Company Presentation

August 2015

EASY. CONVENIENT. AT HOME.

LEIFHEIT



Agenda

- Leifheit at a glance
- Business development first half 2015 and Outlook
- Strategy "Leifheit 2020"
- Leifheit Share
- Investment case
- Annex





Project

usiness

Leifheit Group is a leading company in the European market of branded goods for selected household areas

Leifheit Group				
Brand Business (~80% turnover)	Volume Business (~20% turnover)			
 Distribution in international markets Product categories: Cleaning, Laundry Care, Kitchen goo 	ds, 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 			

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Leifheit at a glance

Our product categories

Cleaning

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



Laudry 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 the 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.

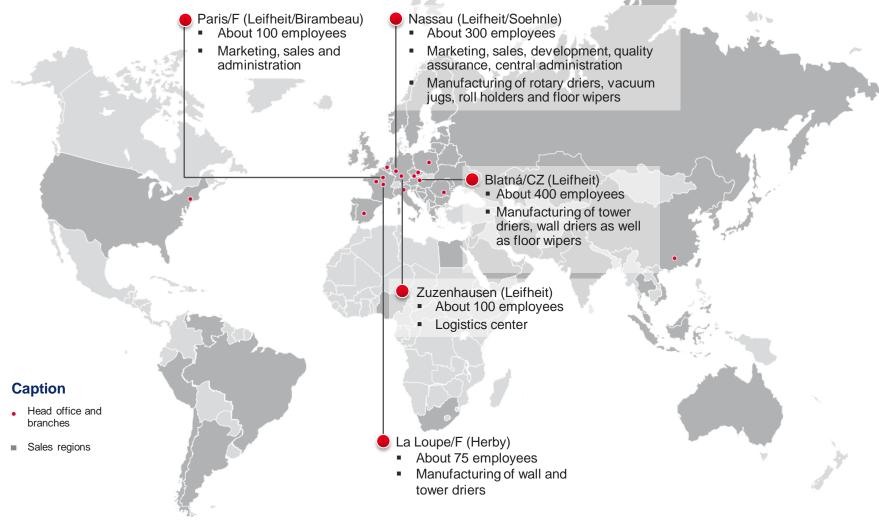




Leifheit at a glance



Leifheit is active in more than 80 countries with 15 own branches





Leifheit at a glance Headquarter, logistics and production facilities

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

61,000 square meters
26,000 square meters
approx. 300
automatic production lines, injection molding production
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

Blatná/Czech republic: main production facility

Company grounds:	108,000 square meters
Built-up area:	20,000 square meters
Employees:	approx. 400
Fabrication:	Metal production with power-coating, injection molding production, textile production
Main product groups:	dryers, ironing boards, cleaning products
Investments 2015:	€ 3 m planned in distribution logistics for Eastern Europe
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Leifheit at a glance Highly experienced Management Board

Thomas Radke (53), CEO

Core competencies:

- Driving growth via strategy and business model analysis, development and implementation
- Marketing and Sales
- 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 (61), CFO

Core competencies:

- Performance management, process optimisation and value creation concepts
- Controlling, Finance and Operations
- 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



Leifheit at a glance

Key Group development 2014

Group turnover € 220.7 m	Gross margin 47.7%
^{ЕВІТ} € 21.5 m	EBIT-Margin 9.8%
EBIT adjusted ¹⁾ € 16.4 m	EBIT-Margin adjusted ¹⁾
ROCE 20.3%	Investments € 6.2 m
Free Cash flow € 18.4 m	Employees 1,055

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 $^{\rm (1)}\,{\rm EBIT}$ adjusted by positive effects from foreign currency results in the amount of \in 5.1 m



Business development first half 2015 and Outlook

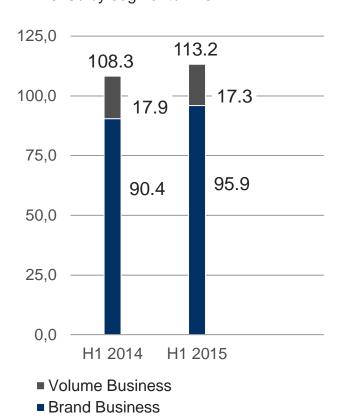


Group turnover of more than € 113 m due to positive development in brand business

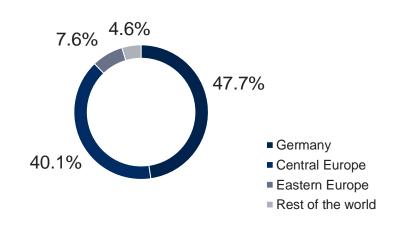
Group turnover

H1 2015 / by region

Group turnover



H1 2015 / by segment / in € m



- Varying regional market developments
- Most dynamic growth in Germany
- Central Europe: Furthermore challenging economic trend in some European markets; positive development in Austria, Italy and Swiss
- Eastern Europe: High growth dynamics in Czech Republic, Poland and Slovakia, furthermore expected declines in Russia and Ukraine



