equity/-ratio¹

31 December, in € m



Cash, cash equivalents and short-term financial assets

in € m

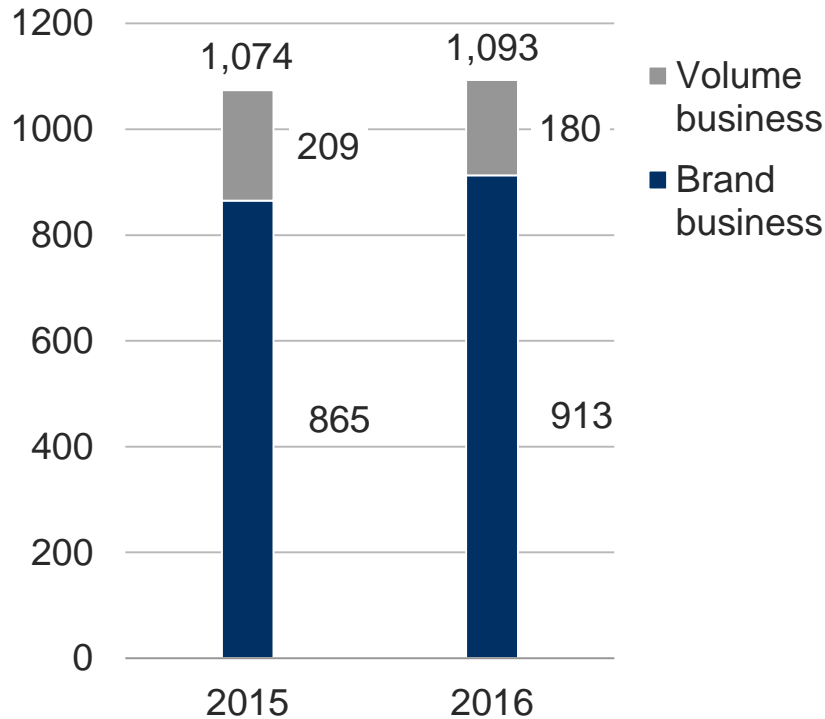


1) from 2012 according to IAS 19

Headcount largely stable

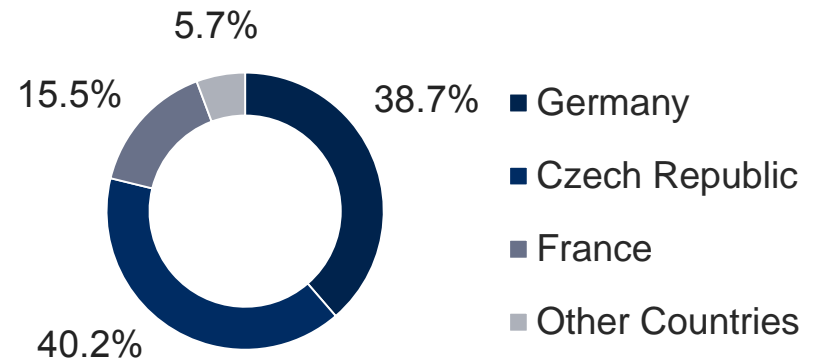
Employees by segment

31 December



Employees by region

31 December 2016



- Reallocation of staff from volume business to brand business due to completion of contract manufacturing
- Sales, R&D and technical capacities tendentially strengthened
- Leifheit again “Top Employer Midsized Germany 2017”



Proposals to the Annual General Meeting on May 24, 2017

- Board of management and Supervisory board propose appropriating the Leifheit AG balance sheet profit of 13,969,000 € as follows:
 - **Dividend increase to € 2.10 (previous year € 2.00) and a special dividend of € 0.80 (previous year € 0.75)** per eligible no-par-value bearer share
 - Transfer to retained earnings € 180,906.50 €
- **Capital increase from the company's funds at a ratio of 1:1 by issuing bonus shares to further enhance liquidity of the stock**
 - Share capital shall be doubled from at present € 15 m to € 30 m by converting retained earnings
 - Measure has no impact on the volume of the company's balance sheet equity
 - Share of equity for every shareholder would remain unchanged
 - The new shares shall be entitled to participate in profits from 1 January 2017
- **Adaption of existing authorized capital**
 - Existing authorized capital 2016 shall be canceled
 - Authorization to increase share capital by up to a total of € 15 m
 - Exclusion of subscription rights to be limited to a total of 20% of the share capital

Strategy “Leifheit 2020” and Key Initiatives 2017



Leifheit’s vision for 2020

“We are your leading experts for solutions, that make your everyday life at home more easy and convenient.”

Strategy “Leifheit 2020” will deliver higher levels of growth and excellence

- Starting from an efficient platform, solid margins and a lean profile, Leifheit is focusing on future growth:
 - Expansion of the product portfolio
 - Expansion of the customer footprint
 - Expansion of geographical footprint
 - External growth options (focus on core categories)

- Leifheit is targeting organic growth of 4 - 5 % CAGR
- We will generate out of € 10 m additional revenue € 2 m EBIT and 20 cents dividend per share

- Leifheit defined ten strategic guidelines to strengthen competitiveness, drive growth and increase sustained profitability:
 - Where will we grow?
 - How will we grow?

- Strategic guidelines are the basis for numerous individual projects to create the capability to deliver growth

“Leifheit 2020” strategic guidelines

Where we will grow

1. Consumer

- Target all females and males who use and/or shop household products for in-home use (indoor/outdoor)
- Address users who are prepared to buy brand products in the middle to upper price segment as well as value related users who are more price-conscious

2. Brands and categories

- Focus Leifheit brand on Clean & Care in the middle to upper price segment, cover additional basic price points with (a) second brand(s), target: significant growth
- Deliver acquisitions in Clean & Care categories
- Position Soehnle closer to the brand core, target: significant growth
- Revise Kitchen business model and search for a new brand, target: moderate growth

3. Regions and countries

- Develop and design for European markets
- First, exploit European growth opportunities (PL/Iberia/Nordics/UK/rest of EE), as of 2015
- Second, become intentional in exploiting US / Asia growth opportunities, as of 2018

4. Customers

- Be distributed wherever our target group wants to shop: globally and in all distribution channels
- Further strengthen e-commerce position

“Leifheit 2020” strategic guidelines

How we will grow

5. Product quality

- Ensure that product quality needed to compete as a branded goods supplier is always in place

