

PIERER Mobility AG

The leading European
powered two-wheeler group

Company presentation
Half Year 2023

PASSION AND PERFORMANCE IN EVERYTHING WE DO.



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In this presentation,  stands for KTM AG, which, as the owner of the KTM brand, manufactures and/or distributes motorbikes and motorbike accessories under this brand. To be distinguished from this is KTM Fahrrad GmbH, which, as the exclusive licensee, manufactures and/or sells bicycles and bicycle accessories under the KTM brand. KTM AG and KTM Fahrrad GmbH are neither affiliated with each other under corporate law nor intertwined with each other in terms of capital or otherwise. Consequently, PIERER Mobility Group, does not produce or distribute bicycles and bicycle accessories under the KTM brand but under brands such as Husqvarna, GASGAS or FELT.

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PIERER Mobility AG
at a glance

A global leader in the powered two-wheeler industry

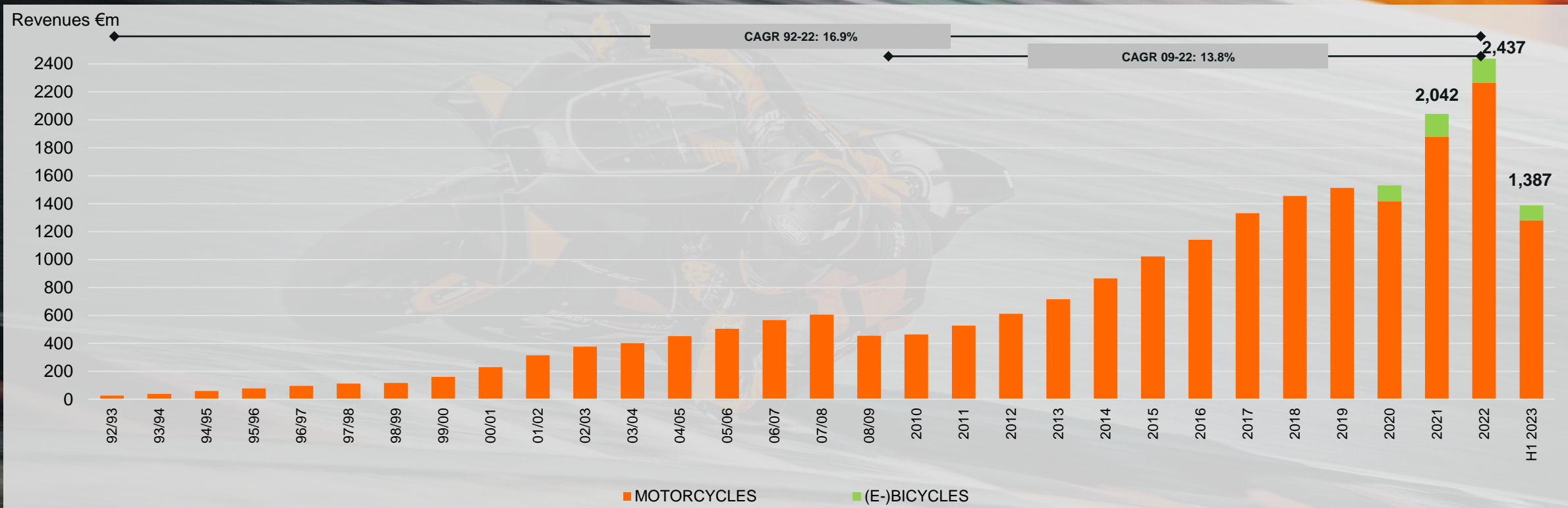
Highlights H1 2023

Strong sales and revenue performance

- Record **revenue**: € 1,387.6 million (**+20,2%** vs H1 2022)
- Record **operating result** of € 96.9 million despite big challenges in the bicycle industry
- **Sales PTW's**: 230,694 units (+16,4% vs H1 2022)
- **Double-digit market shares** in EU and US
- **Strengthening of cooperation** with Partner CFMOTO & JV Maxcom
- Opening of **KTM Campus North America**
- Doubled previous year's dividend payment (**€ 2.00 per share**)
- **Guidance** – positive outlook for 2023 **confirmed**



More than thirty years of successful track record



- **H1 2023 revenue of € 1,387 million (+ ~20%), of which already € 110 million e-mobility sales (e-motorcycles/e-bicycles)**

GLOBALIZATION

Strategic, continuous growth reinforces our position as a global mobility group.

PEOPLE

“From riders for riders.” All of us are united by passion, enthusiasm and performance. It’s how we succeed together.

FOUR PILLARS OF SUCCESS

INNOVATION

We’re always looking ahead. As a highly innovative company, R&D is a driving force for us – from the racetrack to the street. The result is technology leadership.

BRANDS

We appeal to a wide audience with our strong, global brands. Focused. Differentiated. Consistent. Each with its own distinct brand promise.



THE LEADING EUROPEAN POWERED TWO-WHEELER GROUP



Simplified presentation by areas as of August 2023

100% shareholdings: KTM AG, Husqvarna Motorcycles GmbH, GASGAS Motorcycles GmbH, WP Suspension GmbH; PIERER New Mobility GmbH (with the brands Husqvarna E-Bicycles, GASGAS and FELT); PIERER Innovation GmbH, Avocado GmbH; KTM Forschungs & Entwicklungs GmbH; KTM Informatics GmbH; KTM Racing GmbH; 50% shareholdings: KISKA GmbH; CERO Design Studio S.L.
 Other shareholdings: ACStyria Mobilitätscluster GmbH 12.3%; Platin 1483. GmbH 100%, Pierer E-Commerce GmbH 100%

1) w/o KISKA employees; 2) w/o external consultants/freelancers

PIERER MOBILITY DNA

More than 30 years in the fast lane.



CONTINUED GROWTH & STRONG FOCUS ON RETURNS

- ~16% sales unit **CAGR** since **1992** resulting in ~ **€ 2,437** million revenue in 2022
- EBITDA margin ~ **15%** and focus on strong **FCF generation**
- Sustainable avg. FCF of 3-5% of sales volume targeted

PREMIUM BRANDS

- **Strong brands** secure sustainable profitability and market presence
- **Product leadership** driving gains in market share

ORGANIC GROWTH LEVERAGED BY ACQUISITION & STRATEGIC PARTNERSHIPS

- Investment in infrastructure
- Expanding motorcycles and (e-)bicycles portfolio and entering new markets
- Establishing and developing global strategic partnerships

PEOPLE & COMMUNITY

- **Employees: ~ 6,300**, thereof around **1,400** in R&D in 2023
- Strong dealer network with around 6,700 partners in 2023

INNOVATION – THE FUTURE OF PTWs

- R&D expenses around **8 - 9% of revenues**
- Open to technologies – focus on **e-drives & e-fuels**
- E-Mobility sales ~ **€175 million in 2022**
- ~ **34 % sales CAGR** between 2019 - 2022

