







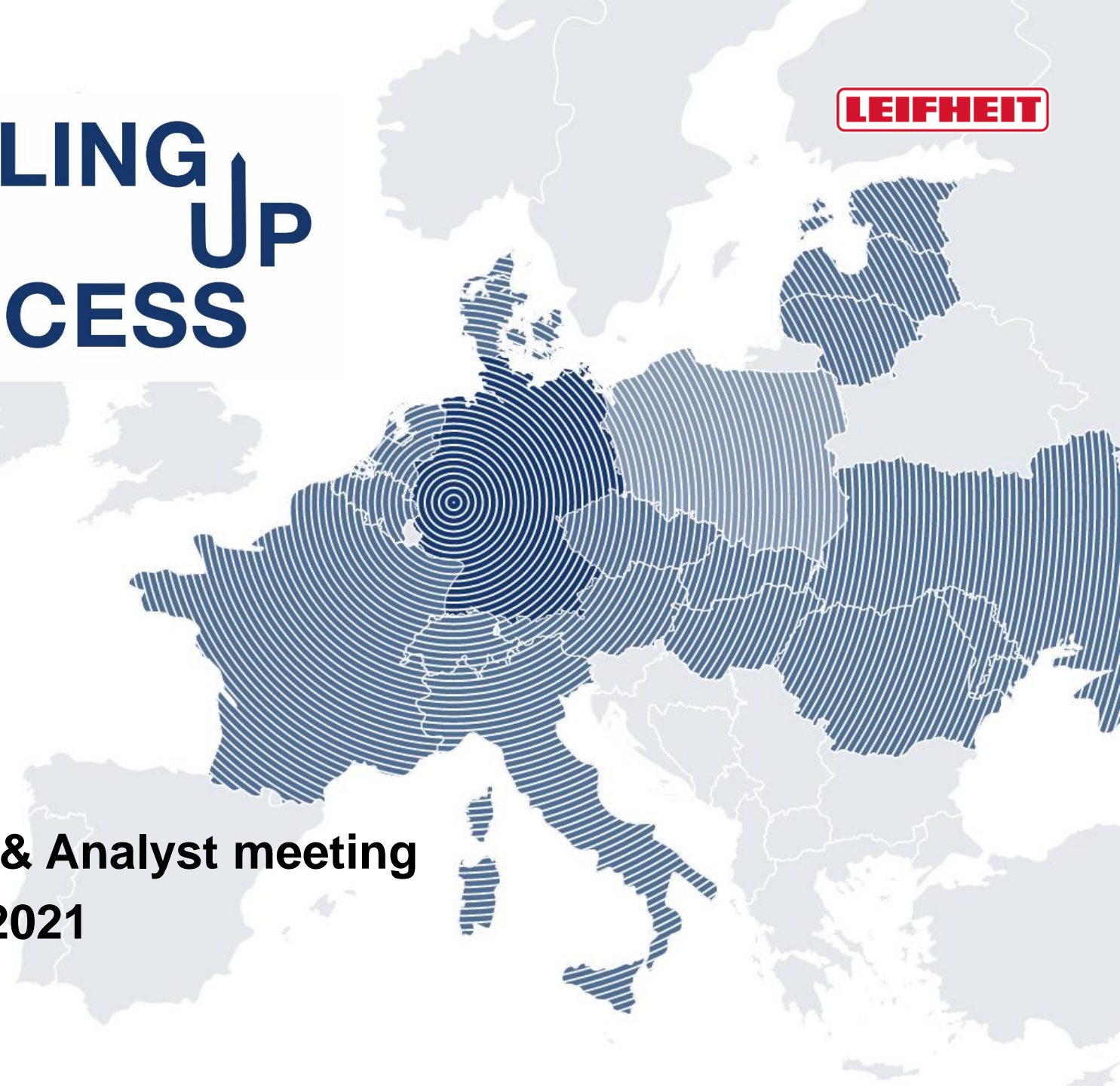




SCALING UP SUCCESS

Investor & Analyst meeting May 11, 2021

 <p>CLEAN TWIST M floor wiper</p> <p>TESTURTEIL sehr gut (1,4)</p>	 <p>CLEAN TWIST disc mop</p> <p>TESTURTEIL sehr gut (1,7)</p>
 <p>Profi XL floor wiper</p> <p>TESTURTEIL sehr gut (1,4)</p>	 <p>Regulus Aqua PowerVac cordless vacuum wiper</p> <p>TESTURTEIL sehr gut (1,4)</p>
 <p>Pegasus drying rack</p> <p>TESTURTEIL sehr gut (1,3)</p>	 <p>Linomatic rotary dryer</p> <p>TESTURTEIL sehr gut (1,3)</p>
 <p>Soehnle Style Sense digital personal scales</p> <p>TESTURTEIL sehr gut (1,3)</p>	 <p>Soehnle Airfresh air purifier</p> <p>STÜBUNG GUT (2,5)</p>



Disclaimer



This presentation contains forward-looking statements which are based on the management's current estimates with regard to future developments. Such statements are subject to risks and uncertainties which are beyond Leifheit's ability to control or estimate precisely, such as statements on the future market environment and economic conditions, the behavior of other market participants and government measures.

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Executive Summary Q1 2021



Group turnover up 25.5% to € 86.2 m

Germany growing Q3 +33%, Q4 +41%, Q1 +38%

Soehnle up 27.5% with effective TV campaign

EBIT almost doubled yoy: up 96% to € 8.3 m

Gross margin improved from 44.7% to 45.2%

No cash flow improvement yet due to strongly growing turnover and hence receivables

Very good Q1 2021 – but effects of COVID-19 pandemic continue to be noticeable



Very good start to the 2021 financial year

- Successful start of new TV campaigns for Leifheit and Soehnle
- Fast growth in online retail compensates Covid-19 closures of brick & mortar retail

Nevertheless, effects of COVID-19 pandemic still clearly noticeable

- Important sales channels like DIY and electro stores in key markets closed since December
- Significant rise in steel and plastic prices
- Tense situation in the sea freight sector
- Pandemic-related cost increases at Czech plant

Forecast 2021 unchanged: further turnover and EBIT increase despite COVID-19

- Turnover increase of at least 5%
- Household up 6%, Wellbeing up 7%, Private Label slightly above level of 2020
- EBIT between € 20 m and € 24 m
- Free cash flow between € 10 m and € 14 m



Leifheit makes top quality household products, designed in Germany



Profi Floor Wiper
4.7 stars



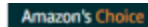
Leifheit rückenschonender Bodenwischer Profi XL micro Duo, effektiver Schrubber mit Bezug aus Mikrofaser, Wischer für Fliesen un...

★★★★☆ 4,7 von 5

911 Sternebewertungen



CLEAN TWIST
4.6 stars



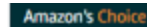
Leifheit Set Clean Twist Disc Mop Wischer für nebelfeuchte Reinigung, Wischmop mit effizienter Schleudertechnologie,

★★★★☆ 4,6 von 5

2.148 Sternebewertungen



Pegasus 150
4.6 stars

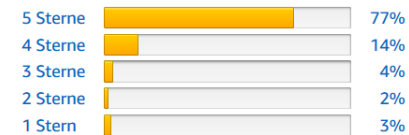


Dieser Artikel Leifheit Standtrockner Pegasus 150 Solid Slim, standfester Wäscheständer mit Flügeln auch für lange Kleidungsstücke, besonders schmaler Flügelwäschetrockner passt auch durch enge Türen



★★★★☆ 4,6 von 5

3.208 Sternebewertungen



Linomatic 500 Deluxe
4.5 stars



Leifheit Wäscheschirm Linomatic 500 Deluxe mit Leineneinzug für saubere Wäsche, Wäschespinne für die ganze Familie, Wäscheständer