Group EBIT rose by € 2.3 m to € 10.4 m

		H1 2015	H1 2014	+/- %
Group turnover	€m	113.2	108.3	4.5
Gross margin	%	46.1%	47.4%	-1.3 pps
Cash flow from operating activities	€m	7.4	10.6	-30.7
Free cash flow	€m	4.8	8.8	-45.4
Foreign currency results	€m	1.9	0.5	>100
EBIT	€m	10.4	8.1	28.0
EBIT margin	%	9.2%	7.5%	1.7 pps
Earnings before income taxes (EBT)	€m	9.6	7.4	31.2
Net result for the period	€m	6.8	5.2	30.7

- Further EBIT growth due to turnover increase and a positive foreign currency result
- Gross margin affected by currency-related higher purchase prices
- Net result for the period rose by nearly a third
- Cash flow from operating activities affected by an increase in inventories and a decrease in trade payables and other liabilities
- Free cash flow declined as a result of higher investments



Brand Business: Significant growth of 6.1% due to higher demand for Cleaning and Laundry Care

		H1 2015	H1 2014	+/- %
Turnover	€m	95.9	90.4	6.1
Gross margin	%	49.1	50.1	-1.0 pps
Segment result (EBIT)	€m	9.1	6.9	31.9
EBIT margin	%	9.5	7.6	1.9 pps
Employees (average)	Pers.	786	757	3.8

- Window vacuum cleaner remains bestseller
- Stronger demand in Laundry Care mainly driven by ironing products
- EBIT growth due to increase of turnover and foreign currency result



Volume Business: Stable EBIT despite turnover decline

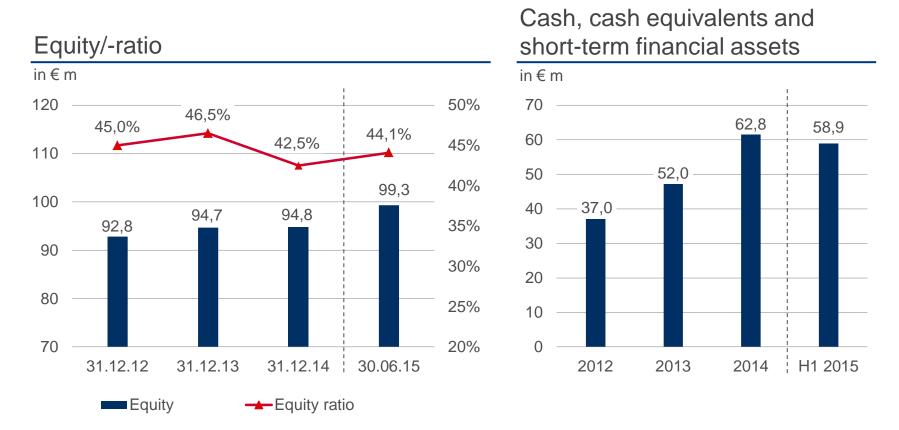
		H1 2015	H1 2014	+/- %
Turnover	€m	17.3	17.9	-3.4
Gross margin	%	29.7	34.0	-4.3 pps
Segment result (EBIT)	€m	1.3	1.2	8.3
EBIT margin	%	7.5	6.7	0.8 pps
Employees (average)	Pers.	267	278	-4.0

birambeau 1/2r Project **Business**

- Laundry Care category increased turnover mainly due to French subsidiary Herby
- French subsidiary Birambeau almost compensated partial delisting by a retail customer
- Project business with kitchen products in the USA below previous years' performance
- Gross margin affected by currency effects and shifts in the product mix
- EBIT stable due to increased foreign currency result



Furthermore solid equity ratio



- Equity increased by € 4.5 m as at 30 June 2015 as a result of the positive net result for the period, positive other comprehensive income and dividend paid
- Group liquidity decreased by € 3.9 m due to dividends paid, financing of increased inventories and investments as well as reduction in liabilities

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2015: Focus on establishment of strategy "Leifheit 2020" Turnover expectations slightly up