6. Best in class user focus

- Strengthen focus on consumer needs and in depth understanding of easiness and convenience
- Define additional search fields
- Deliver the “Design factory” for our industries

7. Innovative and leading solutions for target users

- Deliver additional product systems with easy and convenient “hero” products in the center
- Deliver products that are characterized by a brand specific, appealing design

8. Innovative and leading solutions for dealers

- Enable dealers to differentiate with tailor-made solutions
- Deliver a full category approach for “Clean & Care”
- Elevate POS-Excellence across all distribution channels – online and offline = Digitally led

9. Value chain efficiency

- Continuous improvement of value chain efficiency: Focus on initiative development and order generation/fulfillment processes
- Continuously drive out all non-value adding cost

10. Culture and employees

- Drive appropriate cultural change
- Properly develop our employees

Vectors of growth: New products vs existing business

New products (20 – 30 % of annual turnover growth)

- Outcome of the new product pipeline defined until 2020
- Based on the mega trends relevant for Leifheit:
 - Fading of traditional gender rolls
 - Electrification
 - Digitalization & connectivity
- Based on Leifheit consumer segmentation
- Existing and new product segments
- Different innovation streams by grade of technical change / newness of application

The most convenient way of caring and protecting parquet and laminate



NEW!

CLEAN
(dry & wet floor cleaning)
1 x per week

CARE
1x per month

PROTECT
2x per year

All-round competence

CLEAN CARE PROTECT



CARE & PROTECT System

- Extending competence to parquet and laminate floors
- Market launch in January 2017
- High customer retention rate due to ready-to-use cartridges containing CARE & PROTECT liquids
- Recommended by VDP Association
- RRP € 59.99



The world’s first rotary dryer with integrated rain, dirt and UV-protection

LinoProtect

- Triple-protection from rain, UV light and dirt
- Easy opening due to patented telescopic opening mechanism
- Sustainable and eco-friendly
- Market launch 2nd half 2017
- RRP € 199

NEW!

Specific benefits for Leifheit Laundry Dryer “Classic”

Classic Extendable 230 Solid

- With up to 2.60 meters of total length longest Leifheit dryer on the market
- Extra broad and durable drying bars to avoid unwanted imprints
- Height of wings 98 cm
- RRP € 59.99



Classic 160 Solid XL-Bars

- Robust extra thick drying bars for fast drying process
- 16 meters of drying length and foldable wings
- Plenty of space for up to two wash loads
- Height of wings 98 cm
- RRP € 44.99

Practical high quality ways to organize your home



Combi Storage System

- 11 products: Wardrobe, shoe cabinet, laundry bag, hanging shelf, hanging organizer, big box and small box sets, clothes cover, under bed box and vacuum bags
- Premium quality material
- 2 color varieties



Strategy “Leifheit 2020” and Key Initiatives 2017

Next generation of successful window vacuum cleaner “Dry & Clean”

Easily streak-free windows

- Maximum suction power
- NEW: optimized rubber lip

The expert for hard to reach areas

- Click-System for a flexible use with the handle
- 360° Use: non drip use
- NEW: exchangeable narrow suction nozzle

Comfortable use without interruption

- Standby automatic for up to 35 Minutes/>100m²
- 15% longer runtime

Longevity

- NEW: replaceable accumulator
- NEW: Premium quality made in Europe

Distinguished quality and design

- Award winner Usability and Functionality as well as Best Product 2015/2016



Colour Edition 2017 – best ever POS presentation



- 1 Archway
- 2 Floor sticker small
- 3 Floor sticker large
- 4 Ellipse

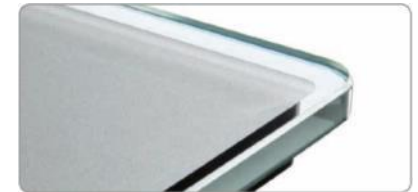


Strategy “Leifheit 2020” and Key Initiatives 2017

Unique – and only by Soehnle!



Unique: The XXL-displays assure an excellent readability due to their large LCD digits.



Independent: Unique style with uniform edge design.



Elegant and stable: Extraordinary flat design offers secure stability.



Typical Soehnle feature: Base feet with non-slip and green bottom.

Strategy “Leifheit 2020” and Key Initiatives 2017

Modern, unique designs – known quality: personal scales by Soehnle

Shape Sense-Profi and -Control Line

- Professional scale for athletes and health enthusiasts
- Easy tracking of training efficiency with Premium body impedance analysis (BIA)
- Dietary guidance program
- Beginners level Shape Sense Control-line RRP € 29.99
- Shape Sense Profi 300 RRP € 49.99



Style Sense Line

- Multifunctional personal scale for the entire family
- Innovative new designs with improved usability
- Range of different scales for each individual situation
- Special Comfort edition with easy-to-read display and enhanced functionality
- RRP Style Sense Multi 100 at € 34.99
- RRP Style Sense Comfort 500 at € 39.99

Strategy “Leifheit 2020” and Key Initiatives 2017

The new Soehnle range of personal scales

Clear concept for personal scales

- Unique Design
- Purchase-relevant criteria
- Top price-performance
- High-volume price categories
- Focus on relevant target groups
- New quality standards
- Top POS solutions

NEW!

SHAPE SENSE PROFI



Shape Sense Profi 100
RRP € 39.99



Shape Sense Profi 200
RRP € 49.99



Shape Sense Profi 300
RRP € 49.99

SHAPE SENSE CONTROL



Shape Sense Control 100
RRP € 29.99



Shape Sense Control 200
RRP € 34.99

STYLE SENSE MULTI



Style Sense Multi 100
RRP € 34.99



Style Sense Multi 200
RRP € 44.99



Style Sense Multi 300
RRP € 44.99

STYLE SENSE SAFE



Style Sense Safe 100
RRP € 29.99



Style Sense Safe 200
RRP € 34.99



Style Sense Safe 300
RRP € 39.99

STYLE SENSE COMFORT



Style Sense Comfort 100
RRP € 24.99



Style Sense Comfort 200
RRP € 24.99



Style Sense Comfort 300
RRP € 29.99



Style Sense Comfort 400 Silver
RRP € 29.99



Style Sense Comfort 400 Black
RRP € 29.99



Style Sense Comfort 500
RRP € 39.99



Style Sense Comfort 600
RRP € 44.99

STYLE SENSE COMPACT



Style Sense Compact 100
RRP € 15.99



Style Sense Compact 200
RRP € 17.99



Style Sense Compact 300
RRP € 19.99

RRP € 15.99

RRP € 49.99

Strategy “Leifheit 2020” and Key Initiatives 2017

Soehnle connect – gives your feeling a value

Soehnle connect system

NEW!