★★★★☆ 4,5 von 5

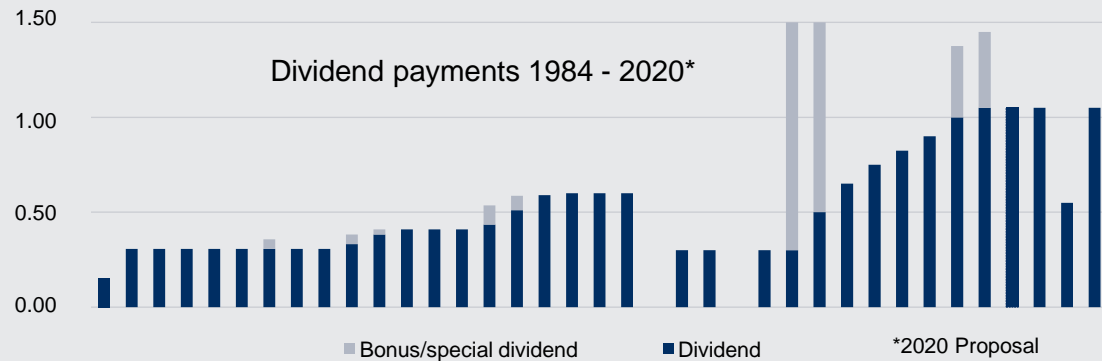
2.114 Sternebewertungen



Leifheit is financially solid and pays good dividends to shareholders

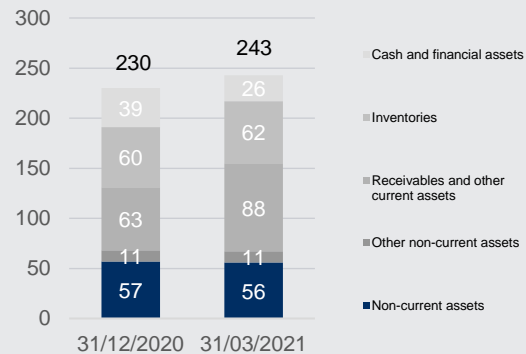


Commitment to shareholders

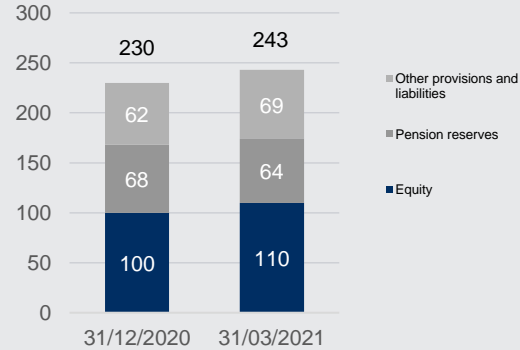


Strong financial structure in € m

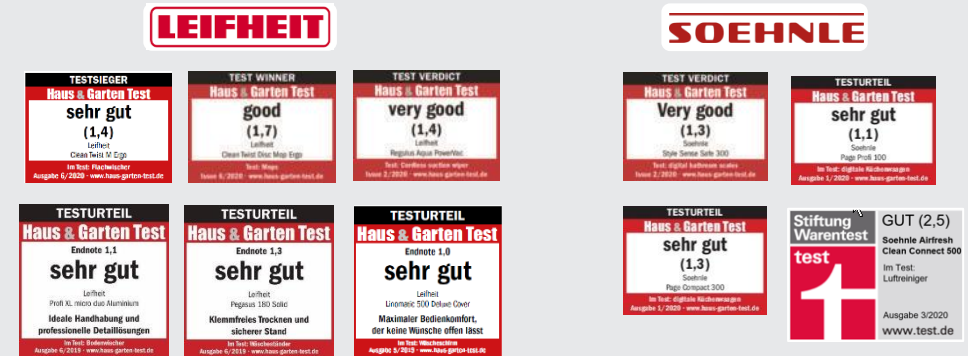
Assets



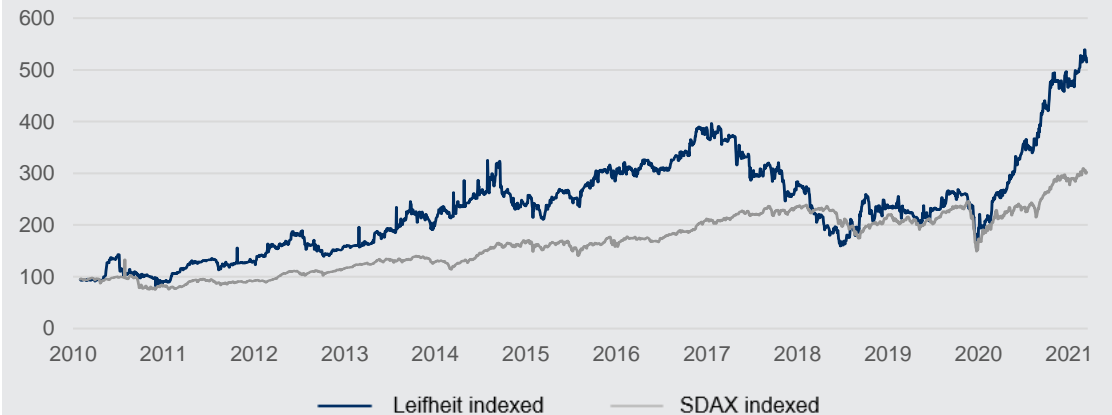
Liabilities



Strong products and brands



Strong long-term stock performance in %

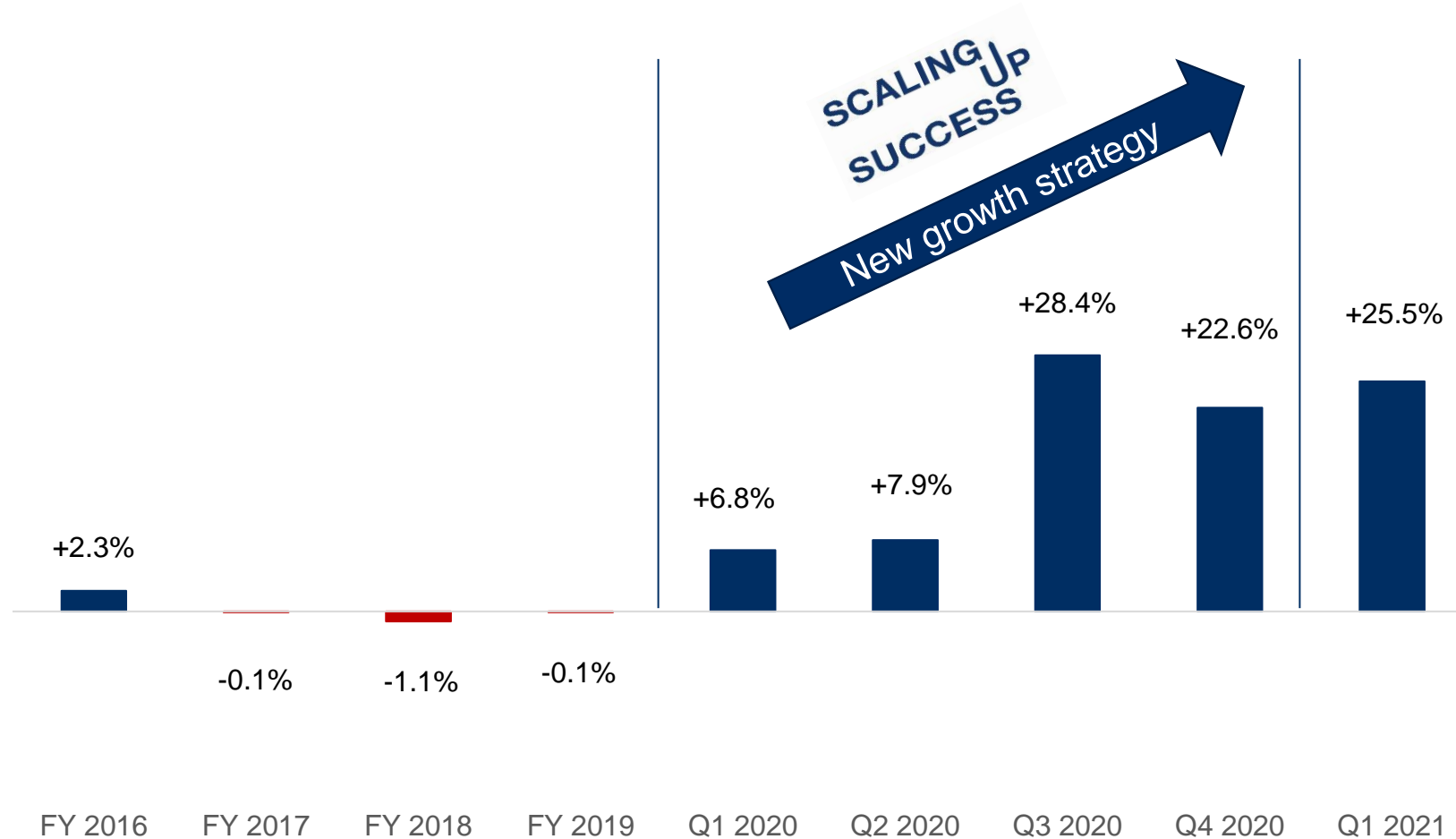


New strategy transforms Leifheit into a growing business



Group turnover development

in %



EBIT and Earnings per share almost doubled vs year before. Gross margin further improved



		Q1 2020	Q1 2021	Δ
Group turnover	€ m	68.7	86.2	25.5 %
Gross margin	%	44.7	45.2	0.5 pps
Foreign currency result	€ m	-0.2	0.3	> -100 %
EBIT	€ m	4.3	8.3	96.0 %
EBIT margin	%	6.2	9.7	3.5 pps
Earnings before taxes (EBT)	€ m	4.0	8.2	> 100 %
Net result for the period	€ m	2.9	5.8	98.2 %
EPS	€	0.31	0.61	96.8 %

Growth-related higher Working Capital affected liquidity



in € m	Q1 2020	Q1 2021	Δ
Cash flow from operating activities	-9.6	-11.4	-1.8
Cash flow from investment activities	-1.6	-0.8	0.8
Cash flow from financing activities	-0.2	-0.1	0.1
Cash and cash equivalents at the end of reporting period	39.0	26.5	-12.5
Free cash flow ¹	-11.1	-12.2	-1.1
Financial liabilities	-	-	-

- Turnover-related increase in working capital had an impact on cash flow in Q1 2021.
- Trade receivables rose by € 26.3 m due to turnover growth in Q1.
- Increase in inventories by € 2.3 m to ensure supply chain resilience in face of COVID-19 and expected turnover growth in 2021.
- We expect to see a significant improvement in the cash flow situation over the next few months and plan to reduce working capital yoy over the year 2021.