VALUE CREATION THROUGH SUSTAINABILITY

- **Thorough sustainability process** based on materiality analysis
- **Environmental Social Governance (ESG)** program with relevant focus areas



PIERER
MOBILITY AG

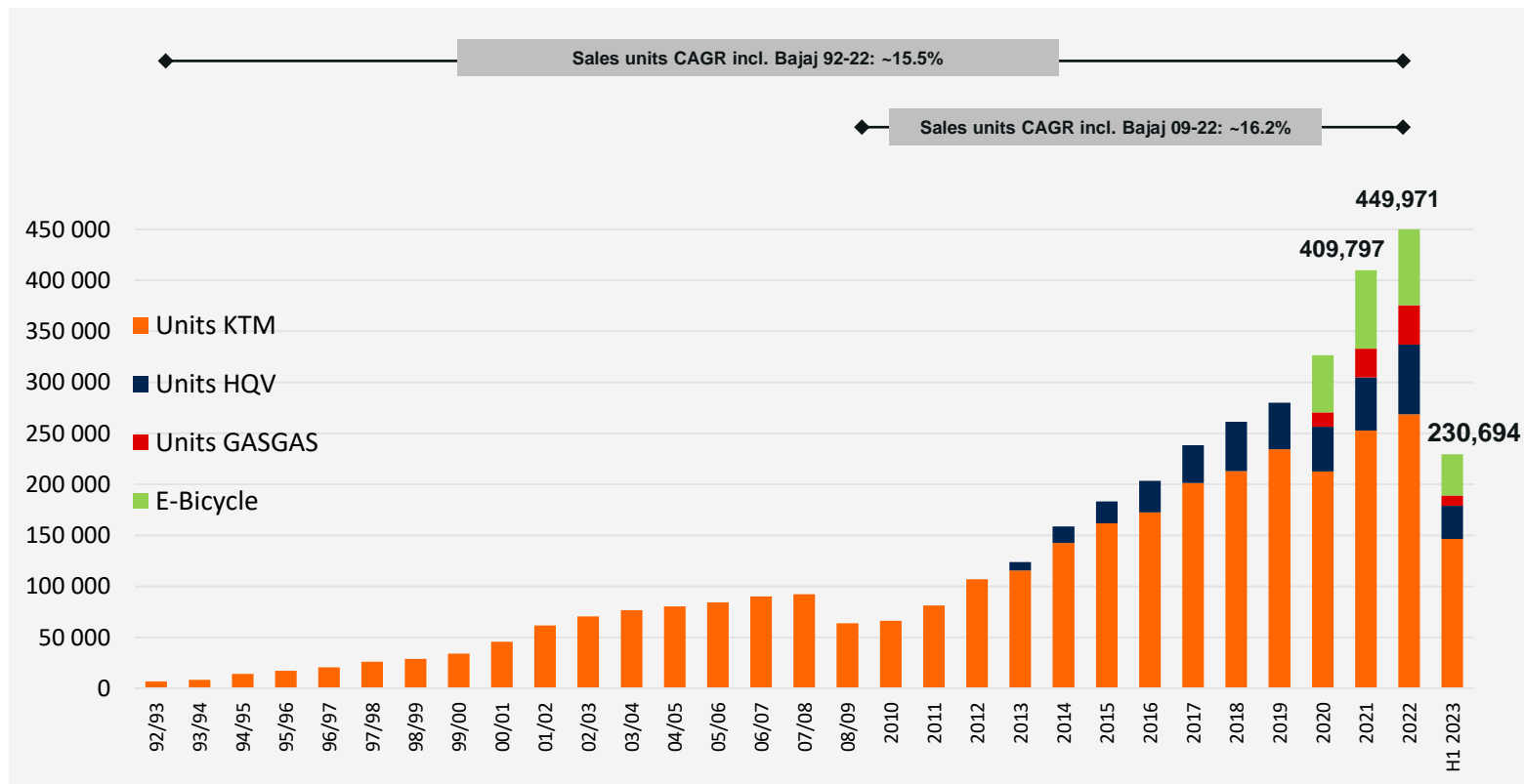


Performance
Continued growth &
focus on returns

01.

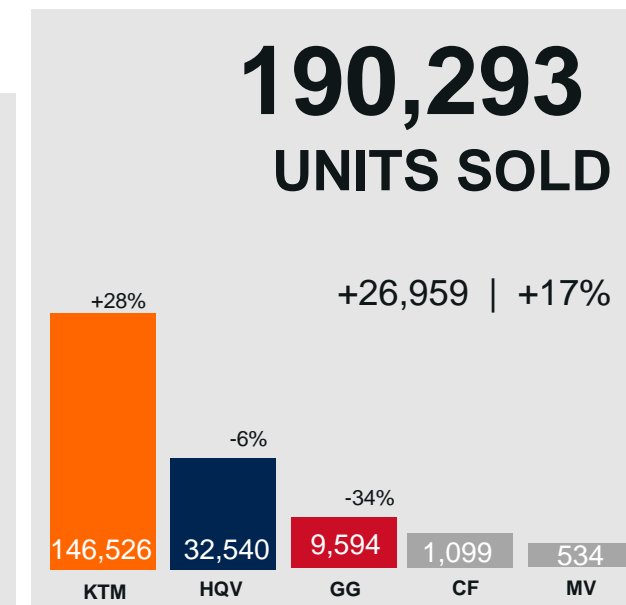
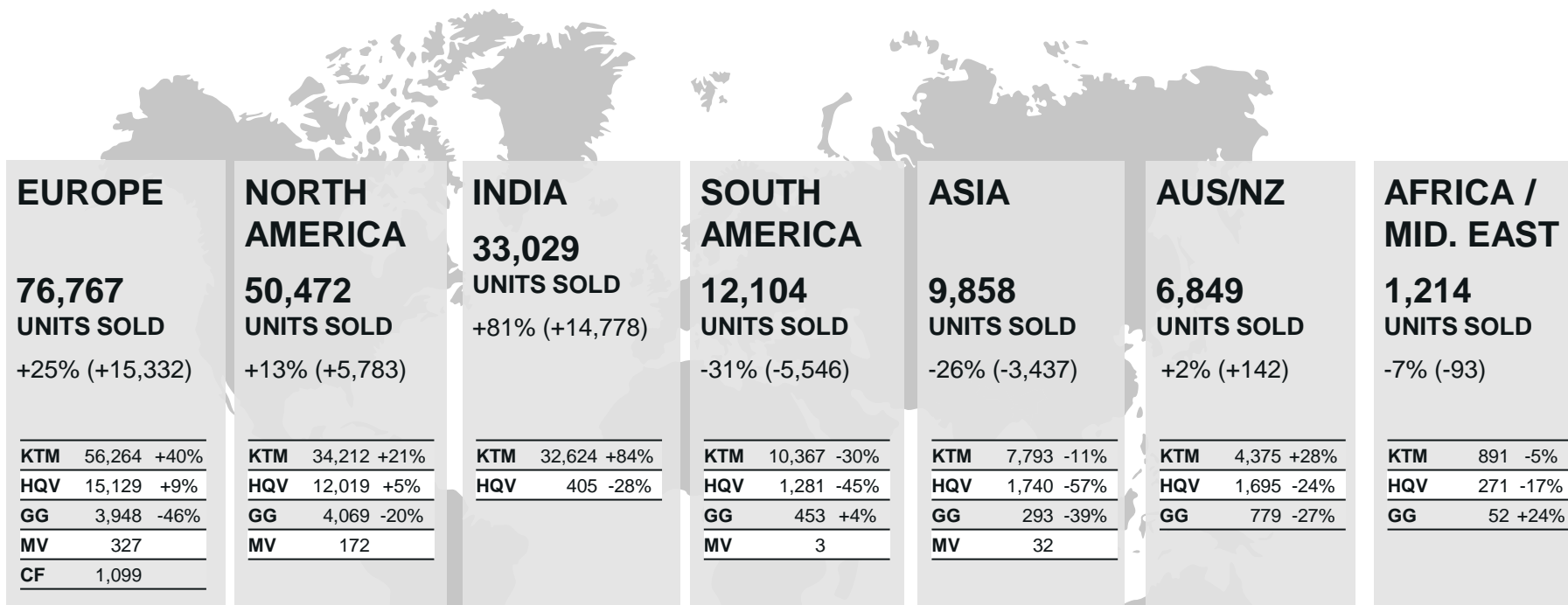
Powered two-wheelers (PTW) unit sales