- Innovative and easy to use body analysis system
- Integrated system of digital personal scale, wearables and fitness app
- Utilization of state-of-the-art digital technology – on all common platforms
- Ideal to monitor all relevant health data, either at home or on-the-go
- Launch in H2 2017

CONNECT
measure, collect, analyse, advise

Gibt Ihrem Gefühl einen Wert.
Gives your feeling a value.

Download on the App Store | GET IT ON Google Play

Multiple devices connected in just one app

- Connection of fitness- and health oriented data from different devices with recommendations in only one smartphone app offers a value added consumer experience



Vectors of growth: New products vs. existing business

Existing business (70 – 80 % of annual turnover growth)

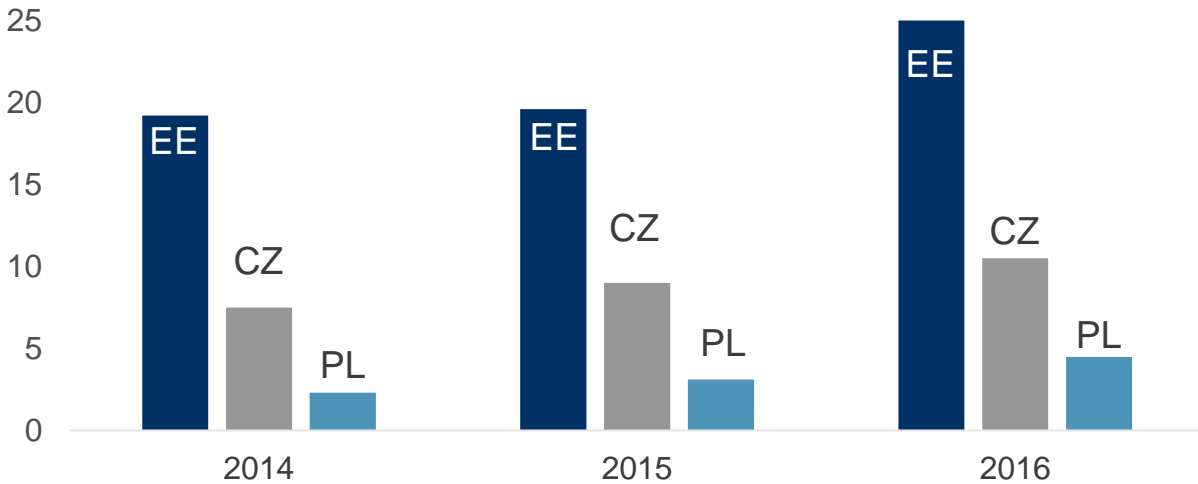
- **“Win from strength markets” – Europe**
 - Conversion of existing customer listings in broad distribution by
 - sales effectiveness/efficiency programs
 - Marketing/promotion programs
 - Closure of listing gaps in existing and new customers
- **“Win from behind” markets – Europe**
 - Entry via promotional business into multifold of customers based on a hunting list
 - Conversion of promotions in listings
- **“Entrepreneurs” – ME/NA/Asia**
 - Opportunistic realization of growth until 2017
 - More focus as of 2018

Harmonized “go-to-market” strategy drives substantial growth in Eastern Europe

- **Situation in 2014: Lack of structured market approach to Eastern European (EE) region**
 - Analysis of each individual EE country and establishment of EE coordination team with clearly defined responsibilities and targets
 - Development of hunting list for each country
 - Established unified model of promotions for EE region
 - Prepared strict assortment sets for every distribution channel
 - Build-up of new customer service center for EE countries in Prague, Czech Republic
 - Launch of central logistics center for EE countries in Blatná, Czech Republic

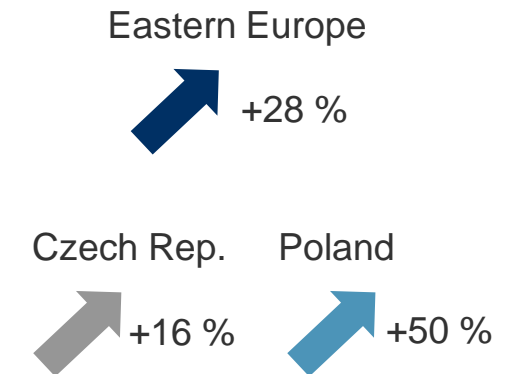
Sales EE region and selected markets

2014 to 2016 in € m



Growth

2015 to 2016



More contemporary positioning of Leifheit brand

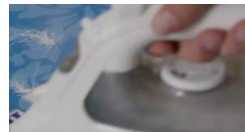
360 degrees campaign “experience the Leifheit effect” in 2017
TV-advertisement:



CLEAN TWIST System: March 2017



Window vacuum: March 2017

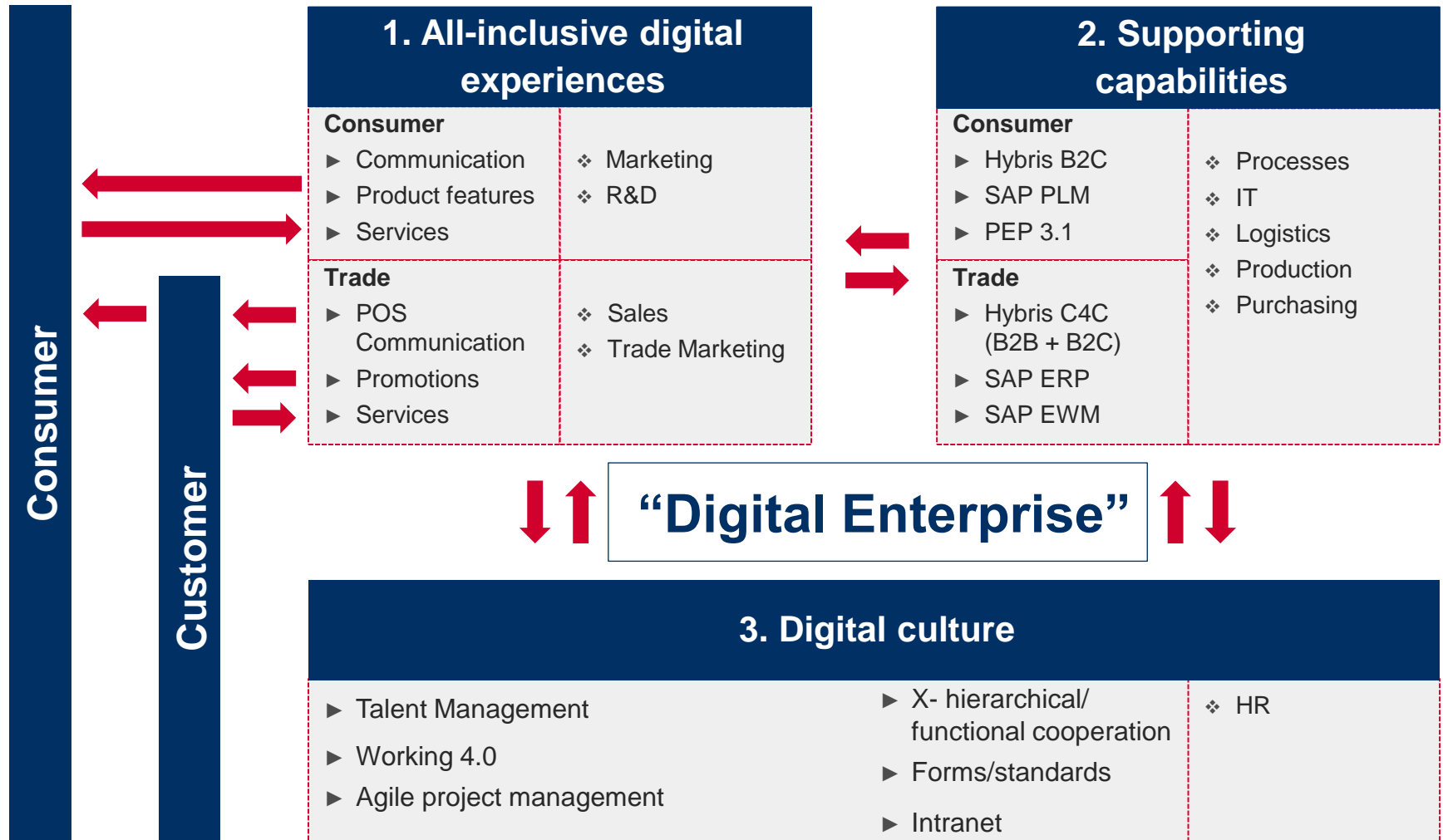


AIR BOARD: October 2017



LINOPROTECT: Q1 2018

Leifheit “Digital Enterprise”: Three pillars of digitization will help driving the achievement of our vision



Forecast Financial Year 2017



2017: Sustainable growth in turnover, earnings affected by one-off effects

Economic environment 2017

- ▶ Moderate economic growth in our key European markets
- ▶ External risks of changed US economic policies, elections in most European countries as well as a rising level of inflation
- ▶ Retail business optimistic for 2017, propensity to consume of customers continuously stable

Forecast Group development 2017

- ▶ Continue to pursue group growth strategy “Leifheit 2020”
- ▶ Group: Turnover growth of 3.5 to 4.5 %
 - ▶ Brand Business: Turnover growth of 4 to 5 %
 - ▶ Volume Business: Turnover growth of about 2 to 3 %
- ▶ EBIT on the 2016 level (after one-off effects from reorganization of sales of € 2.0 to 2.5 m)
- ▶ Investments of about € 7 m (2016: € 7.8 m)
- ▶ ROCE slightly below 2016 (2016: 16.3 %)
- ▶ Free cash flow of about € 4 to 6 m (“regular” FCF € 14 m)

Group development until 2020

- ▶ Sustainable and profitable organic turnover growth of 4 to 5 % CAGR¹
- ▶ Targeted EBIT margin of 8 to 9.5 %