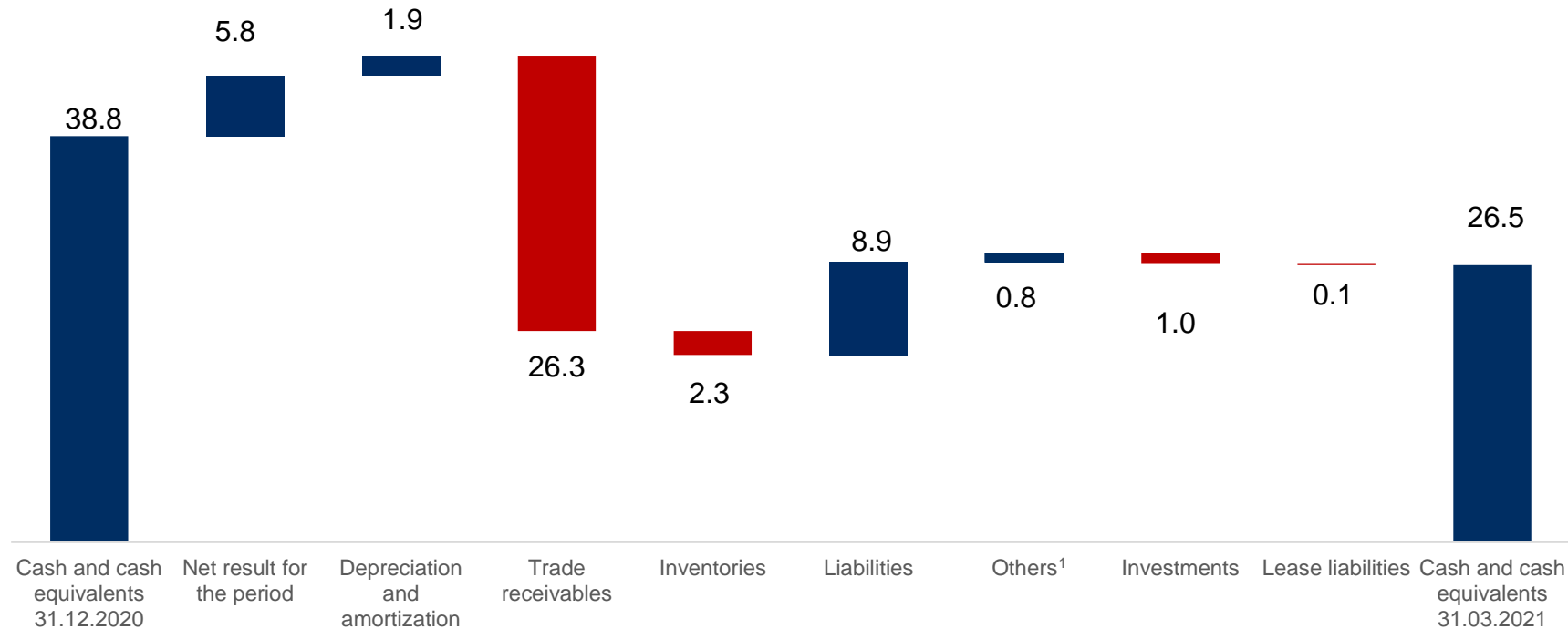
¹ Cash flow from operating activities and from investment activities, adjusted for incoming and outgoing payments in financial assets and, if existing, from acquisition and divestiture of business divisions.

Negative cash flow behind turnover growth (trade receivables), increased inventories (prepare future growth and secure supplies during pandemic) and seasonal effects



Group liquidity

31.12.2020 vs. 31.03.2021 in € m



- Increase in trade receivables as a result of turnover growth
- No noteworthy effects from aging of receivables in connection with COVID-19
- Increase in inventories due planned growth and to secure supply chain during the ongoing pandemic

Our purpose? Happy consumers!



We call our strategy “Scaling up success”



		Focus		Level of Completion			KPIs
		Growth	Profitability	2019	2020	2020+	
1	Create consumer demand <ul style="list-style-type: none"> Invest in pre-tested and scalable high ROI consumer advertising on profitable best sellers Launch new products only if margin > average and if supported by pre-tested advertising 			Concept	Realisation	Impact	Revenue growth
2	Increase national and international distribution <ul style="list-style-type: none"> Leverage stronger brand to attract additional retailers and e-tailers Ensure good sell-out in new retail partners with co-advertising 			Concept	Realisation	Impact	Gross margin
3	Improve gross margins <ul style="list-style-type: none"> Focus on own “made in Europe” profitable products Negotiate win-win with retailers, growing their total but not their % profit. Take pricing and charge for logistics complexities 			Concept	Realisation	Impact	EBIT margin
4	Reduce all cost except consumer advertising <ul style="list-style-type: none"> Reduce SKUs dramatically Strict R&D discipline Create fun, friendly, fast & fearless culture Growing revenues leverages current structure 			Concept	Realisation	Impact	

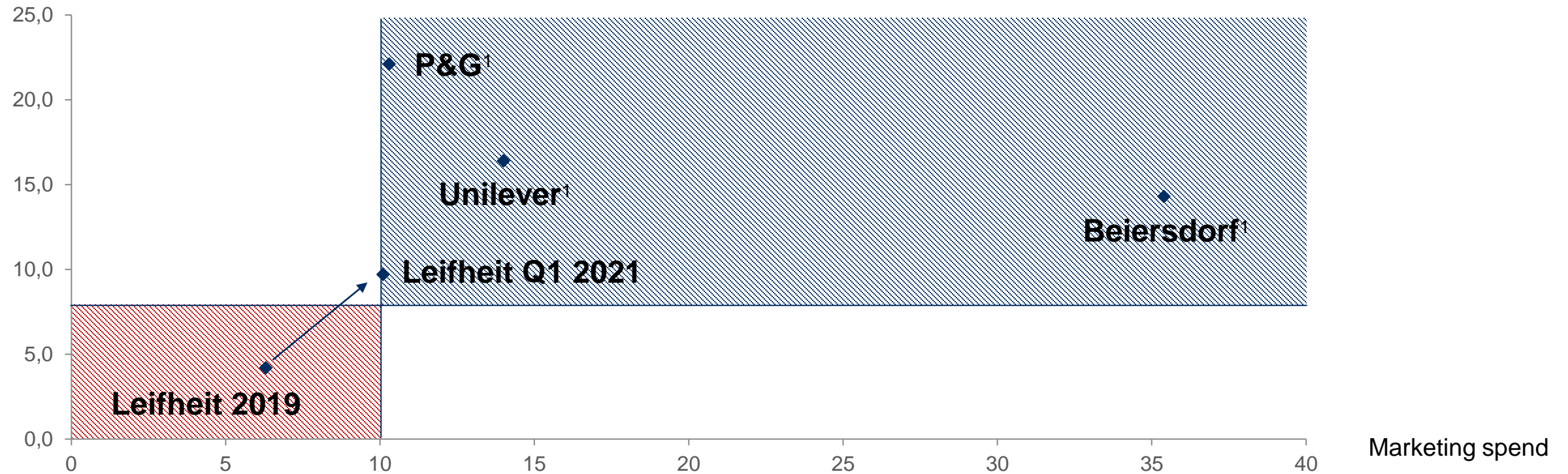
① Create consumer demand and make brands stronger



Peer group comparison Marketing spend and EBIT

in % of turnover

EBIT margin



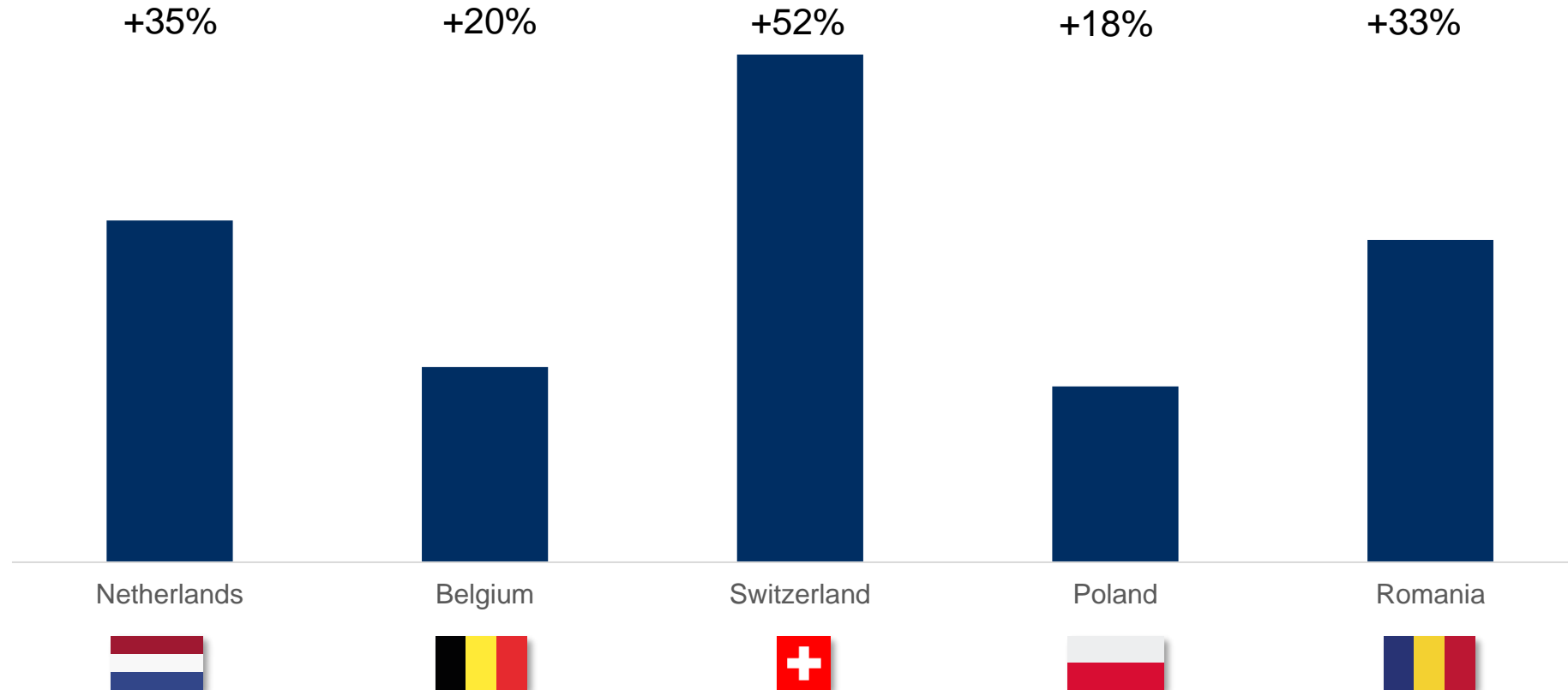
¹ Source: Annual reports 2020

① In 2020 we tested massive advertising spend in several countries with strong results