Economic environment 2015	 Ongoing uncertainties for the economic development in the EU in line with the Greek crisis 		
	Risks in Eastern Europe/Russia in the light of the political crisis in the Ukraine		
	 German trade and industry is confident for 2015, furthermore positive consumer sentiment 		
Group development	• Establish Group strategy "Leifheit 2020" with new strategic guidelines		
2015	 Group: growth by 3% to 4% Brand business: growth by 4% to 5% Volume business: stable development 		
	 Group EBIT of the higher end of the range between € 19 and 20 m expected¹⁾ 		
	Investments of € 9.0 m planned		
	Free cash flow of € 0.0 m estimated		
Group development	 Sustainable and profitable organic growth of 5% to 6% CAGR²⁾ 		
until 2020	 External growth by M&A 		
	 Target EBIT margin of 8% 		

1) Based on the assumption that the US dollar exchange rate remains at the level seen on 31 March 2015 (FX 1.07 US dollar)

2) Compound Annual Growth Rate

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Strategy **'Leifheit 2020''**

Strategy "Leifheit 2020"

"



Leifheit's vision for 2020

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

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Strategy "Leifheit 2020" will elevate the Leifheit Group to a significantly higher level of growth and excellence

- Based on a efficient platform, reasonable margins and a sharpened profile Leifheit now focusses on growth via expansion of the product portfolio, geographical footprint as well as on external growth:
 - Strengthening the position as the leading expert for solutions that make the everyday life at home more easy and convenient to achieve significant organic growth.
 - Addition of significant external growth to elevate the Leifheit Group to a more compelling level of overall turnover/profit dimension:
 - 2015 2017 starting in Europe
 - 2018 2020 expanding to the US/Asia

Strategy "Leifheit 2020"



Visionary growth targets – basic assumptions



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Turnover adjusted by Dr Oetker Bakeware (termination of license agreement by 31 Dec 2012)

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Strategy "Leifheit 2020"



Our strategic guidelines Where and how we will grow

Derived from our vision 2020, Leifheit pursues **10 strategic guidelines** in order to strengthen competitiveness, enable growth and improved sustained profitability.

Where

... defines our segmentation approach

How

... defines how we will grow

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Our 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), <u>target: significant</u> growth
- Deliver acquisitions in Clean & Care categories
- Position Soehnle closer to the brand core, <u>target:</u> 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



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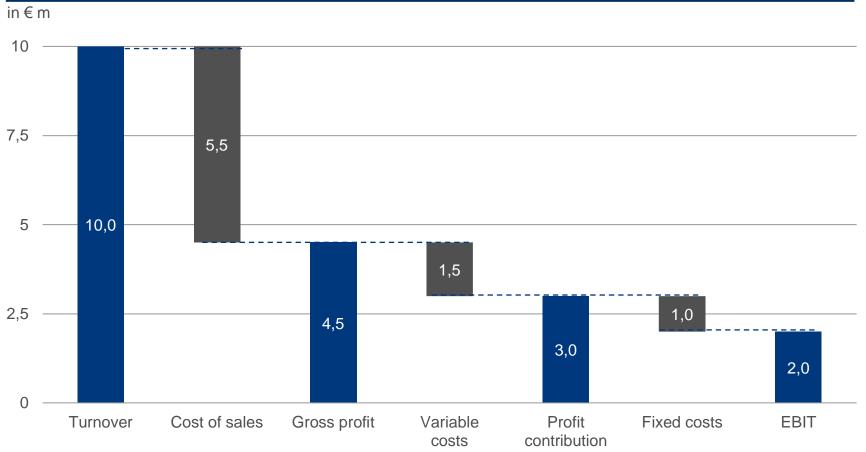
Strategy "Leifheit 2020"

Our strategic guidelines **HOW** we will grow:

5. Product quality	6. Best in class user focus	7. Innovative and leading solutions for target users
 Ensure that product quality needed to compete as a branded goods supplier is <u>always</u> in place 	 Strengthen focus on consumer needs and in depth understanding of easiness and convenience 	 Deliver <u>additional product systems</u> with easy and convenient "hero" products in the center
	 Define <u>additional</u> search fields 	 Deliver products that are
	 Deliver the "Design factory" for our industries 	characterized by a brand specific, appealing design
8. Innovative and leading solutions for dealers	9. Value chain efficiency	10. Culture and employees
 Enable dealers to differentiate 	 Continuous improvement of 	 Drive appropriate cultural change
 Enable dealers to differentiate with tailor-made solutions Deliver a full category approach for "Clean & Care" 	 Continuous improvement of value chain efficiency: <u>Focus on</u> <u>initiative development and order</u> <u>generation/fulfillment processes</u> 	 Drive appropriate cultural change Properly develop our employees



Company structure geared for growth: structure for approx. € 280 m turnover



€ 10 m Turnover growth ~ € 2,0 m EBIT



Summary: Strategy "Leifheit 2020" is set to drive organic growth and additional external growth in a two step approach