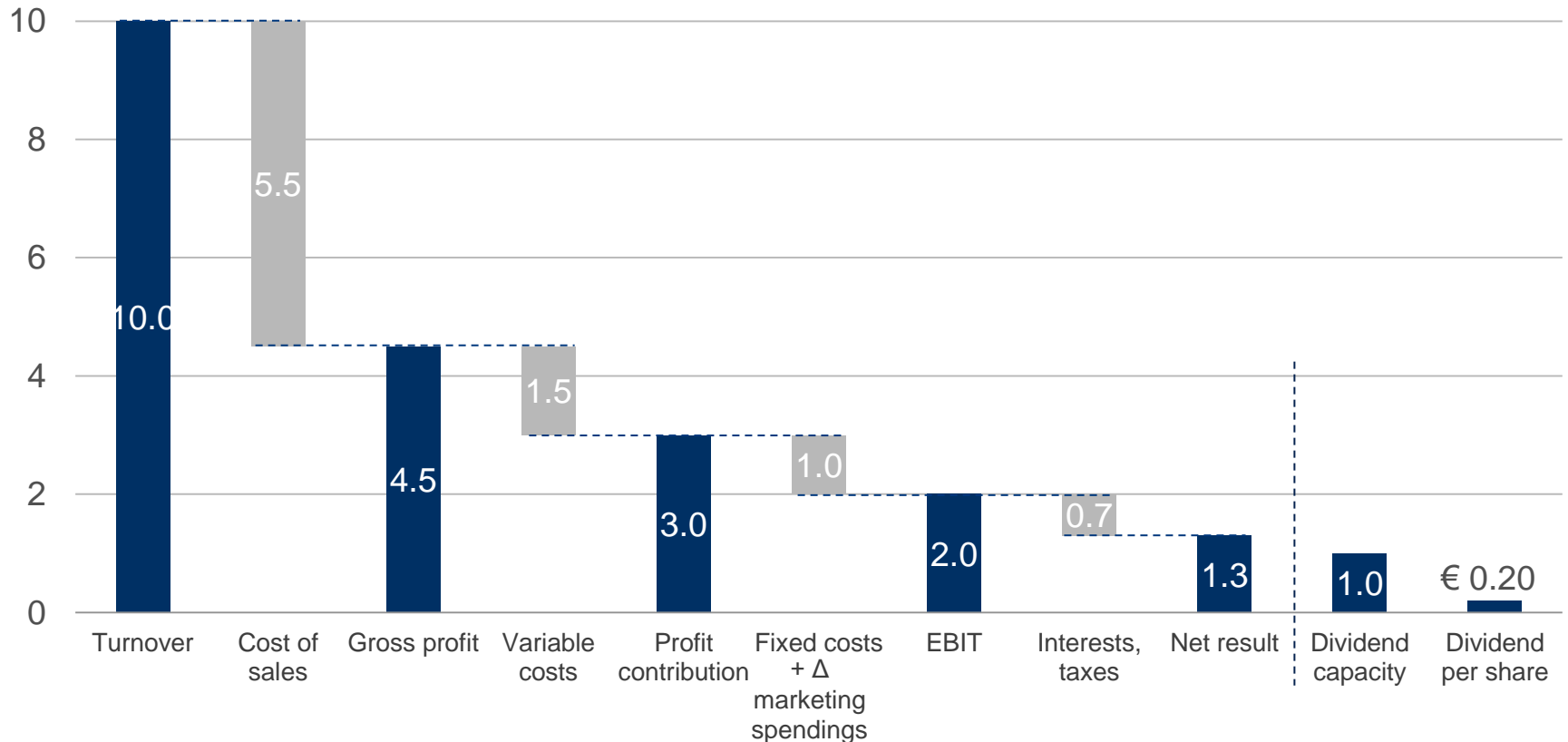
Investment Highlights



Growth within existing structure generates dividend capacity

€ 10.0 m turnover growth ~ € 2.0 m EBIT ~ € 1.3 m net result
 € 1.0 m dividend capacity = 0.20 € dividend per share

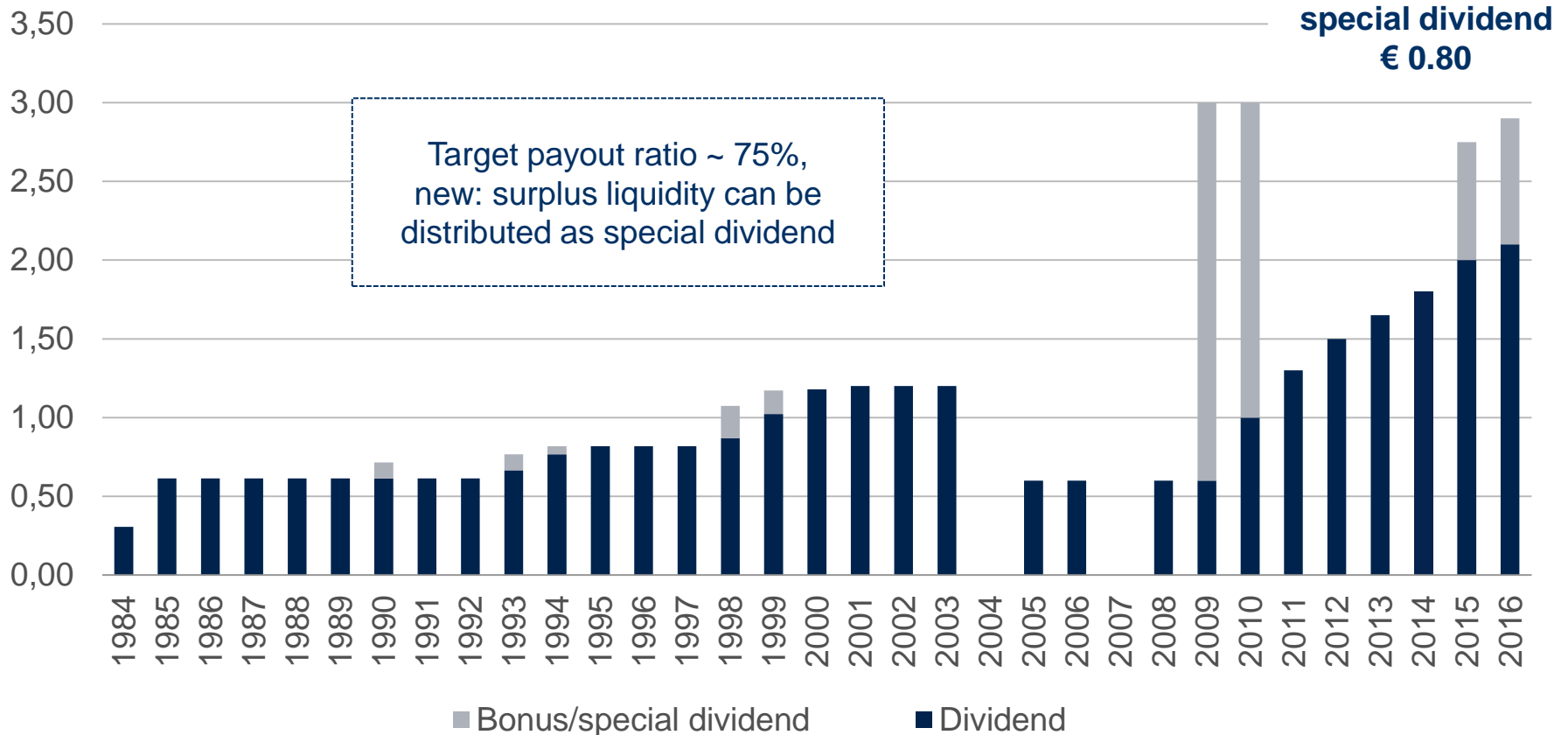
in € m



Committed to shareholder returns

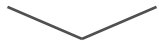
Long-term dividend development

Dividend per share / in €



Known to deliver on promises

Strong brands	<ul style="list-style-type: none">▶ Well known, high consumer confidence▶ Leading positions: Germany and many European countries▶ High-quality supplier, middle and upper price range
Sustainable earnings	<ul style="list-style-type: none">▶ Non-cyclical business: Leifheit brands are used every day▶ Well prepared to exploit e-commerce potential▶ Efficient cost structure, sustainable margins, high cash flow, solid financial position
Attractive dividend	<ul style="list-style-type: none">▶ Distribution of approx. 75% of max (free cash flow, net income) targeted and backed by solid cash flow▶ New dividend policy: distribution of surplus cash to shareholders via special dividend
Significant growth potential	<ul style="list-style-type: none">▶ Offline/online conversion of well suited assortment▶ Strategy “Leifheit 2020” to reach higher levels of profitable growth<ul style="list-style-type: none">– Organic growth through focus on core categories, consumers, innovation, digital, efficiency– External growth options (focus on core categories)



