



PIERER
MOBILITY AG

A leading European motorcycle group
Investor presentation | December 2024



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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.

PIERER Mobility at a glance

Automotive | Sports | Leisure



- A leading European manufacturer of motorcycles
- Focus on the premium segment
- Numerous racing successes with KTM, Husqvarna and GASGAS in offroad and road racing
- Motorcycle dealer network of 4,800 partners
- Strong global partners: Bajaj Group (India), CFMOTO (China)
- E-Bicycles from Husqvarna and GASGAS, bicycles from Felt



Subsidiary „KTM AG“ has initiated restructuring proceedings with self administration (status: December 1, 2024)

- KTM AG is a major subsidiary of PIERER Mobility.
- KTM AG and two subsidiaries filed for restructuring proceedings with self administration on November 29, 2024.
- The proceedings provide the opportunity to continue to manage the assets under supervision and to reorganize the KTM Group independently. All other subsidiaries of KTM AG, in particular all sales companies, are not affected.
- A redimensioning is intended to sustainably secure the existence of the KTM Group and to create the basis for emerging strengthened from the process.

About the restructuring proceeding with self administration

- Proceeding lasts max. 90 days
- Debtor and creditors must find a compromise, in particular on the quota that will be eventually distributed to the creditors
- 30% minimum quota to be paid within 2 years

Motorcycle brand positioning



Racing brand

Extreme performance
Purity | Performance | Adventure | Extreme



**READY
TO
RACE**



Pioneering brand

Smart performance
Smart | Progressive | Dynamic | Pure Design

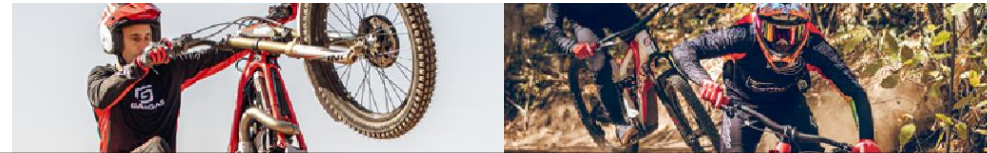


FOR | PIONEERS



Vibrant playful brand

Inviting performance
Daring | Capable | Vibrant | Inviting



**GET
ON THE
GAS!**



Luxury brand

Exclusive performance package
Exclusivity | Intensity | Craftmanship | Excellence



Motorcycle Art

PIERER Mobility's premium motorcycle brands



Cornerstone of the PIERER Mobility group

READY TO RACE mentality.

A leading manufacturer of high-performance sport motorcycles.

341 World Championship titles (and counting) in 70 years.

One of the most innovative manufacturers of motorcycles.

GASGAS Born in the mid- 1980s and developed to a central player in the trial world

Active in the Enduro sector since the early 1990s.

Innovative machinery and user-friendly motorcycles.

The range of dirt bikes is second to none. On track, leading brand in numerous world championships.

Part of the PIERER Mobility Group since 2019.

Husqvarna® Building premium street and offroad motorcycles for more than a century

Functional simplicity, premium quality materials, stylish design.

Anything unnecessary is stripped away.

Unique riding experience; focus on the essence of riding itself.

Part of the PIERER Mobility Group since 2013.



One of the world's leading manufacturers of premium motorcycles

A leading manufacturer of premium motorcycles.

Legendary, racetrack-derived motorcycles with iconic design, class-leading performance → works of motorcycle art.

37 World Championship titles since 1945.

Part of the PIERER Mobility Group since 2023/24.