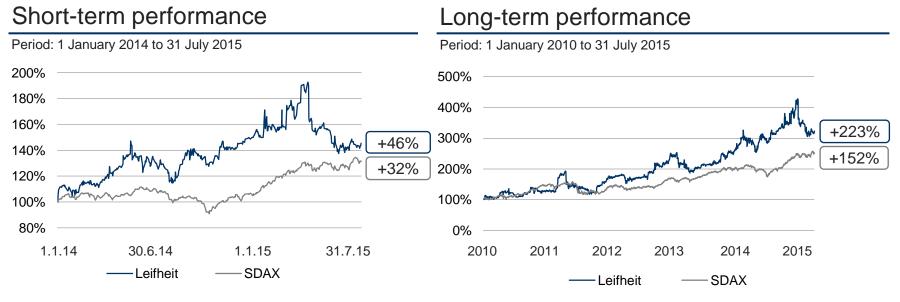
- We will follow a full category approach in Clean & Care categories: The Leifheit brand will be the expert for the selected Clean & Care categories at home in the middle to upper price segments, supplemented by at least one second brand covering a more basic price point
- The Soehnle brand will be significantly strengthened from the core
- The Kitchen products will be transferred into another brand
- We will strengthen our **business model**:
 - We are committed to user focus consumer/user is boss
 - Innovation: We will deliver fewer but bigger initiatives (consumer and trade) via increased R&D and Marketing power.
 - Digitalization: Digital will take the lead in future initiative and go-to-market developments
 - Efficiency: Order generation and fulfilment as well as initiative development will be taken to the next efficiency level
- Our **M&A strategy** will deliver the following objectives:
 - Further elevate the Leifheit Group to the next level of overall turnover/profit dimension
 - Expand our geographical footprint in two steps: 1. Europe, 2. US/Asia



Leifheit Share



Annex: Leifheit share performance



Master data

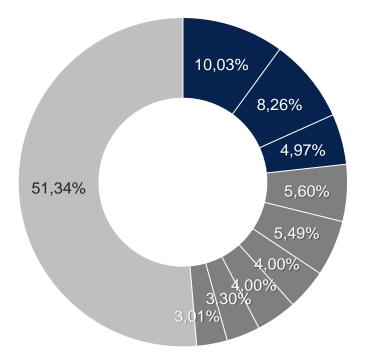
ISIN: Ticker:	DE0006464506 LEI
Trading segment:	Prime Standard
Share capital:	€ 15,000,000,-
Number of shares:	5,000,000 no-par value ordinary bearer shares
Stock market launch:	3 October 1984
Designated Sponsor:	Oddo Seydler



Annex: Leifheit share Free float significantly increased

Shareholder structure

as at July 2015



- MKV Verwaltungs GmbH, Grünwald (D), 10.03%
- Joachim Loh, Haiger (D), 8.26%
- Treasury Shares, 4.97%
- Capital Income Builder, Los Angeles (USA), 5.6 %
- Carmignac Gestion S.A., Paris (F), 5.49%
- Union Investment Privatfonds GmbH, Frankfurt (D), 4.00%
- MainFirst SICAV, Senningerberg (LUX), 4.00%
- Invesco Limited, Hamilton (BMU), 3.30%
- Farringdon Netherlands BV, Amsterdam (NL), 3.01%
- Share ownership under reporting threshold of 3.00%

1) Definition of German stock exchange for indices

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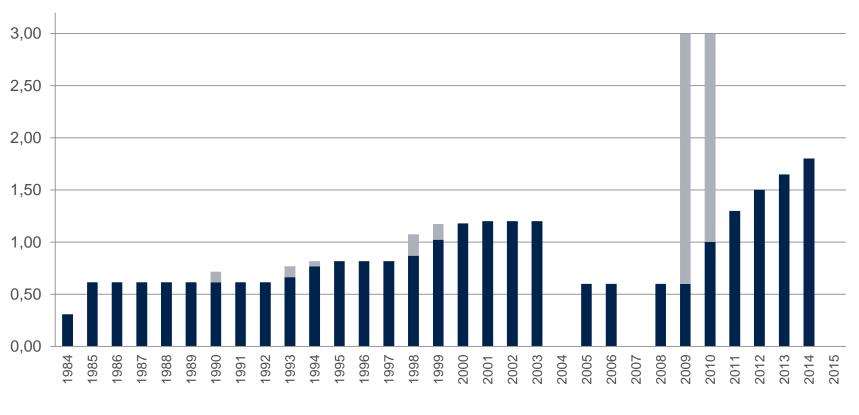
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Annex: Leifheit at a glance **Dividend € 1.80 per share for business year 2014**