Leifheit is more than just household products

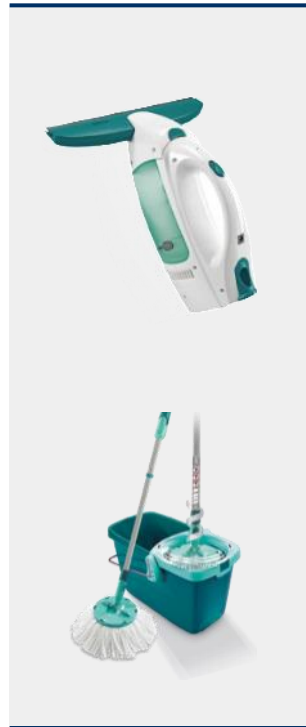
Summary

Leifheit is more than just household products – for more than 55 years

Strong brands



Innovative products and solutions



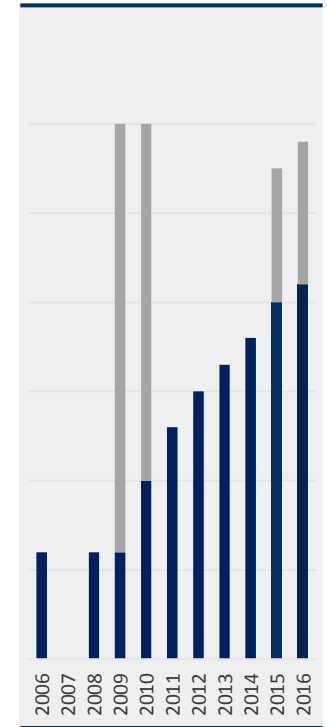
Creative people



Efficient and lean processes



Reliable partner of our shareholders



Annex



Long-term financial overview

		2012	2013	2014	2015	2016
Turnover	€ m	224.2	220.9	220.7	231.8	237.1
Group adjusted ¹	€ m	217.4	219.5	220.7	231.8	237.1
Brand business ¹	€ m	170.9	172.8	180.4	188.1	195.8
Volume business	%	46.5	46.7	40.3	43.7	41.3
Profitability						
Gross margin	%	43.6	44.9	47.7	46.7	47.5
Cash flow from operating activities	€ m	8.2	22.9	24.5	20.8	21.8
Free cash flow	€ m	-1.4	19.5	18.4	14.1	14.3
EBIT	€ m	14.2	14.9	21.5	21.7	22.1
EBIT adjusted ²	€ m	13.0	16.9	16.4	19.2	21.8
EBIT margin	%	5.8	6.8	9.8	9.3	9.3
EBT	€ m	12.2	13.3	19.8	20.2	20.6
Net result for the period	€ m	9.4	10.2	14.1	14.3	14.5
ROCE	%	10.2	12.6	20.3	18.1	16.3

1 turnover 2012 to 2013 adjusted for discontinued business with Dr. Oetker Bakeware

2 EBIT 2012 adjusted by one-off effects from sales of assets relating to termination of a license agreement
EBIT 2013 to 2016 adjusted by from foreign currency results

Long-term financial overview

		2012	2013	2014	2015	2016
Per Share						
Net result for the period ¹	€	1.97	2.16	2.97	3.02	3.06
Free cash flow ¹	€	-0.28	4.11	3.88	2.96	3.01
Dividend	€	1.50	1.65	1.80	2.00	2.10 ²
Special dividend	€	--	--	--	0.75	0.80 ²
Investments in tangible assets	€ m	9.3	3.3	5.2	6.1	6.6
Depreciation in tangible assets	€ m	5.3	5.5	5.3	5.0	5.6
		31/12/12	31/12/13	31/12/14	31/12/15	31/12/16
Employees						
Group	No.	1,049	1,049	1,068	1,074	1,093
Brand business	No.	757	757	792	865	913
Volume business	No.	292	295	276	209	180
Balance sheet total ²	€ m	205.9	203.8	223.3	237.9	239.4
Equity	€ m	92.8	94.7	94.8	106.7	104.6
Equity ratio	%	45.0	46.5	42.5	44.9	43.7

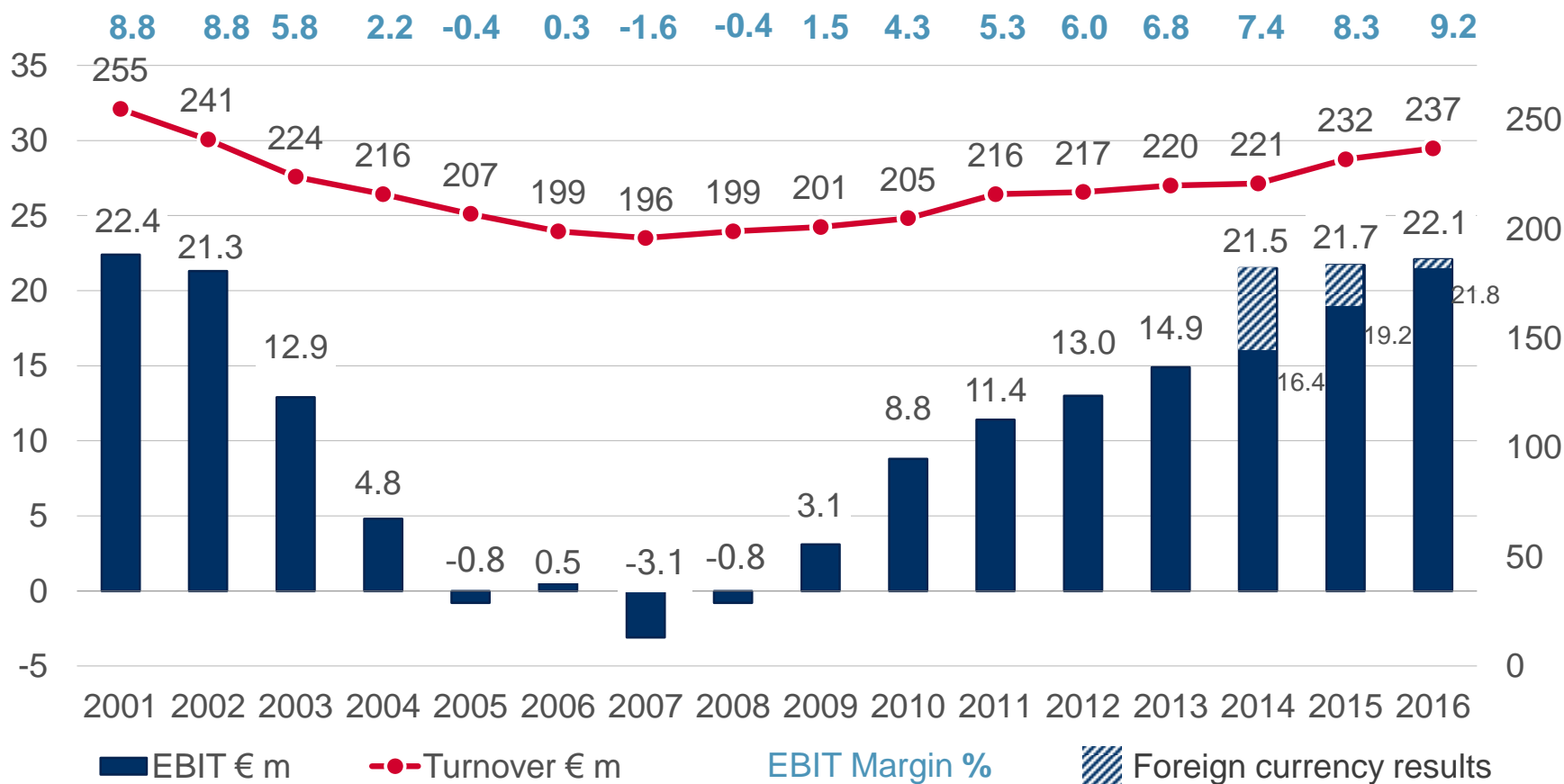
1 not including repurchased treasury shares