- **230,694 PTWs sold** in Half Year 2023 thereof 33,029 units (KTM, Husqvarna) distributed by Bajaj
- Further **31,000 non-E-Bicycles** sold
- **KTM motorcycles distributed via Bajaj** in India/Indonesia: 32,624
- **Husqvarna motorcycles distributed via Bajaj** in India/Indonesia: 405
- Motorcycle sales unit CAGR of ~16.2% since 2009



Motorcycle Wholesales – HY 2023

Deliveries to Motorcycle Dealer Network & General Importers



Wholesale (B2B): Sale to Dealer & General Importer Network reflected in P&L | Regions reflect Profit Centers
Europe includes Europe, Europe Importers & Other Sales

Bicycle Wholesales – HY 2023

EUROPE

59,212
UNITS SOLD

+40% (+16,901)

E-Bicycles	37,762 units	+12%
Bicycles	21,450 units	>100%

NORTH AMERICA

9,184
UNITS SOLD

+33% (+2,266)

E-Bicycles	2,077 units	>100%
Bicycles	7,107 units	+19%

REST OF WORLD

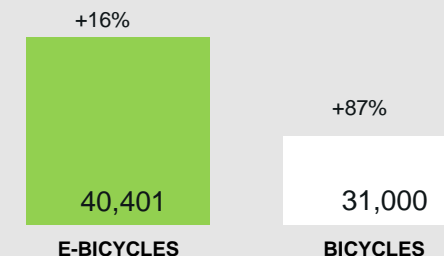
3,005

+37% (+817)

E-Bicycles	562 units	>100%
Bicycles	2,443 units	+19%

71,401
UNITS SOLD

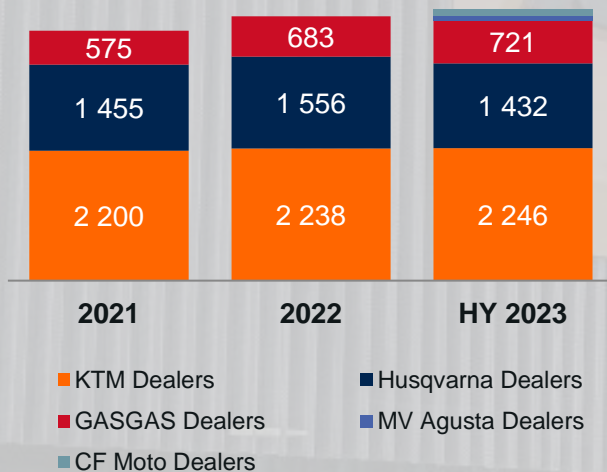
+19,984 | +39%



Wholesale (B2B): Sale to Dealer & General Importer Network reflected in P&L | Regions reflect Profit Centers
Europe includes Europe, Europe Importers & Other Sales

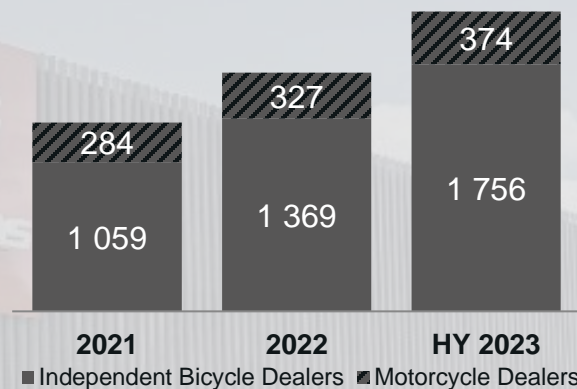
Business growth driver: dealers

4,600 motorcycle dealers & 2,130 bicycle dealers



~4,600 Motorcycle dealers

- 95 MV Agusta and 104 CF Moto Dealers
- Europe: ~1,870 dealers
- North America: ~930 dealers
- India/Indonesia: ~1,380 dealers



~2,130 Bicycle dealers

- 1,756 independent bicycle dealers
- 374 motorcycle dealers
- Focus on premium high-performance dealers