Turnover development selected TV markets

Group turnover 2020 in € m

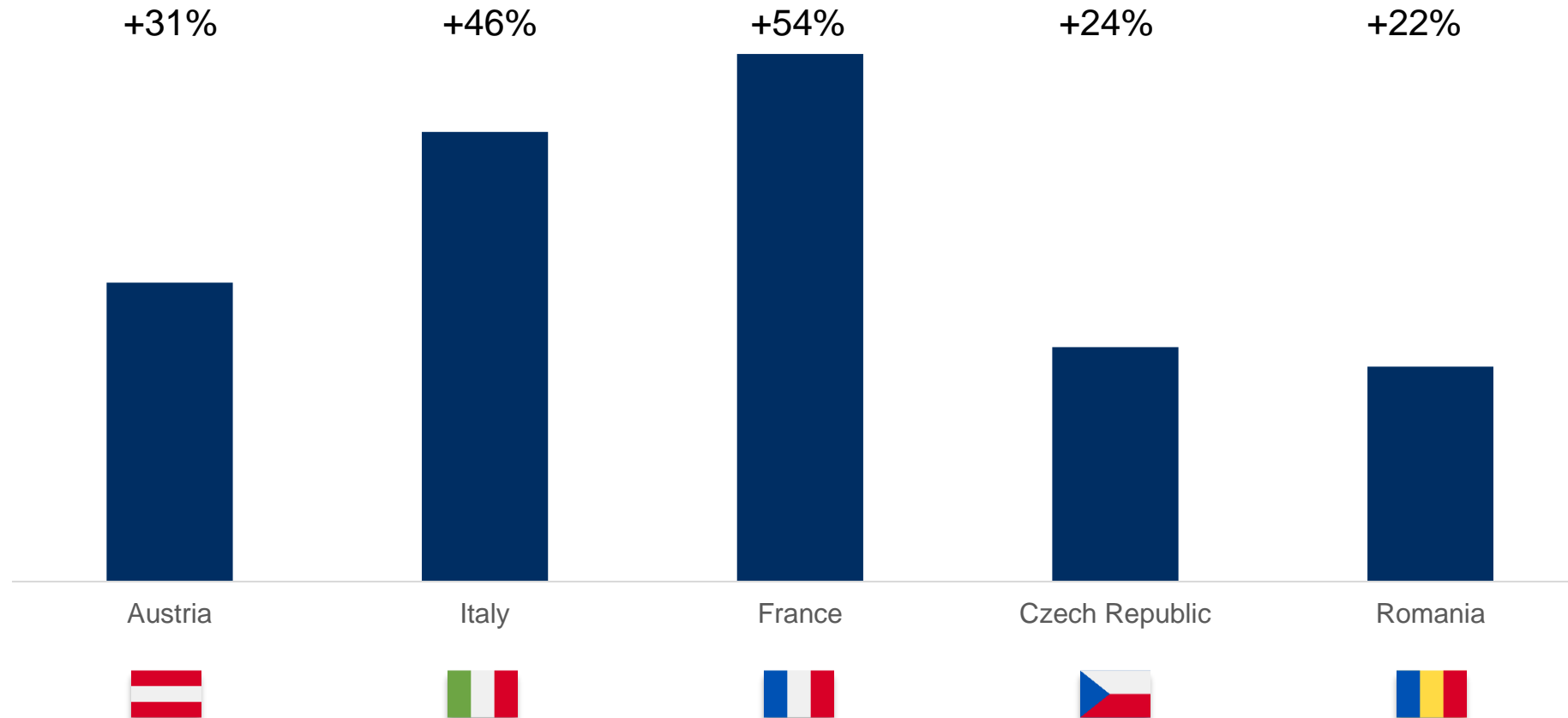


① In Q1 2021 we again achieved strong results in countries with massive TV spending



Turnover development selected TV markets

Group turnover Q1 2021 in € m



① Encouraged by strong results in TV advertising test countries we took the approach to our #1 market Germany H2/2020 & Q1/2021



Stark im TV 2021
Regulus Aqua PowerVac, Linomatic, Pegasus und Profi XL

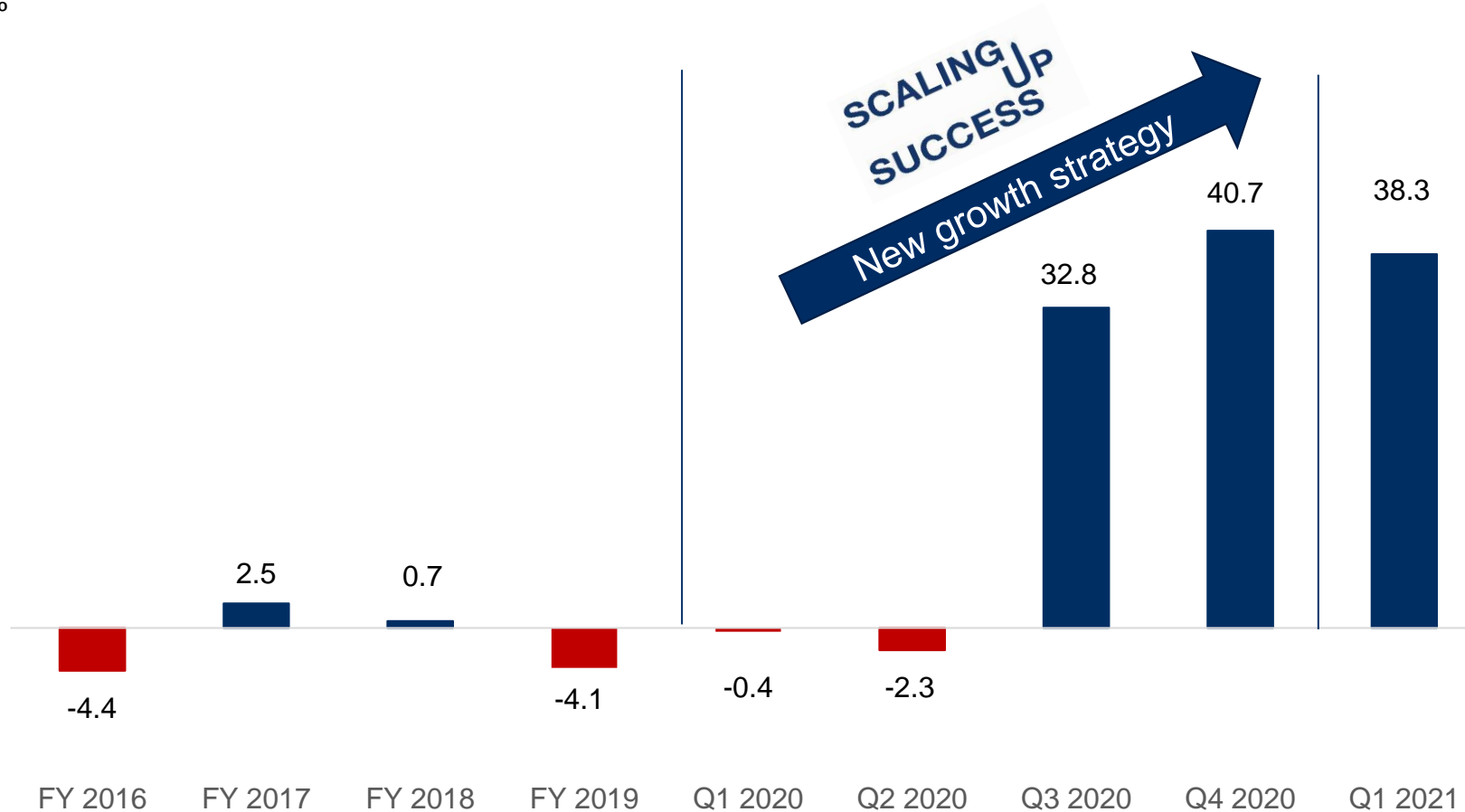
Personenwaagen

TV **Kampagne 1. Halbjahr 2021**
Januar bis Mai

① New strategy led to positive turnaround in Germany away from the recent downward trend

Group turnover development in Germany

in %



① Encouraged by strong advertising results on brand Leifheit, we scaled up this approach to Soehnle