Long-term dividend development

Dividend per share in €



Dividend Bonus/special dividend

Annex: Leifheit share Analysts recommendation



Date	Recommendation	Target price	Institute
08/07/2015	buy	60.00 EUR	Bankhaus Lampe Research
07/06/2015	buy	60.00 EUR	Berenberg Bank
05/15/2015	hold	50.00 EUR	Oddo Seydler Bank AG
05/13/2015	buy	60.00 EUR	Berenberg Bank
05/08/2015	buy	56.00 EUR	GSC Research GmbH
04/30/2015	buy	60.00 EUR	Bankhaus Lampe Research
04/24/2015	buy	60.00 EUR	Bankhaus Lampe Research
02/18/2015	buy	55.00 EUR	Bankhaus Lampe Research
02/02/2015	hold	48.00 EUR	Oddo Seydler Bank AG

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Why is Leifheit AG a good equity investment?

Leifheit's attractive offer



Brand, profitability, dividend plus next level of growth

Strong brands	 Well known, high consumer confidence Leading positions: Germany and many European countries High-quality supplier, middle and upper price range
Solid set up	 Noncyclical business: Leifheit brands are used every day Well prepared to exploit e-commerce potential Efficient cost structure, sustainable margins, high equity ratio, no financial debt, strong cash position, high cash flow
Attractive dividend	 Distribution of ca. 75% of max (free cash flow, net income) planned and backed by solid cash flows
Significant growth potential	 Offline/online conversion of well suited assortment Strategy "Leifheit 2020" will transform the company on the next level of sales, margin and growth: organically by focus on core categories, consumers, innovation, digital, efficiency externally by focus on core categories

Leifheit is known to deliver communicated goals

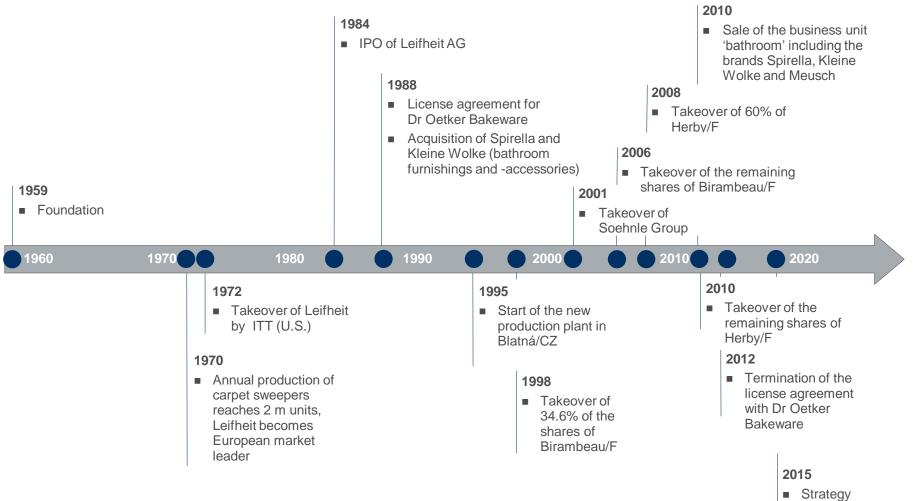


Annex

Annex: Corporate history

55 years "always a better idea"





"Leifheit 2020"



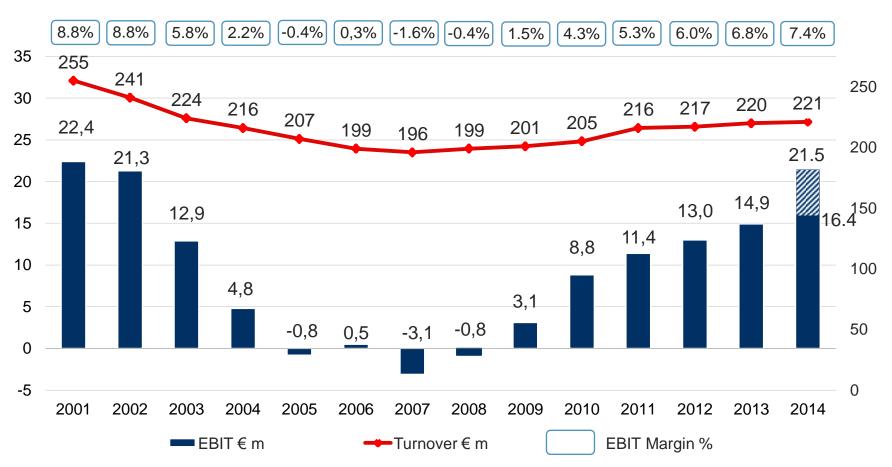
Annex: Group development until 2014

Successful restructuring led to efficiency, improvement of margins and sharpened profile of product categories...