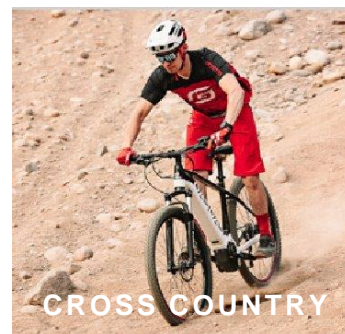
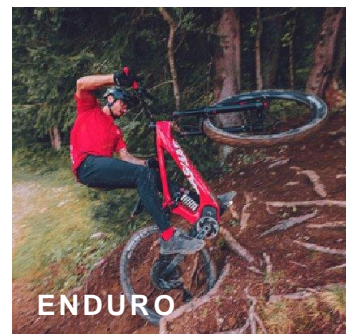
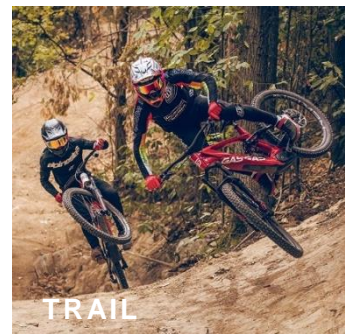
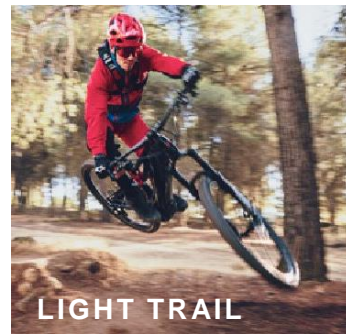
PIERER Mobility's premium bicycle brands

PIERER Mobility serves the e-bicycle market with the Husqvarna and GASGAS brands. Both build on their positioning in the motorcycle business. Bicycles from the Felt brand round off PIERER Mobility's range of two-wheelers.

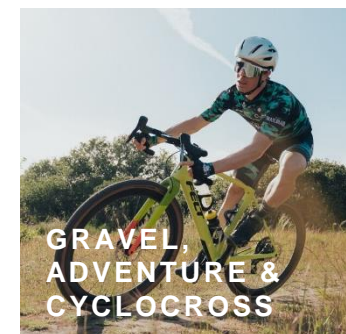
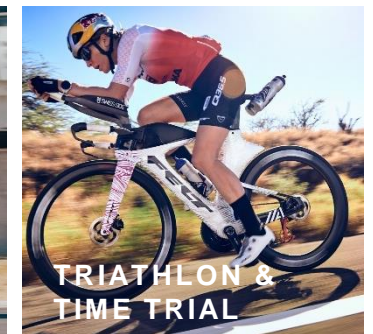
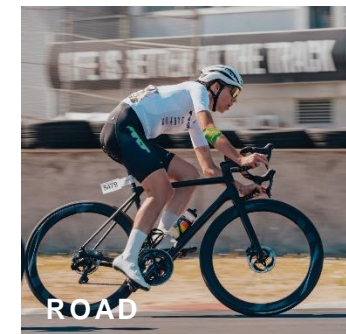
Husqvarna e-bicycles