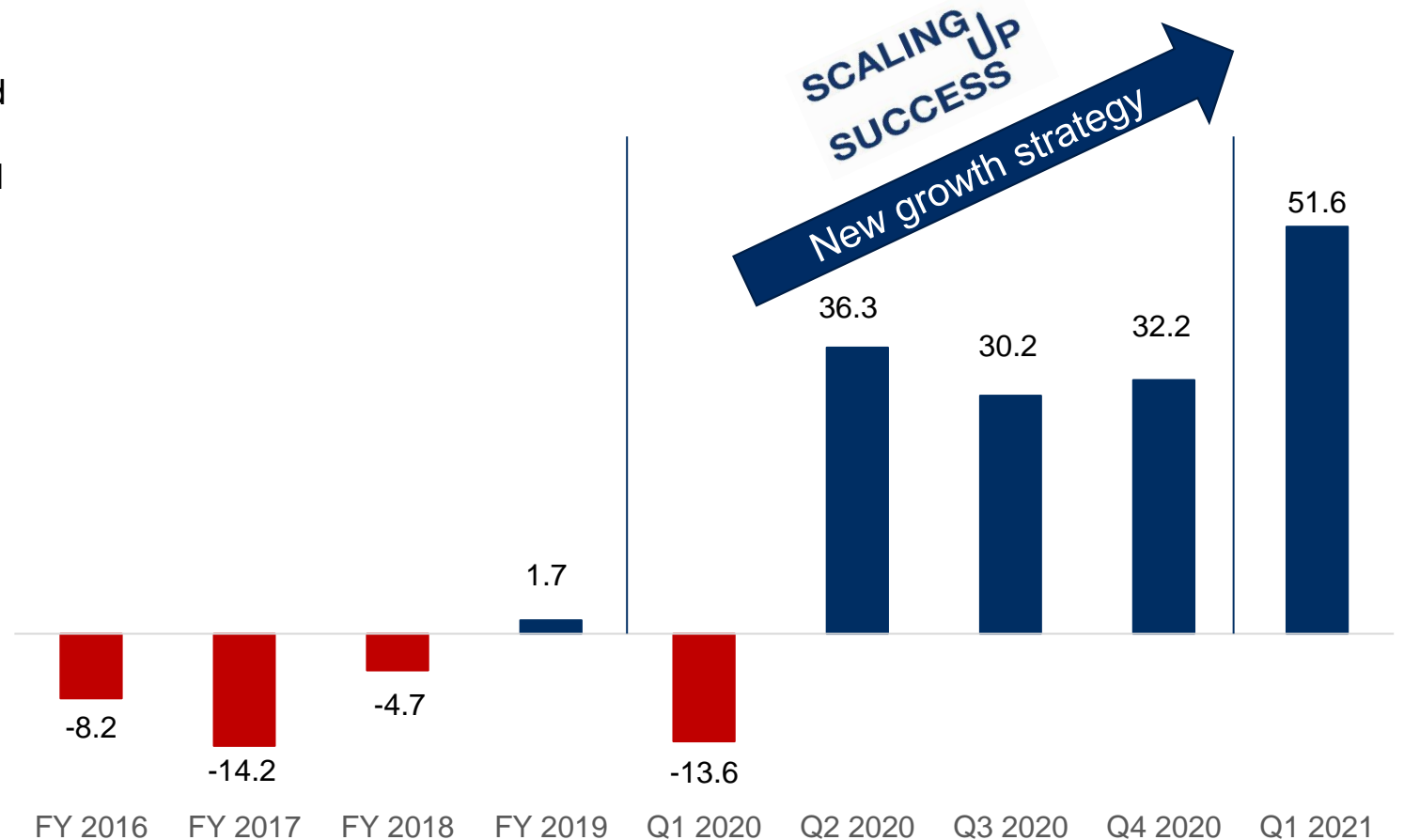


Turnover development Soehnle scales product category

in %



- Print campaign in Q3 2020 focused on Soehnle Page Profi 300 digital kitchen scales, which was awarded with “very good” test result.
- TV campaign in Q1 2021 focused on Soehnle Style Sense Safe 300 personal scale, also rated “very good”.



② We are successfully expanding our distribution network



Permanent listings in

1,200

additional supermarkets
in the DACH region



④ While spending more on consumer advertising, we continue to drive down all other cost



% of Group turnover	FY 2018	FY 2019	FY 2020	3M 2020	3M 2021	Change
Consumer marketing	0.7%	1.7%	5.5%	5.0%	6.5%	+1.5 pp ✓
Other marketing	5.4%	4.6%	3.6%	3.8%	3.6%	-0.2 pp ✓
R&D	2.3%	2.4%	2.1%	1.7%	1.6%	-0.1 pp ✓
Logistics ¹	11.0%	11.5%	10.5%	9.8%	9.6%	-0.2 pp ✓
Administration	6.1%	6.4%	5.4%	6.6%	5.3%	-1.3 pp ✓
Cost of turnover	56.4%	56.8%	55.0%	55.3%	54.8%	-0.5 pp ✓
OPEX ² adj. by Consumer marketing	94.2%	94.7%	87.7%	88.8%	84.5%	-4.3 pp ✓
OPEX ²	94.9%	96.4%	93.2%	93.8%	91.0%	-2.8 pp ✓

¹ Not including inbound cost ² Without other operating income/expenses

Forecast 2021

Turnover and earnings growth



	Forecast 2021
Group turnover	at least +5%
Turnover Household	at least +6%
Turnover Wellbeing	at least +7%
Turnover Private Label	Slight increase
Group EBIT	20 – 24 €m
Free Cashflow	10 – 14 €m



SCALING UP SUCCESS

New winning strategy will now be scaled up to more countries, retailers, brands and product lines.

CLEAN TWIST M floor wiper



CLEAN TWIST disc mop



Profi XL floor wiper



Regulus Aqua PowerVac cordless vacuum wiper



Pegasus drying rack



Linomatic rotary dryer



Soehnle Style Sense digital personal scales



Soehnle Airfresh air purifier

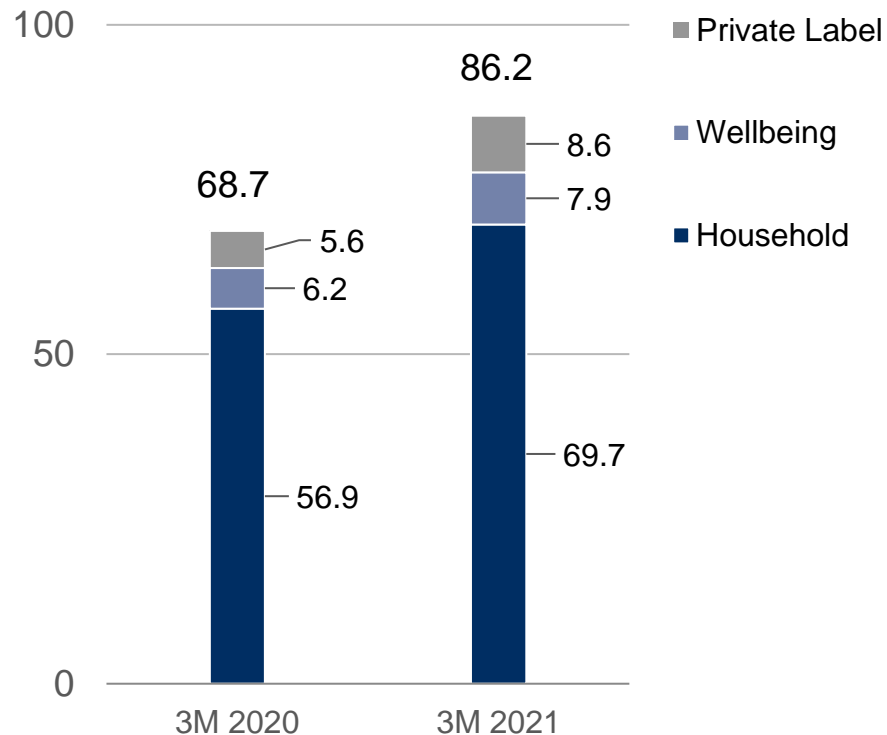


Annex

Strong growth in Household and Wellbeing segments following large-scale advertising

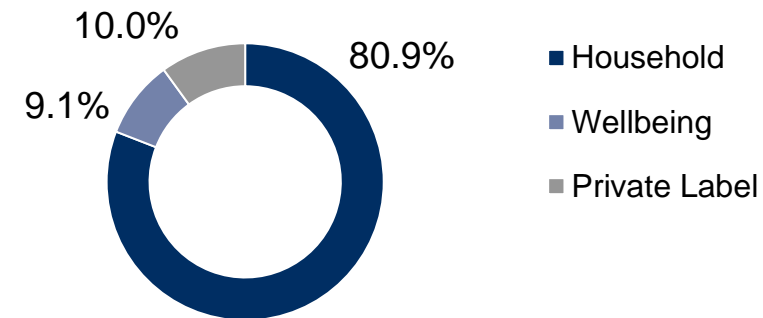
Group turnover by segment

3M 2020 vs 3M 2021 in € m



Group turnover by segment

3 M 2021

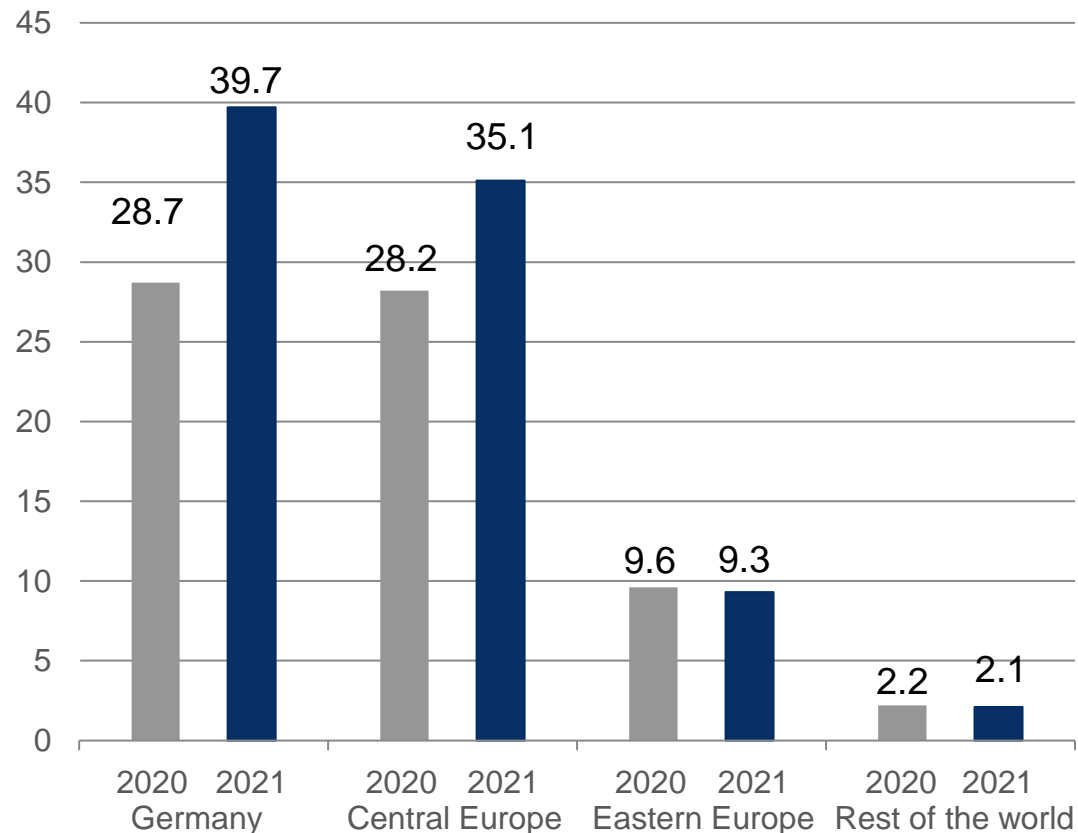


- Turnover in Household segment up by 22.5%, strong growth in all product categories due to successful TV campaigns and consumers' increased need for hygiene.
- Wellbeing segment increased by 27.5%, mostly due to growth of Soehnle scales and Air purifiers.
- Private Label increased by 53.6% compared to Q1 2020 through pipeline filling effects due to distribution expansion and more Covid-19 retail closures in France in year ago Q1.