Company positioning	Portfolio optimization	Change anagement	Performance orientation	5 Financial stabilization	Focusing on brand and margin	
20081)					2014	
Brand provider with a focus on clever and innovative household products in the core categories:	Concentration of resources on strategic business areas	Control of change processes within the organization	Standardized management processes – measurable, transparent and success-oriented	Result of the group positioning, portfolio optimization, change management and performance orientation	Focus on Brand Business	
- Cleaning	- Sale of Soehnle	- General Principle	- Continuous	- Solid cash flows	Organic growth:	
- Laundry Care	Professional	- Leadership	- Leadership	benchmarking	- No financial liabilities	I. Convergence on
- Kitchen	 Sale of the business unit ,bathroom' 	- Transparency	- Profitable growth		strategic focus markets	
- Wellbeing	- Change of ladders	- Employees	- Cost efficiency		II. Intensify E-commerce	
	segment against	- Innovation	- Capital efficiency		III. Strengthening of	
	pressure steam ironing	- Systems &	- Cash generation		R&D/Innovation power	
⁸⁹⁷ 00 1) 2008 – today	- Termination of the license agreement with Dr Oetker Bakeware	Processes			IV. Brand and communication strategy with a focus on POS	
1) 2008 – today, settled and rolling processes					External growth:	
Roadshow presentation August 2015 p. 34					V. M&A	



... and led to significant growth in earnings



Turnover and EBIT adjusted by bathroom division (divested in 2010),

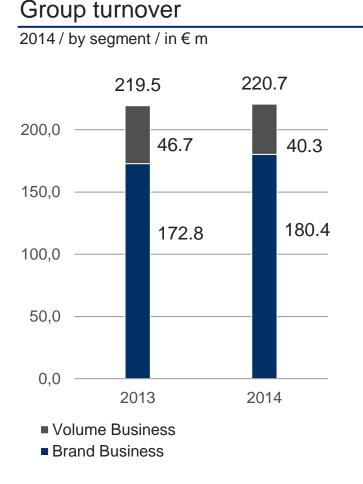
Turnover adjusted by Dr Oetker Bakeware (termination of license agreement by 31.12.2012)

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

EBIT 2012 adjusted by one-off effects of € 1.2 m from sale of assets relating to termination of license agreement Dr Oetker Bakeware EBIT 2014 includes positive effects from foreign currency results in the amount of € 5.1 m, EBIT margin 2014 adjusted by this effect Roadshow presentation | August 2015 | p. 35

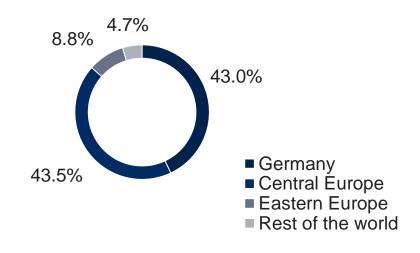


Stable development of group turnover (+0.5 %)



Group turnover

2014 / by region



- Varying regional market development.
- Stable domestic demand in Germany.
- Central Europe: Positive stimulus from Spain and Italy. Challenging economic trend in France.
- Eastern Europe: High dynamics in Poland, Czech Republic and Slovakia. Declines in Russia and Ukraine as expected.



Significant increase in profitability

		2014	2013	+/ %
Group turnover ¹⁾	€m	220.7	219.5	+0.5
Gross margin	%	47.7	44.9	+2.8 pps
EBIT	€m	21.5	14.9	+44.3
Foreign currency result	€m	5.1	-2.0	>100
EBIT adjusted ²⁾	€m	16.4	16.9	-2.6
EBIT margin	%	9.8	6.8	+3.0 pps
EBIT margin adjusted ²⁾	%	7.4	7.7	-0.3 pps
Earnings before income taxes (EBT)	€m	19.8	13.3	+48.7
Net result for the period	€m	14.1	10.2	+37.7
ROCE	%	20.3	12.6	+7.7 pps

- Disproportional growth in earnings due to improved gross margin and extraordinary high foreign currency results
- Significant rise in ROCE by 7.7 pps mainly due to increased EBIT

2) Adjusted by foreign currency result

¹⁾ Turnover 2013 adjusted by discontinued business with Dr. Oetker Bakeware,



Strong rise in Group liquidity to € 62.8 m

in € m	2014	2013	+/-
Cash flow from operating activities	24.5	22.9	1.6
Cash flow from investment activities	-9.1	0.5	-9.6
Cash flow from financing activities	-7.8	-7.2	-0.6
Effects of exchange rate differences	0.2	1.0	-0.8
Net change in cash and cash equivalents	7.9	17.2	-9.3
Cash and cash equivalents at the end of the reporting period	58.8	51.0	7.8
Short-term securities	4.0	1.0	3.0
Group liquidity	62.8	52.0	10.8
Free cash flow ¹⁾	18.4	19.5	-1.1