Target

5,000 motorcycle & 5,000 bicycle dealers, of which 2,000 combined dealers

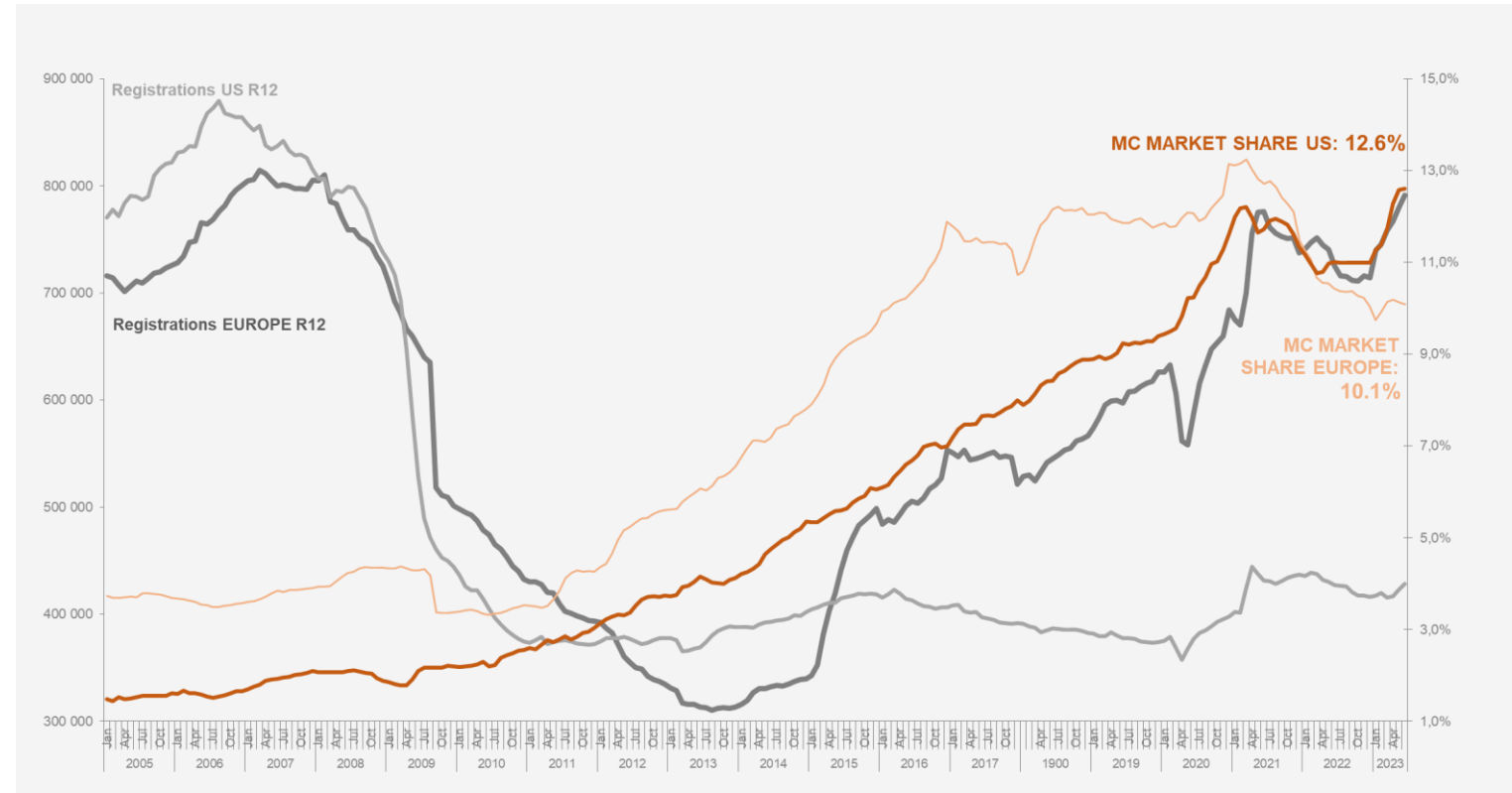
Motorcycle market insights (preliminary)

2023 H1 – Global market development

- Double-digit market shares in EU and US
- Stabilizing market demand for motorcycles

Main Motorcycle Markets (>120cc)

Europe	~470,000 units (+11%)
North America	~290,000 units (+5%)
Australia & New Zealand	~33,000 units (-4%)
India (relevant market)	~600,000 units (+32%)
China (premium importer market)	~35,000 units (-5%)



Europe (DE, FR, IT, GB, ES, BE, NL, AT, CH, FI, DK, NO, PL, CZ, PT): national data providers (w/o MX) | US: MIC (incl. MX)

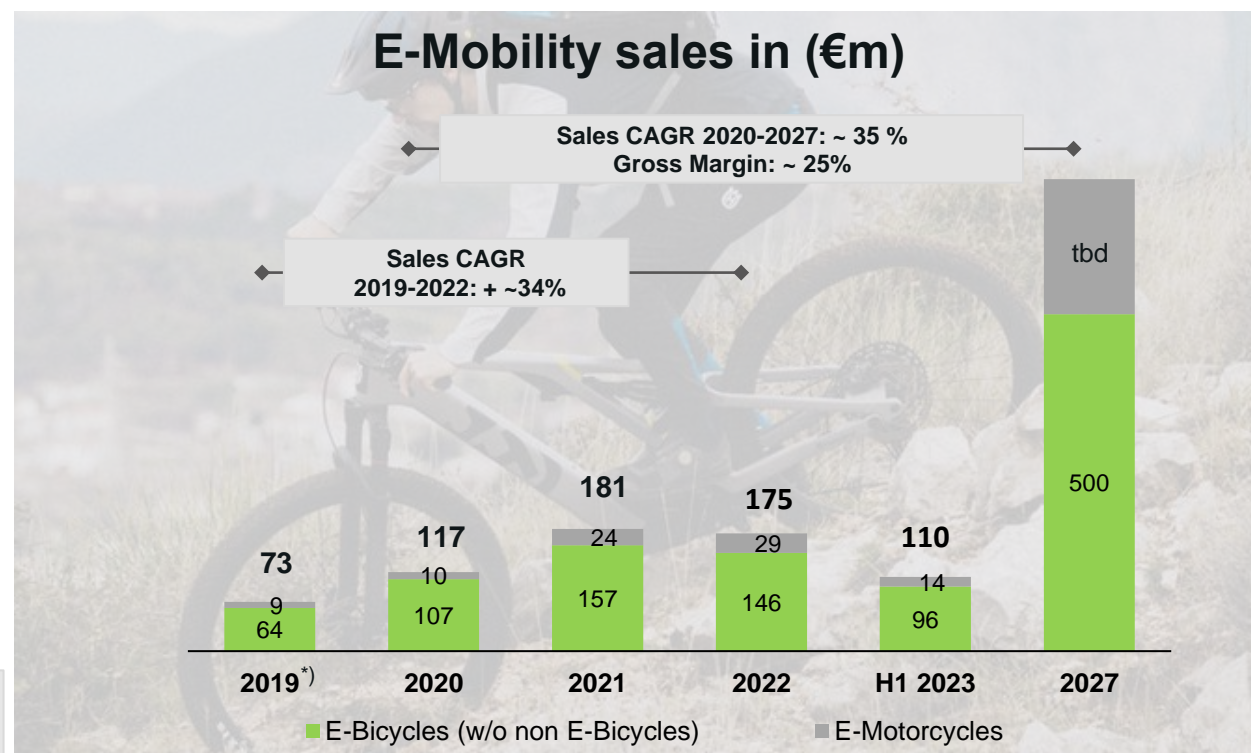
Note: Calculations 12 months rolling| Motorcycles >120cc (excl. ATVs, electric motorcycles and scooters), no P&L impact; India relevant market: S2 & S3 market

PIERER New Mobility

Revenues and market opportunity

- Estimated market volume Europe **2025-2027:**
~6,000,000 units
- Bicycle market shaped by major challenges
- Stock situation at retailers/dealers tense
- Consolidation in the bicycle industry underway offers new possibilities for PIERER Mobility group

Revenue target: € 500 million for electric bicycles by 2027



ECF (European Cycling Federation); Without sales of Non E-Bikes in 2019-2021
*) at-equity consolidated in 2019



Globalization
Organic growth leveraged
by acquisition &
strategic partnerships

02.