Strong turnover growth in Germany through successful TV advertising campaigns

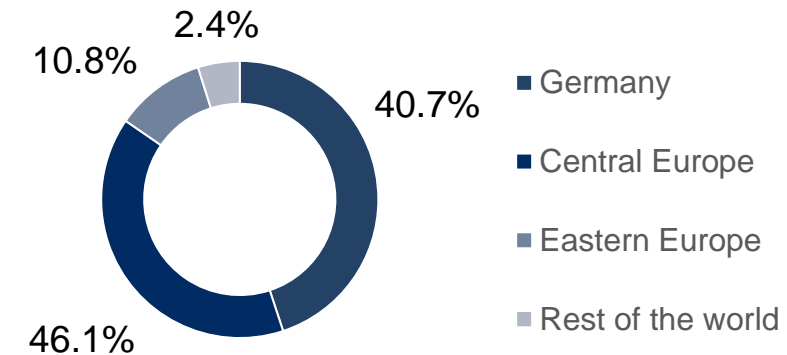
Group turnover by region

3M 2020 vs 3M 2021 in € m



Group turnover by region

3M 2021



- Growth trend in Germany: 38.3% growth following TV campaigns for Leifheit products as well as for Soehnle brand.
- Central Europe with strong growth of 24.3%. In particular, Austria, France and Italy grew significantly due to increased marketing activities.
- Eastern Europe with turnover decrease of 3.4%. Czech republic and Romania with double-digit growth rates. However, big promo Polish retail moved from 2020 q1 to 2021 Q2 and Q3.

Leifheit Group structure



Household

LEIFHEIT

Laundry Care

Cleaning

Kitchen goods

Wellbeing

SOEHNLE

Personal scales

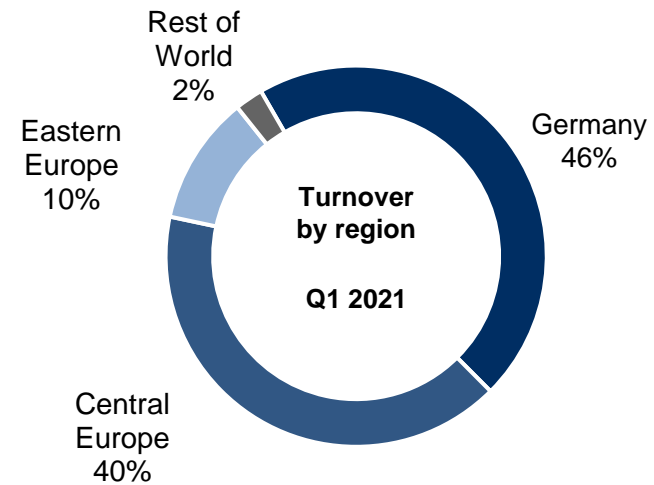
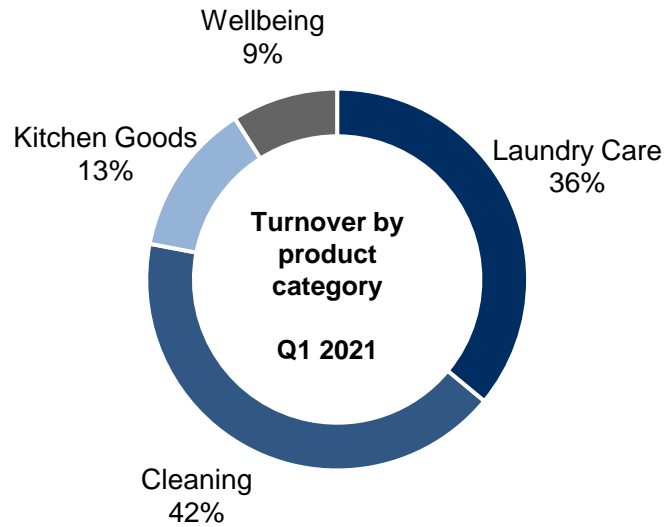
Kitchen scales

Private Label

BIRAMBEAU **herby**

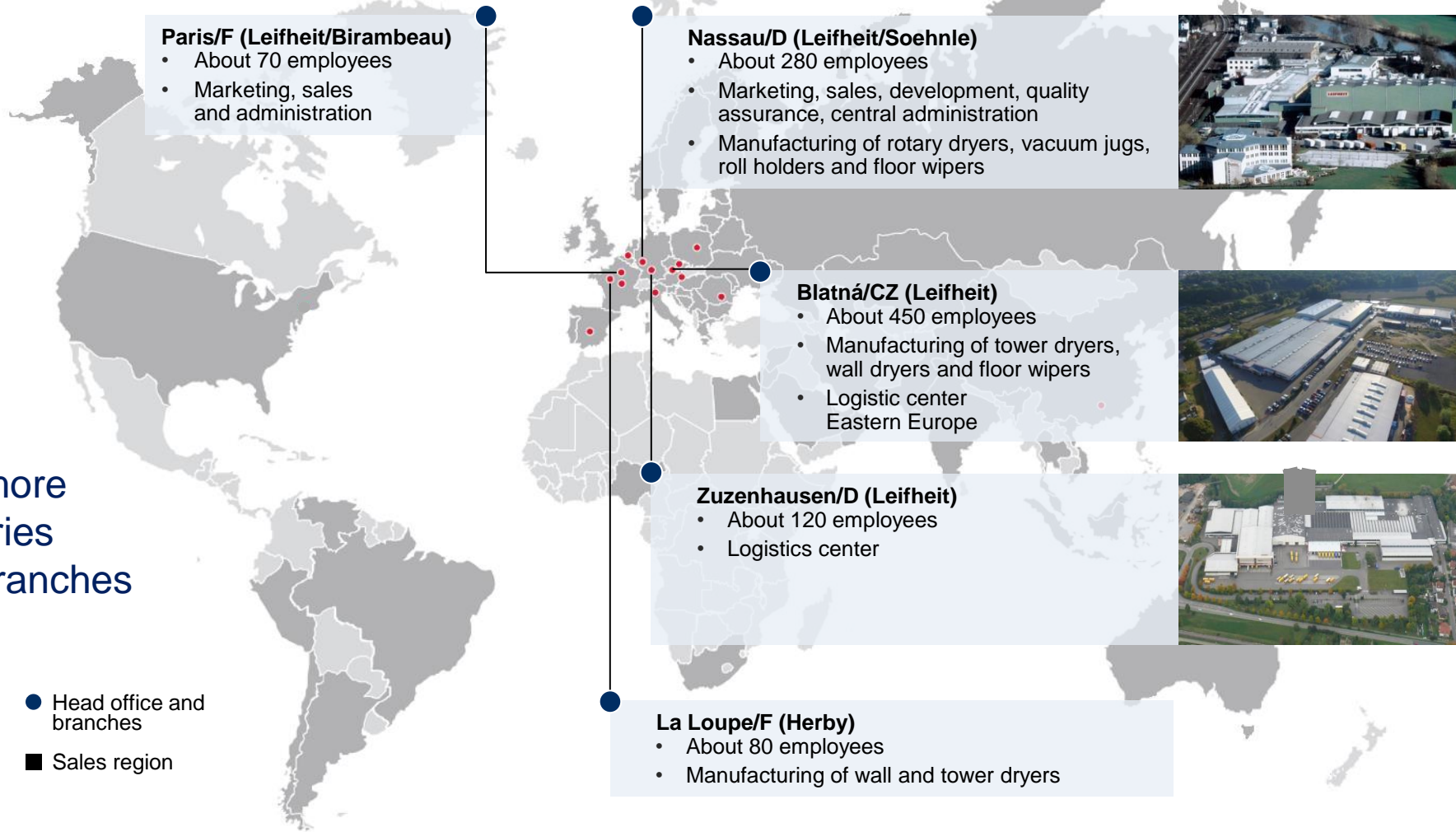
Kitchen goods

Standing Dryers



Our European production footprint ensured reliable supply to customers in spite of COVID-19 challenges in the supply chain