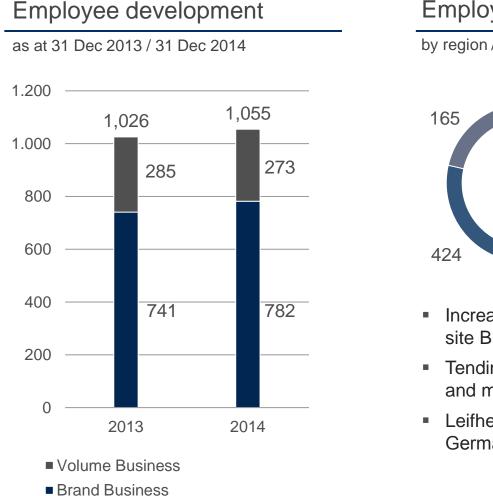
- Higher cash flow from operating activities due to higher net result for the period (€ 14.1 m), depreciations in the amount of 6.3 Mio €, increase of receivables by 2.0 Mio €, increase of in inventories by € 1.8 m and the increase of trade payables and other liabilities by € 8.5 m.
- Reduced cash flow from investment activities particularly due to higher investments in tangible and intangible assets of € 6.2 m (2013: € 3.6 m) and cash outflow for investments in financial assets of € 3.0 m (2013: € -2.3 m)

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¹⁾ Sum of cash flow from operating activities and cash flows from investing activities, adjusted for deposits and withdrawals in financial assets and the sale of division.



More capacities in R&D and marketing, expansion of production through enhanced insourcing





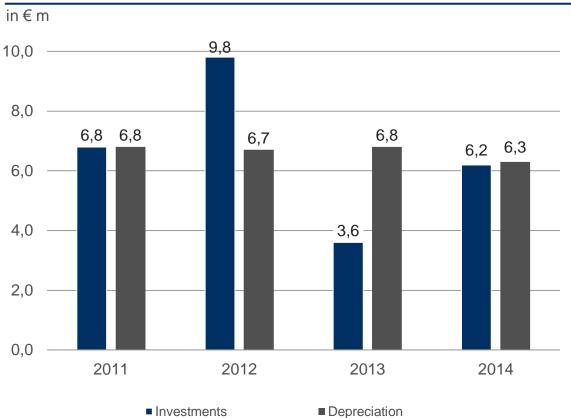
- Increase in the number of employees at Czech site Blatná due to expansion of production
- Tending to strengthening of capacities in R&D and marketing
- Leifheit once again "Top Employer Midsized Germany 2015"





Investments 2014 on a normal level

Investments vs. depreciation

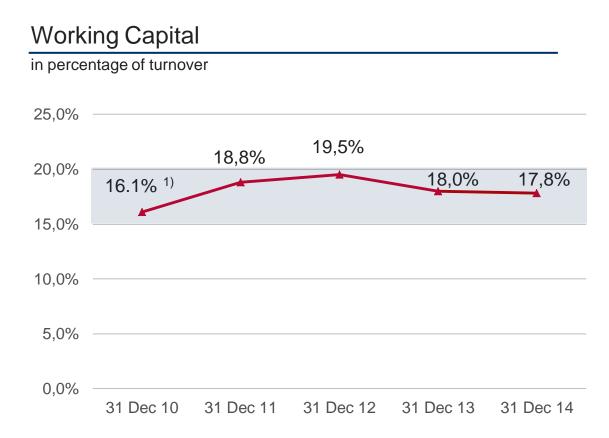


Investments:

- € 5.1 m (2013: € 3.3 m) investments in tangible assets largely related to tools for new products, machinery and factory and office equipment
- € 1.0 m (2013: € 0.3 m) investments in intangible assets (mainly software)
- Investments in Brand business: € 5.5. m Volume business: € 0.7 m
- Linking the distribution logistics for Eastern Europe at Czech plant in Blatná will lead to higher investments in 2015
- Future annual investments will remain stable at ~€ 6.0 m



Working Capital remains stable at a good level



- Working Capital remained stable at a good level of 17.8 %
- Receivables and inventories above the year-end figures 2013 due to seasonal factors
- Liabilities rose relating to the balance sheet date

1) 2010 ultimately without consolidation of Leifheit CZ a.s.