Strong global partners

Strategic partnership with Bajaj

The strong strategic partnership with the Indian Bajaj Group, which already lasts for more than 16 years, produced 1 million units of KTM and Husqvarna motorcycles until January 2023.

- Further focus on entry-level, 125 to 390 cc street motorcycles
- Bajaj produced motorcycles sold in > 100 countries
- Sales projection for Indian market:
> 60,000 units



SOP of new production
facility in June 2023



Strong global partners

Expansion of the joint venture with CFMOTO

Strengthening cooperation with Partner CFMOTO, sole distributor for KTM in China, in the areas of product strategy, development as well as industrialization – incl. model planning and the joint development of engines and vehicles.

- Production hub for KTM entry-level middle-class models (790cc) for global distribution
- Sales projection for 2023: > 25,000 units
- Take-over of distribution for CFMOTO Motorcycles in Europe in H1 2023 - Setup of a dedicated dealer network in Europe in two steps
- Increase of shareholding in PIERER Mobility AG to 2.0%



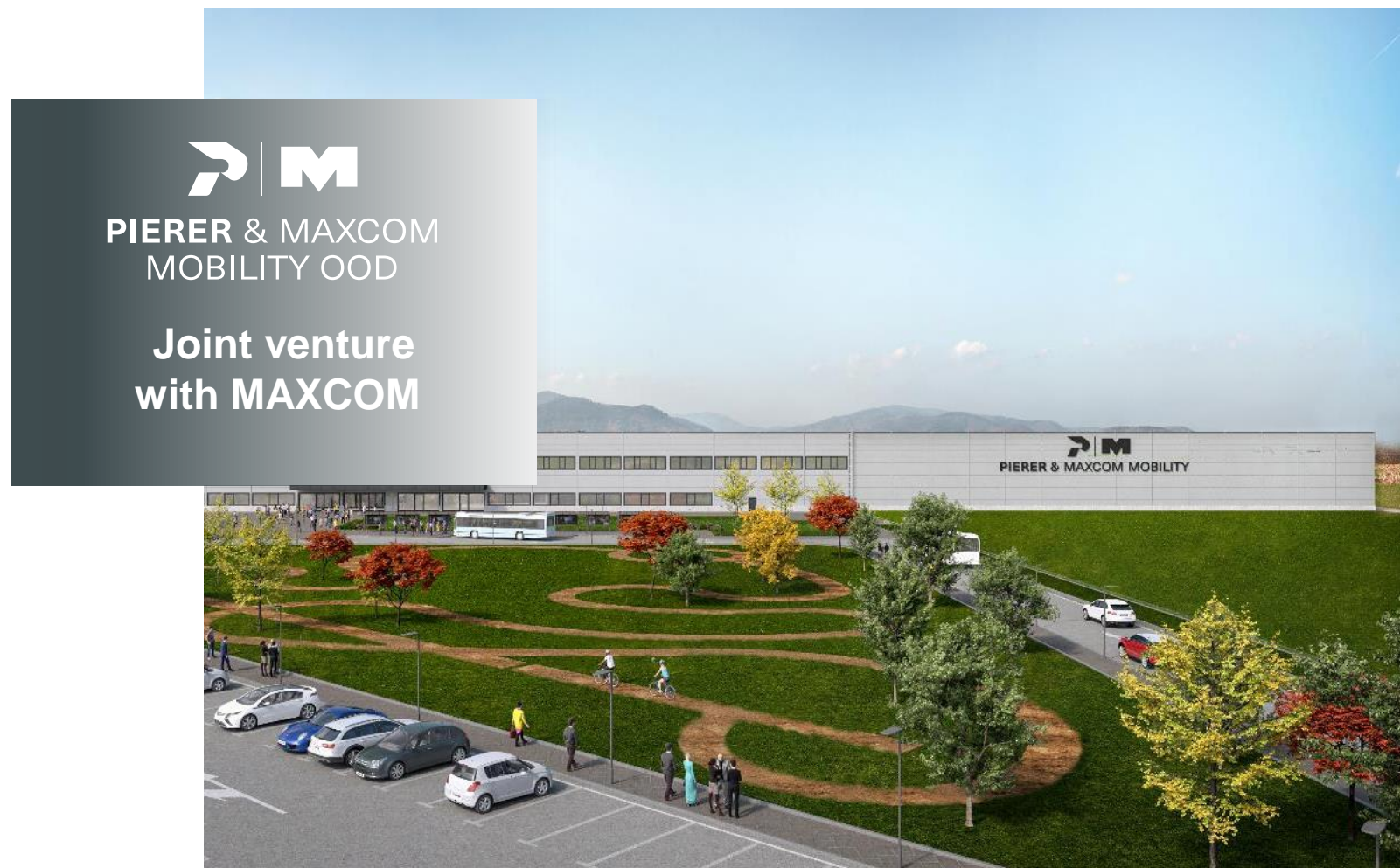
Increase of production capacity from 50k to 100k motorcycles

Strong global partners

PIERER New Mobility | MAXCOM

Handling of supply chain, warehousing and logistics

- Expansion of the (e-)bicycle production capacity in Europe (Bulgaria) – production facility under construction
- Completion and commissioning of the new logistics center
- Strengthening the cooperation and investments in the joint project also in 2023