Operating in more than 80 countries with 14 own branches



Fortunately, hypers & discounters stayed open during Covid-19 retail shut-downs

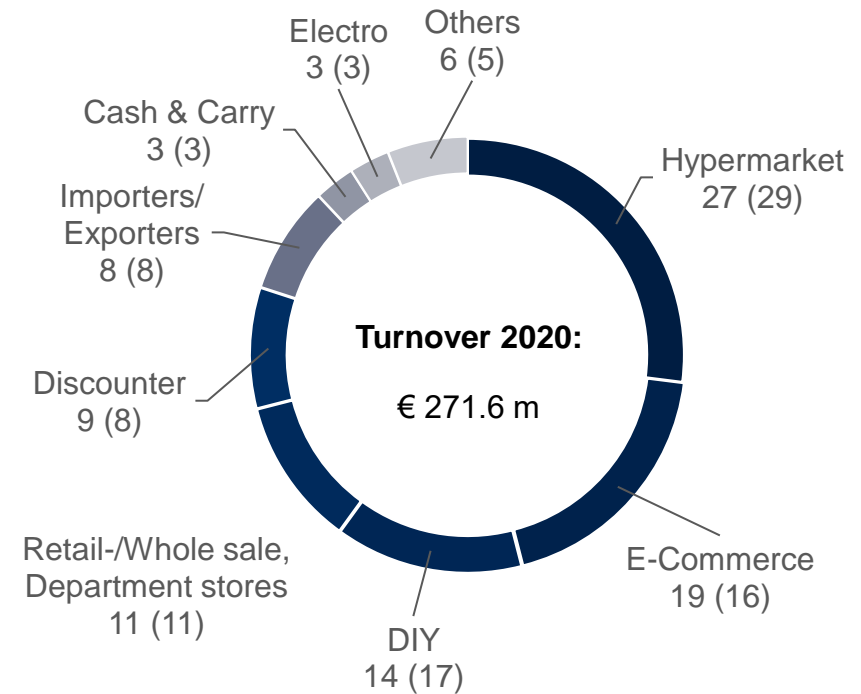


Blue Chip client base



Distribution channels

Turnover in % (previous year's figures)

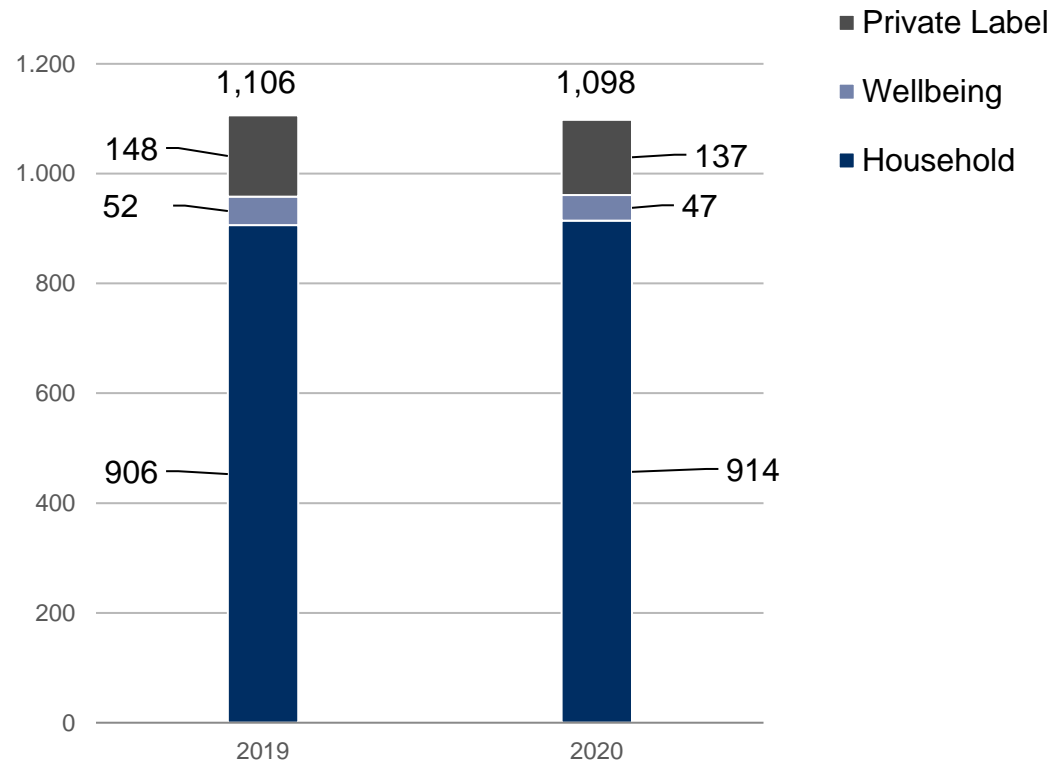


Number of employees at a stable level



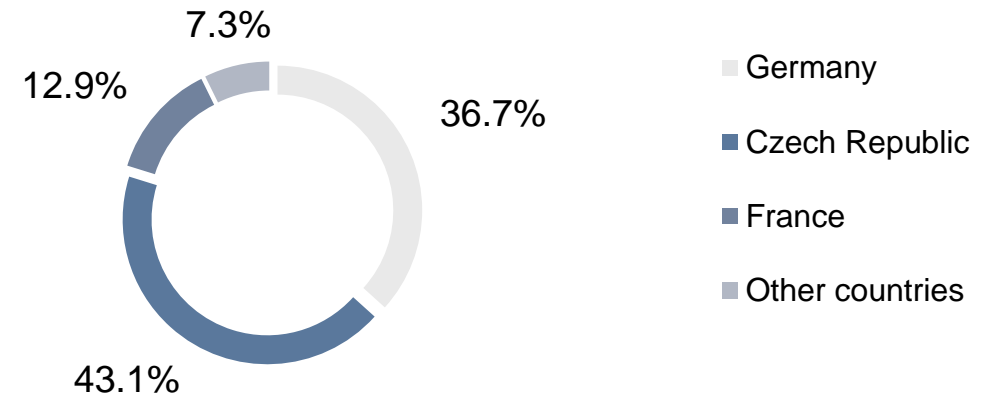
Employee development

31 Dec



Employees by region

31 Dec 2020



Long-term financial overview



		2016	2017	2018	2019	2020
Group turnover	€ m	237.1	236.8	234.2	234.0	271.6
Profitability						
Gross margin	%	47.5	46.4	43.6	43.1	45.0
Cash flow from operating activities	€ m	21.8	7.2	10.2	15.9	4.0
Free cash flow	€ m	14.3	1.5	3.7	10.1	-5.5
EBIT	€ m	22.1	18.8	13.1	9.9	18.8
EBIT adjusted ¹	€ m	21.8	20.3	12.8	9.6	19.7
EBIT margin	%	9.3	8.0	5.6	4.2	6.9
EBT	€ m	20.6	17.7	11.9	8.5	17.7
Net result for the period	€ m	14.5	12.8	8.4	5.8	12.5
ROCE ²	%	16.3	12.7	10.5	8.2	14.1

¹ Adjusted by foreign currency results

² Definition of ROCE changed in 2019, ROCE 2018 adjusted for comparability reasons

Long-term financial overview



		2016	2017	2018	2019	2020
Per share¹						
Net result for the period, EPS ²	€	1.53	1.35	0.88	0.61	1.32
Free cash flow	€	1.51	0.16	0.39	1.06	-0.57
Dividend ²	€	1.05	1.05	1.05	0.55	1.05
Special dividend	€	0.40	--	--	--	--
Investments	€ m	7.8	7.8	6.6	6.0	9.6
Depreciation	€ m	6.2	6.4	6.9	8.2	8.5
		31/12/16	31/12/17	31/12/18	31/12/19	31/12/20
Employees	No.	1,093	1,137	1,119	1,106	1,089
Balance sheet total³	€ m	239.4	224.9	221.8	214.6	230.0
Equity	€ m	104.6	98.5	101.8	96.2	100.4
Equity ratio	%	43.7	43.8	45.9	44.8	43.7
Liquidity	€ m	69.5	57.2	50.9	50.3	38.8

¹ Scrip issue in June 2017, 2013 – 2016 adjusted

² 2020: Proposal to the AGM

³ Not including repurchased treasury shares

Experienced Management



Henner Rinsche
CEO

Previous experience

- President Europe at SodaStream
- Various leading positions at Procter & Gamble, PepsiCo, Danone and Henkel

Core competencies

- General management and consumer goods marketing



Igor Iraeta Munduate
COO

Previous experience

- Many years of experience as CTO at Igus GmbH and Stoba Präzisionstechnik
- Various technical management positions at Robert Bosch GmbH

Core competencies

- Digitalization, IoT, Industry 4.0, implementation of lean production systems, agile “Scrum” methods



Marco Keul
CFO

Previous experience

- Resp. for Controlling, IT/Business processes and internal sales services as Vice president finance at Leifheit AG
- Years of experience as Head of Controlling at Leifheit AG

Core competencies

- IT, Finance & Controlling

Committed to shareholder returns

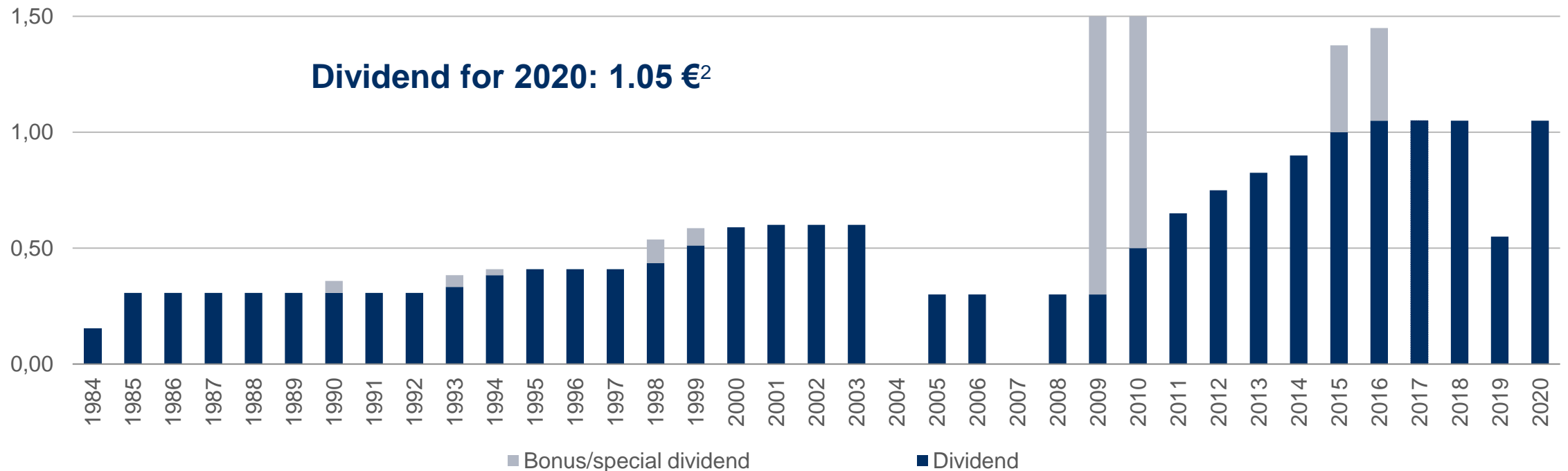


Long-term dividend development

Dividend per share / in €

Dividend yield ^{1,2}

2020: 2.4%	2016: 5.1%
2019: 2.3%	2015: 5.6%
2018: 5.9%	2014: 3.9%
2017: 3.8%	2013: 5.3%