GASGAS e-bicycles



Felt bicycles



Growth driver: dealers

Around 4,760 motorcycle dealers & 2,340 bicycle dealers



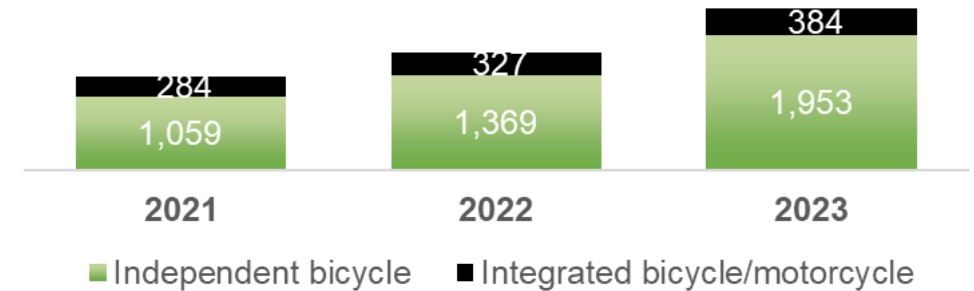
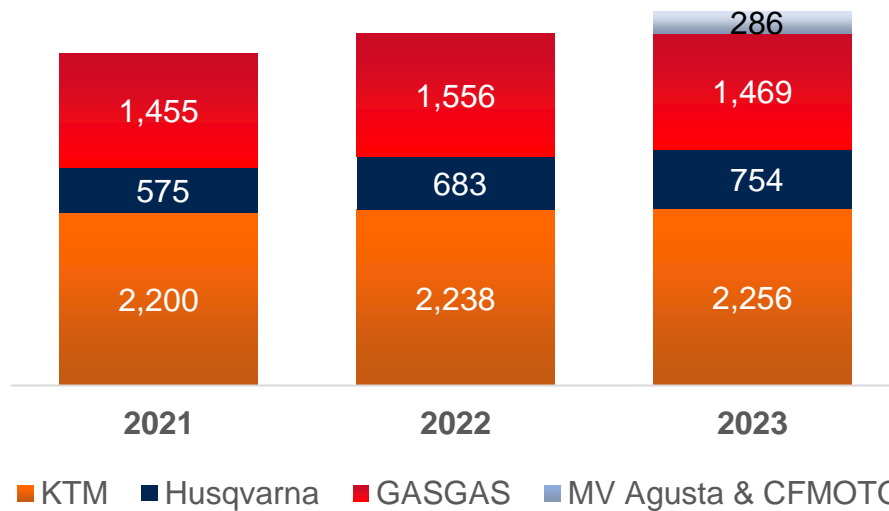
~ 4,760 motorcycle dealers

Europe: ~1,940
North America: ~990
Rest of World: ~1,830



~ 2,340 bicycle dealers

Independent bicycle: 1,953
Integrated bicycle/motorcycle: 384
Premium high-performance dealers



Strong global partners



Strategic partnership with Bajaj Group, India

- Partnership since 2007
- Bajaj and Pierer Industrie JV holds ~75% of PIERER Mobility shares
- Joint development of entry-level (125 to 390cc) street motorcycles
- Bajaj, as a supplier, produces KTM and Husqvarna motorcycles for the global market
- Bajaj sells KTM and Husquvarna motorcycles in India & Indonesia, PIERER Mobility receives royalties (revenue line)