Infrastructure Projects

KTM NORTH AMERICA

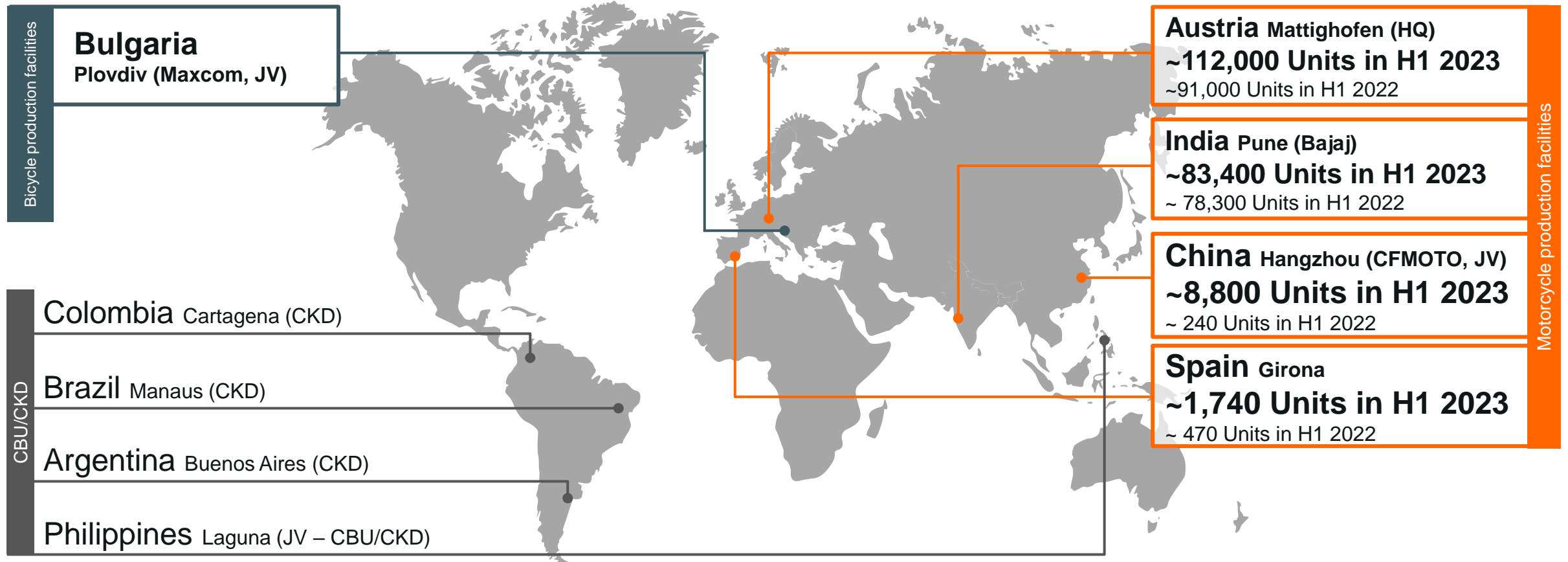
HQ CAMPUS CALIFORNIA, USA – Showcase of eight world-class brands under one roof

- Most important single sales market in the group: H1 2023 revenue of € 379 million (BY 2022 € 825 million)
- 374 employees
- ~ 950 motorcycle dealers & ~ 540 bicycle dealers
- € 48.4 million investment on 8,094 square meters and more than 13,935 square meters of technical, office, warehouse and racing departments
- Grand opening March 2023



Revenue and employees: incl. US, Canada, Mexico.
Motorcycle dealers (KTM, Husqvarna, GASGAS, MV Agusta) in USA, Canada, Mexico. Bicycle dealers (Husqvarna, GASGAS, FELT) in Canada, USA.

Global production facilities H1 2023





Premium
brands

03.

Sharply positioned motorcycle brands



The Racing Brand
With Extreme Performance

Purity | Performance | Adventure | Extreme

**READY
TO
RACE**



The Pioneering Brand
With Smart Performance

Smart | Progressive | Dynamic | Pure Design

FOR | PIONEERS



The Vibrant Playful Brand
With Inviting Performance

Daring | Capable | Vibrant | Inviting

**GET
ON THE
GAS!**



The Luxury Italian Brand
With Exclusive Performance Package

Iconic Italian Design | Exclusivity | Unmatched Craftmanship

Motorcycle Art



The Ambitious Brand
With Accessible Performance

Determined | Progressive | More Fun

**experience
more
together**

Clearly distinct bicycle brands



Husqvarna[®]
E-BICYCLES

The pioneering brand
with smart performance

Smart | Progressive | Dynamic | Pure Design

FOR | PIONEERS



GASGAS

Performance bikes that ignite
the fun of two-wheeled action!

Daring | Capable | Vibrant | Inviting

**GET
ON THE
GAS!**



FELT

The radical brand
with an obsession for speed

Fast | Competitive | Accomplished | Instinctive

**FELT
IS
FAST**



MV Agusta

Luxury sport motorcycle brand made in Italy since 1945

- 25.1% in MV Agusta Motor S.p.A held by KTM Group
- Setup of **new companies** to manage sales, marketing and customer service as well as purchasing and supply chain:
 - MV Agusta Motorcycles GmbH in Mattighofen
 - MV Agusta Motorcycles North America, Inc. in Murrieta, CA
 - MV Agusta Services S.r.l. in Meran
- Distribution of MV Agusta motorcycles globally completed in H2 2023





Innovation
The future of PTWs

04.

Right vehicle, right place, right energy carrier

Openness to different technologies



- Urban environments with rather limited speed and short distances can benefit from **electric powertrains**
- For vehicles up to around 250ccm, we will continue to develop a variety of products with **low-voltage electric drives** (48-volt)
- Member of Swappable Battery Motorcycle Consortium (SBMC) to accelerate the development and deployment of swappable battery systems and technical standards towards open standardization



- In market segments that are difficult to electrify, it needs other approaches to finding solutions based on **combustion engines**
- For vehicles as of 250ccm, with higher performance and distance requirements, electrification – apart from a few niche products – is not a suitable mass alternative; lack of energy density
- **E-fuels** can be a gamechanger for
 - operating existing fleets in a carbon-neutral way
 - generating efficiency advantages in new engines (e.g., reduction of fuel consumption)

Product development / competence centers

~1,500 employees, over 47,000 m²

Research & Development center (Mattighofen & Munderfing, Austria)

- Design, development and testing of ICE powered vehicles, design engineering of components (E/E, metal structures, plastic) and suspension components, prototype production facilities for exhaust and frame components

KISKA design studios & E-Mobility research & development center (Anif, Austria & Munich, Germany)

- Product development, engineering, design and SPM, E-drivetrain and E-products

Cero research & development center (Barcelona, Spain)

- E-Mobility, bicycle, design and engineering





People
Development of
employees

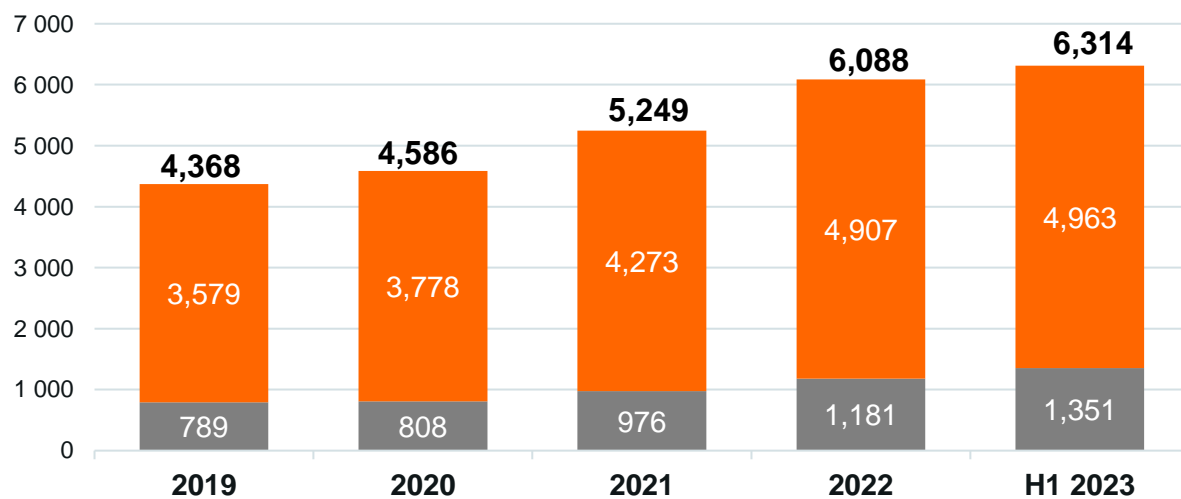
05.