¹ Based on the particular closing price at year-end

² Dividend 2020: proposal to the AGM

Leifheit awards (selection)



Floor wiper
Profi micro duo



CLEAN TWIST
Disc Mop Ergo



Rotary dryers
Linomatic



Cordless vacuum wiper
Regulus Aqua PowerVac



Laundry dryers
Pegasus



CLEAN TWIST
M Ergo



Window vacuum
cleaner Nemo



Window vacuum
cleaners



Salad spinner
Comport Line



Isolating mugs
Flip 600 + 350 ml



Cordless vacuum
Regulus PowerVac 2in1



sehr gut

Redaktions-Wertung
Leifheit CleanTensio



Steam Mop CleanTensio

Soehnle awards (selection)



Kitchen Scales
Page Profi + Page Profi 300



Personal Scales
Style Sense Compact 300 + Safe 300



Air Humidifier
Airfresh Hygro 500



Body analysis scales
Shape Sense Connect 100 + 200

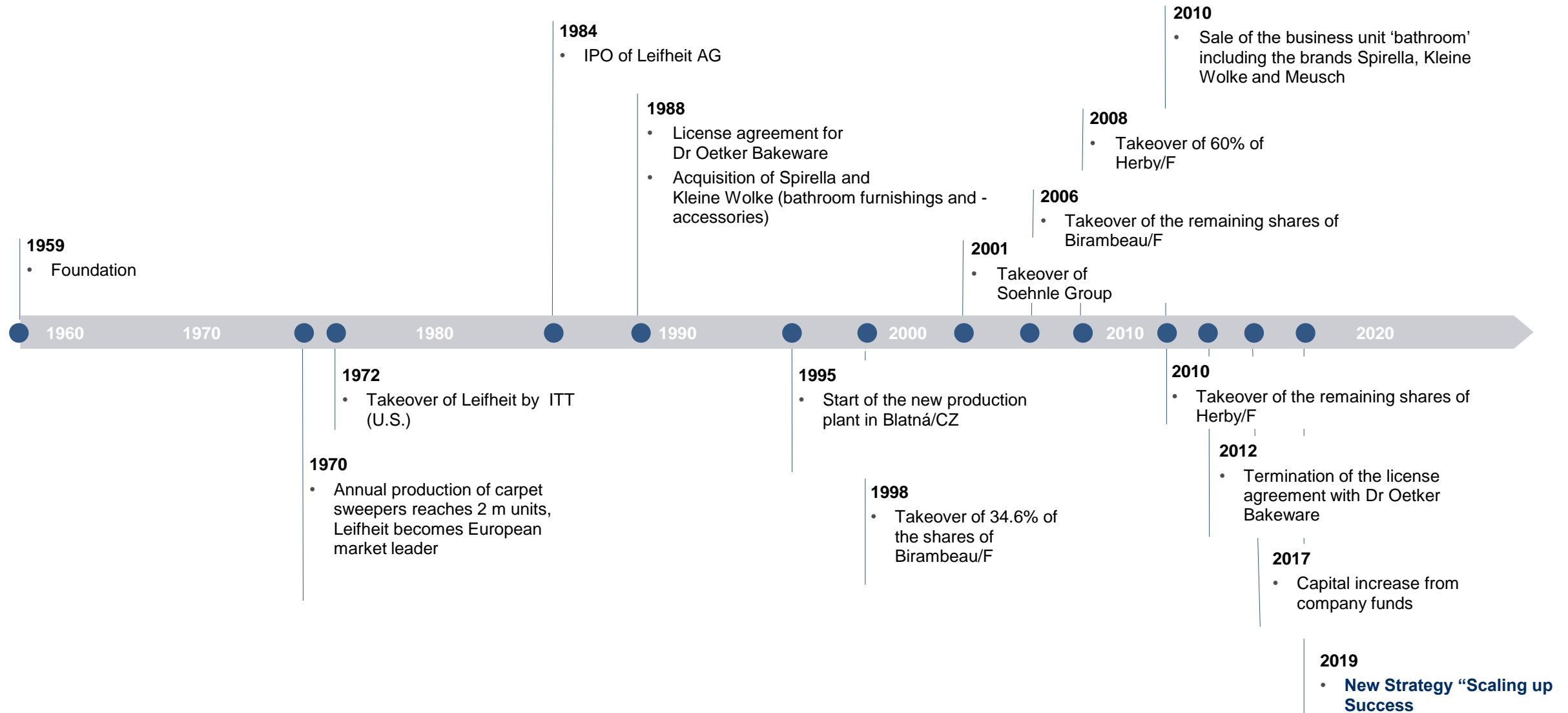


Blood pressure monitors
Systo Monitor 200 + 300



Air Purifier
AirFresh Clean 300
and Clean Connect 500

Leifheit – more than 60 years of passion for housework



European competitors by category



Cleaning

Spontex
Tonkita Swiffer Rival
Kärcher Vileda



Laundry care

Vileda Brabantia Artweger
Wenko Gimi Juwel Stewi
Metaltex Rörets Blome



Kitchen goods

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



Wellbeing

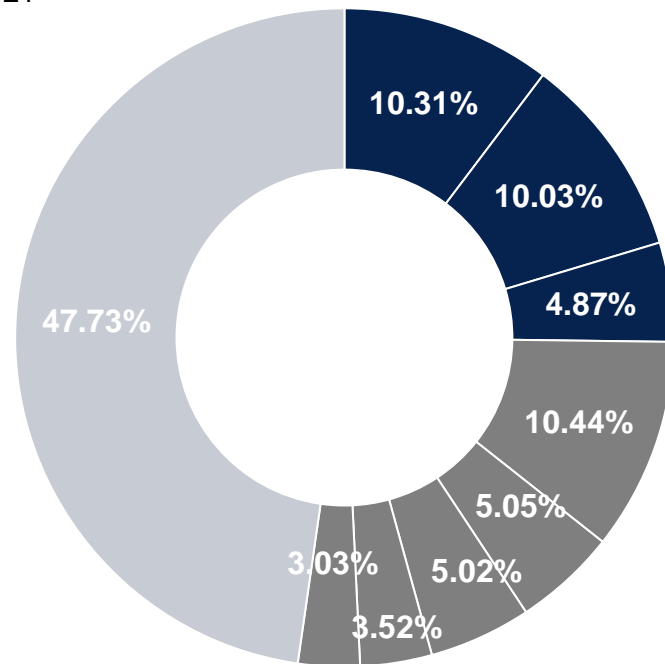
Bosch Laica Tanita
ADE Homedics Beurer
Sanitas Withings Terrailon

Significant free float and international investors



Shareholder structure

May 2021



- Joachim Loh, Haiger (GER), 10.31%
- MKV Verwaltungs GmbH, Grünwald (GER), 10.03%
- Leifheit AG Nassau (GER), treasury shares, 4.87%
- Alantra EQMC Asset Management, SGIIC, SA, Madrid (ES), 10.44%
- Teslin Capital Management BV/Gerlin NV, Maarsbergen (NL), 5.05%
- MainFirst SICAV, Senningerberg (LUX), 5.02%
- Blackmoor Ownership Holdings Master Limited, London (UK), 3.52%
- The Capital Group Companies, Inc., Los Angeles (USA), 3.03%
- Voting rights under notification threshold: 47.73%

● Non free float shareholders¹ 25.21%
 ● Free float^{1,2} 74.79%

¹ Definition of German stock exchange for indices

² Including shareholdings of the management board

Financial calendar and contact



Dates 2021

2 Jun 2021

Annual General Meeting

11 Aug 2021

Financial report for the first half-year
ending 30 June 2021

11 Nov 2021

Quarterly statement for the period
ending 30 September 2021

Contact

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Phone: +49 2604 977-218

Email: ir@leifheit.com

www.leifheit-group.com



Leifheit is frequently top company in home appliances and household goods categories

Most Valuable Company

Sep 2020
Deutschland Test / Focus Money



1st place
Home appliances
100.0 points

Study examines what companies **do for their employees and society**. Among other things, the **sustainability reports** of the largest German companies were evaluated according to the **GRI standard**.

Germany's Most Sought-after Products & Services

Jan 2020
IMWF Institut / FAZ-Institut



2nd place
Household items
99.5 points

Study analyses social listening data in **438 million online sources** for over **20,000 companies**. Relevant criteria include quality, customer satisfaction and value for money.

Highest Level of Trust

Oct 2020
Deutschland Test / Focus Money



1st place
Household items
100.0 / 86.2 points

Study looks at customer statements for **17,000 brands** from **280 industries** regarding reliability, quality, trust and recommendations in **438 million online sources** and thus makes a comprehensive assessment of customers' trust in companies.



5th place

Germany's Best Customer Hotline

Aug 2020
IMWF Institut / FAZ-Institut



1st place
Home appliances
100.0 points

Study analyses social listening data for over **20,000 companies** in the categories customer service and satisfaction, hotline, price and service. **438 million online outlets** serve as a source.

LEIFHEIT

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