Long-term development

		2010	2011	2012	2013	2014
Turnover	€m	210.9	222.1	224.2	220.9	220.7
 Group adjusted¹⁾ 	€m	205.2	215.8	217.4	219.5	220.7
 Brand Business¹⁾ 	€m	158.5	164.2	170.9	172.8	180.4
 Volume Business 	%	46.7	51.6	46.5	46.7	40.3
Profitability						
 Gross margin 	%	42.4	43.0	43.6	44.9	47.7
 Cash flow from operating activities 	€m	12.0	12.8	8.2	22.9	24.5
 Free cash flow 	€m	5.7	7.7	-1.4	19.5	18.4
 EBIT EBIT adjusted²⁾ 	€ m € m	8.8 8.8	13.9 11.4	14.2 13.0	14.9 16.9	21.5 16.4
 EBIT margin 	%	4.2	5.1	5.8	6.8	9.8
■ EBT	€m	6.0	12.2	12.2	13.3	19.8
 Net result for the period 	€m	5.5	12.1	9.4	10.2	14.1
 ROCE 	%	7.8	9.7	10.2	12.6	20.3

1) Turnover adjusted for discontinued business with Dr. Oetker Bakeware

2) EBIT 2011 adjusted by one-off consolidation effects from obtaining control over Leifheit CZ a.s.

EBIT 2012 adjusted by one-off effects from sales of assets relating to termination of license agreement Dr Oetker Bakeware

EBIT 2014 adjusted by extraordinary effects from foreign currency result (€ 5.1 m)

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Long-term development

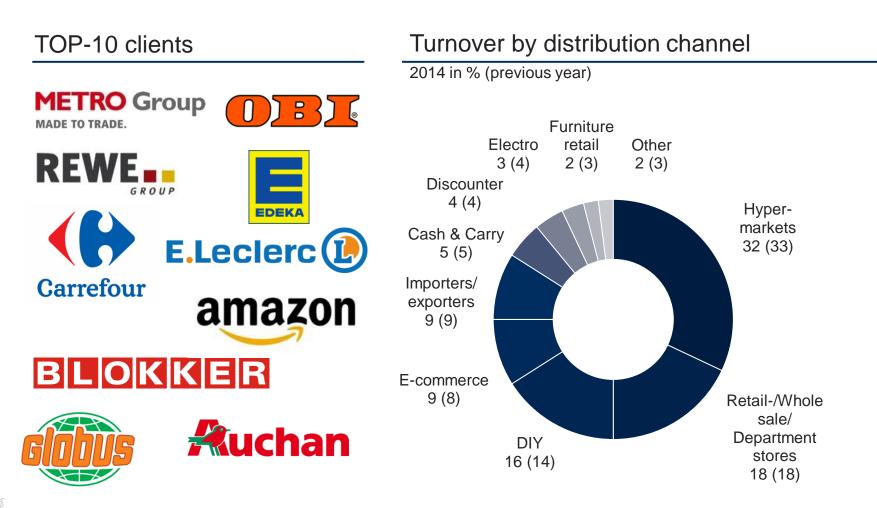
		2010	2011	2012	2013	2014
Per Share						
Net result ¹⁾	€	1.15	2.55	1.97	2.16	2.97
 Free cash flow ¹⁾ 	€	1.20	1.63	-0.28	4.11	3.88
 Dividend 	€	1.00	1.30	1.50	1.65	1.80
 Special dividend 	€	2.00				
Investments in tangible assets	€m	4.4	5.4	9.3	3.3	5.2
Depreciation in tangible assets	€m	5.4	5.3	5.3	5.5	5.3
		31.12.10	31.12.11	31.12.12	31.12.13	31.12.14
Employees						
 Group 	Pers.	1,141	1,032	1,025	1,026	1,055
 Brand business 	Pers.	751	726	741	741	782
 Volume business 	Pers.	390	306	284	285	273
Balance sheet total ²⁾	€m	207.0	198.9	205.9	203.8	223.3
Equity ²⁾	€ m ¹	101.5	98.9	92.8	94.7	94.8
Equity ratio ²⁾	%	49.0	49.7	45.0	46.5	42.5

1) Not including treasury shares

2) from 2012 in accordance with IAS 19 (revised in 2011)



Distribution in every important distribution channel



Annex: Competitors

European Competitors by Category

Cleaning	Laundy care
Spontex Tonkita Swiffer Kärcher ^{Vileda}	Vileda Blome Juwel Brabantia Stewi Wenko Gimi Artweger Metaltex Rörets Blome
Brabantia Tescoma Fackelmann WMF Zyliss Lurch Rösle Oxo Emsa Gefu	Tanita Terraillon Bosch ADE Laica Sanitas Beurer Homedics
Westmark Tefal Kitchen goods	Wellbeing

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Annex **Dates**

Dates 2015

12 August 2015 Financial report for the first half-year 2015

11 November 2015 Quarterly financial report for the period ending 30 September 2015



Aktiengesellschaft

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