Development of employees

As of 06/30/2023

Key Facts

- 6,314 employees (of which approx. 5,100 in Austria), incl. around 200 apprentices
- Increase by 658 staff in H1 2023 (compared to 5,656 in H1 2022)
- Internationalization of apprentice training: 6-week internship at subsidiaries abroad, for example at KTM North America
- 37.2 years average age, 26.1% female share





FINANCIALS & GUIDANCE

06.

FINANCIALS

CONSOLIDATED PROFIT & LOSS FIGURES UNDER IFRS

in €m	H1 2022	H1 2023	Δ 2022/23	
Revenues	1,154.1	1,387.6	+20.2%	1
EBITDA	162.3	178.9	+10.3%	2
EBIT	92.8	96.9	+4.3%	2
Earnings	68.2	53.0	-22.2%	3
Earnings after minorities	67.6	55.0	-18.6%	
EBITDA margin	14.1%	12.9%	-1.2ppts	
EBIT margin	8.0%	7.0%	-1.0ppts	2
Employees (Headcount)	5,656	6,314	+11.6%	4

- 1
 - **Record revenue** was achieved once again (+ € 233.5 million)
 - Increase in sales volumes very strong in both divisions, especially in Europe (motorcycles +25%, bicycles +40%)
 - H1 2023: 59% of revenues in Europe (H1 2022: 53%)
28% of revenues in North America (H1 2022: 30%)
- 2
 - Despite big challenges in the bicycle sector a **record operating result** was achieved
 - EBIT margin below previous year, mainly influenced by high discounts and lower volume (as planned) in the bicycle sector as well as generally rising energy and personnel costs
- 3
 - Higher interest expenses depressed earnings after taxes
- 4
 - Further increase in headcount: **+658 employees**
 - **Apprentices campaign:** PIERER Mobility AG is currently training around 200 apprentices
 - Around 1,400 of the total employees work in **R&D** (~ 21% of workforce)

FINANCIALS

BUSINESS SEGMENTS UNDER IFRS

in €m	H1 2023				
	GROUP	MOTORCYCLES	BICYCLES	OTHERS	
Revenues	1,387.6	1,276.8	107.5	3.3	1
EBITDA	178.9	196.2	-14.2	-3.1	2
EBIT	96.9	117.3	-16.4	-4.1	2
Earnings	53.0	73.4	-15.9	-4.4	
EBITDA margin	12.9%	15.4%	-13.2%	-	
EBIT margin	7.0%	9.2%	-15.2%	-	3

- 1**
- **Motorcycles** segment revenues in H1 2023 increased by around € 204 million vs. H1 2022 **(+19%)**
 - **Bicycles** segment revenues in H1 2023 increased by around € 29 million vs. H1 2022 **(+37%)**
 - Sales split H1 2023: **190,293 motorcycles (+17%)**
40,401 e-bicycles (+16%)
31,000 bicycles (+87%)

- 2**
- **Motorcycles** division was able to achieve an operating result above the previous year's level (EBIT € +17 million)
 - **Bicycles** Division, operating result was below the previous year's level (EBIT € -12.7 million). The inventory situation of the dealers led to increased discounting which has a significant negative impact on the EBIT development.

- 3**
- Operating margins in the motorcycles segment at previous year's level

FINANCIALS

CONSOLIDATED BALANCE SHEET AND CASH FLOW FIGURES UNDER IFRS

in €m	12/31/22	6/30/2023	Δ 2022/23	
Balance sheet total	2,550.6	2,675.5	+4.9%	
Equity	914.4	889.9	-2.7%	1
Total interest-bearing debt	535.3	688.2	+28.6%	
Working capital employed	186.7	262.6	+40.6%	2
Net debt	256.5	442.9	+72.6%	
Equity ratio	35.8%	33.3%	-2.5ppts	1
Working capital employed as % of sales ¹⁾	7.7%	9.8%	+2.1ppts	
Gearing	28.1%	49.8%	+21.7ppts	3
Net debt / EBITDA ¹⁾	0.7x	1.1x	+0.4x	3

in €m	H1 2022	H1 2023	Δ H1 2022/23	
Free Cash flow	-146.2	-96.0	+34,3%	4
Capex ²⁾	-102.5	-133.1	-29.8%	5
Capex right-of-use/Leasing (IFRS 16)	-10.2	-18.6	-81.4%	
Cash flow from investing activities	-122.0	-148.4	-21.7%	
Depreciation	69.4	82.0	+18.2%	

1) Calculated dynamically for the last 12 month

2) Additions of property, plant & equipment (PP&E) and intangible assets according to the fixed assets schedule (excl. right-of-use additions - IFRS 16 leasing)

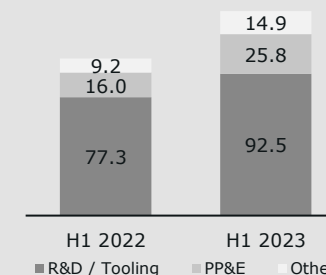
- Dividend payments were higher than the **positive result in H1**
 - Equity ratio** reduced to **33.3%**

- Increase mainly due to the increase in inventories by +112 million or +17%.

- Regarding the build-up of inventories, the financial key ratios are according to expectations and under control.