2 dividend proposal to the annual meeting

Annex

Long-term financial overview

adjusted for non-operating effects



Turnover and EBIT adjusted for Soehnle Professional (divested as of 1.1.2006)

Turnover and EBIT adjusted for bathroom division (divested in 2010)

Turnover adjusted for Dr Oetker Bakeware (termination of license agreement by 31.12.2012)

EBIT 2011 adjusted for one-off consolidation effects of € 2.5 m from obtaining control over Leifheit CZ a.s.

EBIT 2012 adjusted for one-off effects of € 1.2 m from sale of assets relating to termination of license agreement Dr Oetker Bakeware

EBIT 2014 – 2016 include foreign currency results: 2014: € 5.1 m, 2015: € 2.5 m, 2016: 0.3, EBIT margins adjusted for this effects

Experienced Management Board

Thomas Radke
55 | CEO



Core competencies

- Driving growth via strategy and business model analysis, development and implementation
- Marketing, Sales, HR
- M&A and post-merger integration

Previous experience

- CEO Herlitz AG
- Member of the Board of Directors Pelikan Holding AG
- General Management, Marketing and Sales positions at Carl Zeiss Vision, Procter & Gamble/ Wella, Effem/Mars and Henkel KGaA

Dr Claus-O. Zacharias
62 | CFO



Core competencies

- Performance management, process optimisation and value creation concepts
- Finance, Controlling, Legal/IP, Audit, Business Processes/IT
- M&A and post-merger integration

Previous experience

- CFO NICI GmbH
- CFO Lehnkering GmbH
- CFO tegut...Gutberlet Stiftung & Co.
- CFO Steilmann-Holding
- CFO Eismann International GmbH
- Controlling/Finance Suedzucker AG

Ansgar Lengeling
50 | COO



Core competencies

- Purchasing, production, logistics
- R&D and quality management

Previous experience

- Vice President Manufacturing, Bosch Green
- General Manager Bosch Power Tools, Hungary
- General Manager, Bosch Power Tools, China
- Quality Director, Bosch Power Tools, Hungary

Ivo Huhmann
47 | Board Member



From 1 April 2017

- Successor of Dr. Claus-O. Zacharias as CFO from 25 May 2017

Previous experience

- Self-employed entrepreneurship
- Managing Director Stiebel Eltron
- CFO GE Healthcare Germany
- Various financial management functions in Germany and the US