- Free cash flow H1 2023 better than in H1 2022

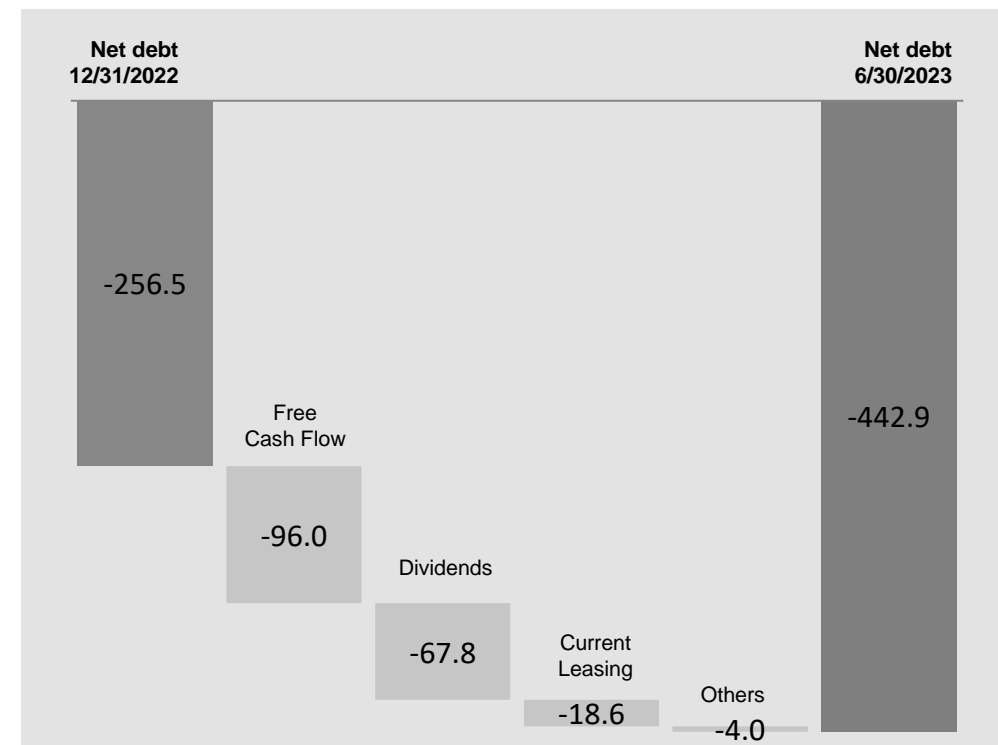
- Capex driven by R&D** to support high innovation rate
 - Increase of **PP&E investments** in 2023 especially due to the investments in the Joint Venture with Maxcom in Bulgaria



FINANCIALS

FREE CASH FLOW AND NET DEBT ANALYSIS

FREE CASH FLOW - in €m	H1 2022	H1 2023	Δ 2022/23
EBITDA	162.3	178.9	16.6
(+) Interest receipts and (-) payments	-6.7	-23.4	-16.7
(-) Taxes	-20.9	-3.1	17.8
(+) Non-cash expenses and (-) income	-1.0	-10.6	-9.6
Gross Cash Flow	133.7	141.8	8.1
+ / - Change Working Capital employed	-92.4	-71.1	21.3
+ / - Change Non-Working Capital	-65.5	-18.3	47.2
Cash Flow operating activity	-24.2	52.4	76.6
Cash Flow investing activity	-122.0	-148.4	-26.4
FREE CASH FLOW	-146.2	-96.0	50.2
in % of revenue	-12.7%	-6.9%	



FINANCIAL GUIDANCE 2023

CONFIRMED – POSITIVE OUTLOOK

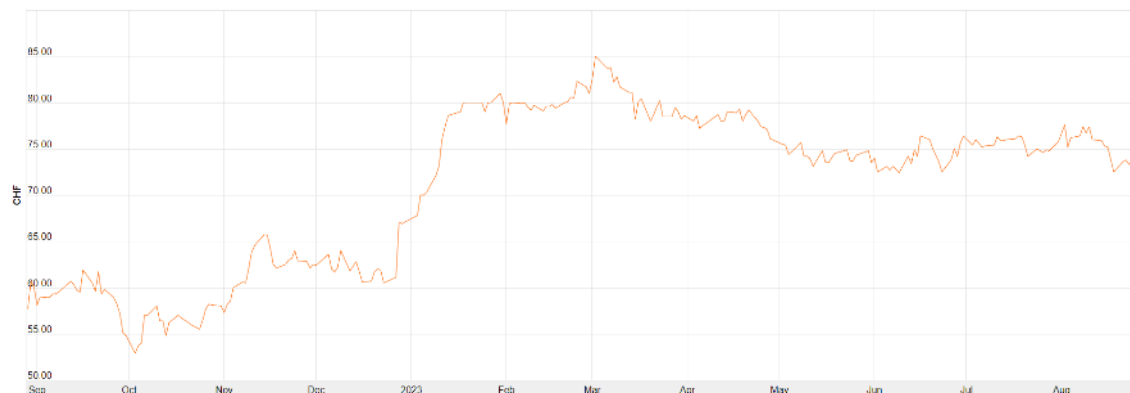
	OUTLOOK 2023	KEY FIGURES 2022	KEY FIGURES 2021	KEY FIGURES 2020
Revenues in €m/ Revenue growth in %	6 – 10 %	2,437.2	2,041.7	1,530.4
EBIT margin	8 – 10%	9.7%	9.5%	7.0%
EBITDA margin		15.6%	16.3%	15.3%



PERFORMANCE OF THE PMAG SHARE

PMAG share (SIX) 08/29/2022 - 08/25/2023

Open: 58.50 | High: 85.00 | Low: 52.90 | Close: 73.80



- **Listings:** In **Zurich primary listing** on the **SIX Swiss Exchange** since November 14, 2016, on the **prime market**, the top segment of the **Vienna Stock Exchange** since March 1, 2022.
- Listed in the **SPI ESG / SPI ESG Weighted Index** of the **SIX Swiss Exchange** and in the **ATX Global Players Index** of the **Vienna Stock Exchange** since September 19, 2022.

Share chart PMAG and calculation market cap - Source: SIX Swiss Exchange
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Ticker: PMAG | Reuters: PMAG:S | Bloomberg: PMAG SE

Coverage

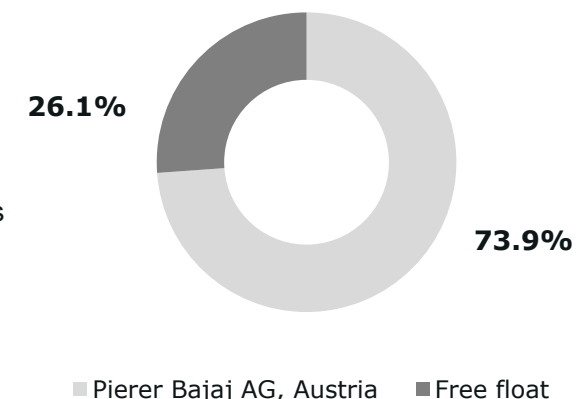
Last update 08/2023

Broker	Recommendation	Price target
Jefferies	Buy	CHF 95.00 (unchanged)
Stifel	Buy	new: CHF 87.00 (vs CHF 95.00)
Vontobel	Buy	new: CHF 91.00 (vs CHF 95.00)

Shareholder structure

as of July 2023

Number of shares: **33,796,535** shares
Market cap: **CHF 2,494 M**
Closing price 08/25/2023: CHF 73.80



MANAGEMENT TEAM & CONTACT DETAILS

PIERER Mobility AG



Stefan Pierer
CEO



Viktor Sigl
CFO



Hubert Trunkenpolz
Member of the Executive Board



Friedrich Roithner
Member of the Supervisory Board



Michaela Friepess
Member of the Supervisory Board

CONTACT DETAILS

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