European competitors by category

Cleaning

Spontex
Rival
Tonkita
Swiffer
Kärcher
Vileda

Laundry care

Vileda
Brabantia
Wenko
Gimi
Metaltex
Rörets
Juwel
Stewi
Artweger
Blome

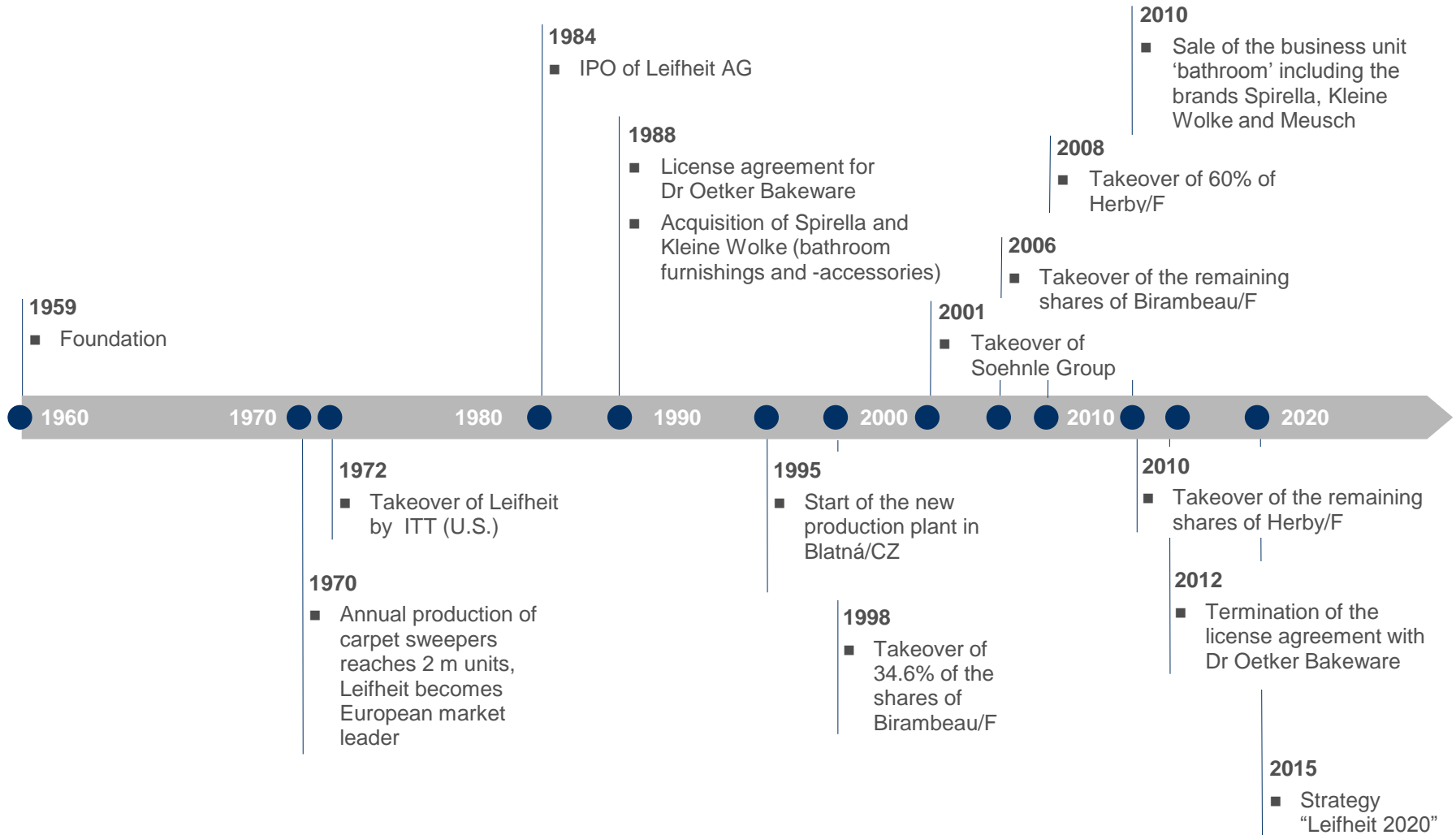
Brabantia
Tescoma
Fackelmann
WMF
Zyliss
Lurch
Rösle
Gefu
Oxo
Emsa
Westmark
Tefal

Kitchen goods

Bosch
Tanita
Terrillon
ADE
Sanitas
Laica
Homedics
Beurer
Withings

Wellbeing

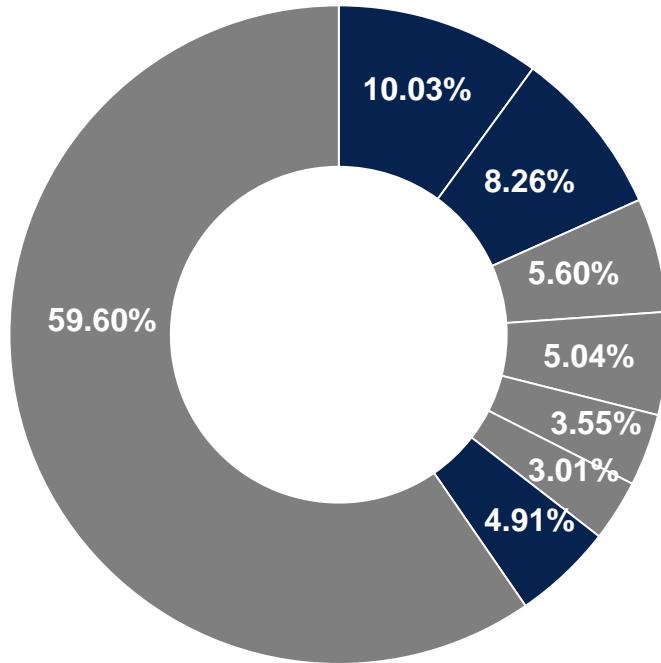
Leifheit – more than 55 years “always a better idea”



Significant free float and international investors

Shareholder structure

March 2017



- MKV Verwaltungs GmbH, Grünwald (GER), 10.03%
- Joachim Loh, Haiger (GER), 8.26%
- Capital Income Builder, Los Angeles (USA), 5.60 %
- MainFirst SICAV, Senningerberg (LUX), 5.04%
- Teslin Capital Management BV/Gerlin NV, Maarsbergen (NL), 3.55%
- Nmás1 Asset Management SGIIC S.A., Madrid (ES), 3.01%
- Leifheit AG Nassau (D), treasury shares, 4.91%
- Share ownership under reporting threshold of 3.00%

■ Non free float shareholders^{1,2} 23.3%
 ■ Free float^{1,3} 76.7%

1 Definition of German stock exchange for indices
 2 Including restricted employee stocks (0.07%)
 3 Including shareholdings of the Management Board (0.84%)

Recent equity research

Date	Recommendation	Target price	Institute
18/04/2017	hold	€ 70.00	GSC Research
05/04/2017	hold	€ 65.00	Bankhaus Lampe Research
30/03/2017	hold	€ 69.00	Berenberg Bank
09/03/2017	buy	€ 65.00	Bankhaus Lampe Research
09/03/2017	hold	€ 64.00	Landesbank Baden-Württemberg
20/02/2017	hold	€ 61.00	Landesbank Baden-Württemberg
14/02/2017	hold	€ 64.00	Berenberg Bank
10/02/2017	buy	€ 65.00	Bankhaus Lampe Research
12/12/2016	buy	€ 65.00	Bankhaus Lampe Research
15/11/2016	hold	€ 58.00	Oddo Seydler Bank AG

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Financial calendar, share data, contact

Dates 2017

11 May 2017

Quarterly Statement
for the period ending 31 March 2017

24 May 2017, 12:00 p.m. (CEST)

Annual General Meeting,
Deutsche Nationalbibliothek, Frankfurt/Main

10 August 2017

Financial Report for the first half-year
ending 30 June 2017

9 November 2017

Quarterly Statement
for the period ending 30 September 2017

November 2017

German Equity Forum, Frankfurt/Main

Share data

ISIN:	DE0006464506
Ticker:	LEI:GR, LEIG.DE
Trading segment:	Prime Standard
Share capital:	€ 15,000,000.-
Number of shares:	5,000,000 no-par value ordinary bearer shares
Stock market launch:	3 October 1984
Designated Sponsor:	Oddo Seydler Bank AG, Landesbank Baden- Württemberg (LBBW)

Contact

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