Strong global partners

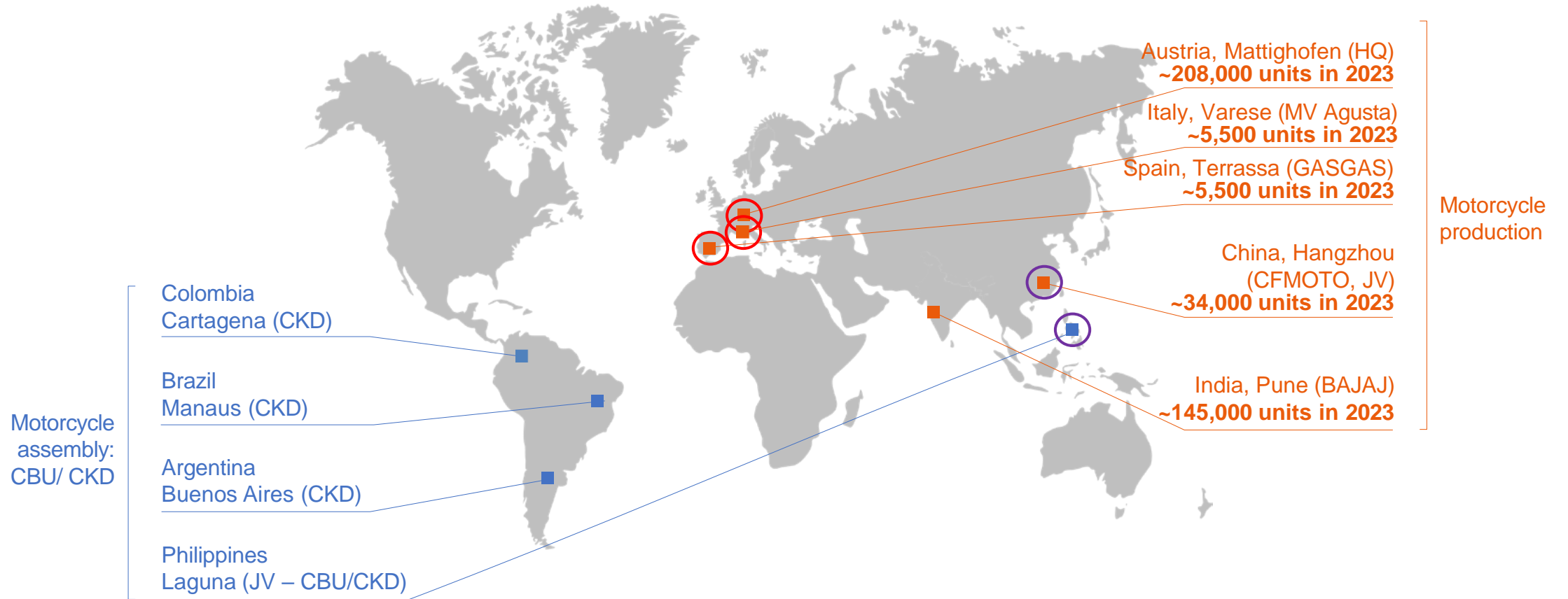


Joint venture with CFMOTO, China

- JV established in 2018: 49% PIERER Mobility, 51% CFMOTO
- Production hub for KTM middle-class models (790 to 950cc) for global distribution
- Sole distributor for KTM in China
- PIERER Mobility has taken-over the distribution for CFMOTO Motorcycles in Europe in H1 2023; setup of a dedicated dealer network in Europe in two steps starting with AT, DE, CH, ES, GB
- Strengthening cooperation in the areas of product strategy, development as well as industrialization – incl. model planning and the joint development of engines and vehicles
- The JV's aliquot results are reported in "Earnings from at-equity holdings"



Global motorcycle production and assembly network

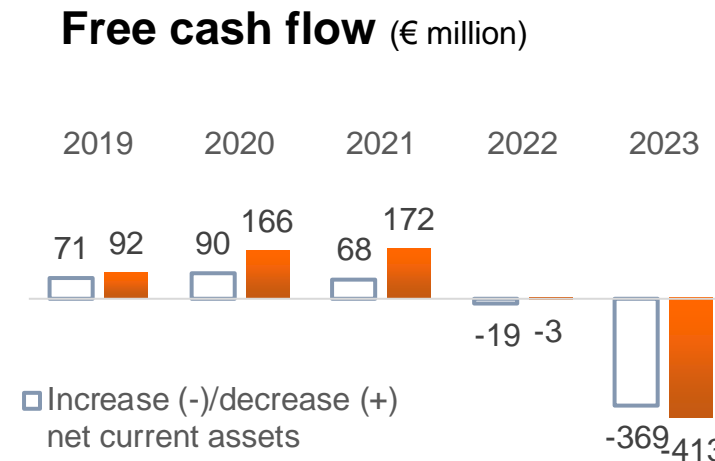
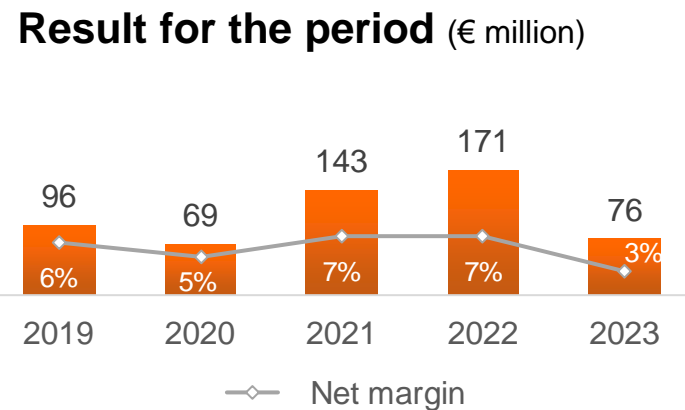
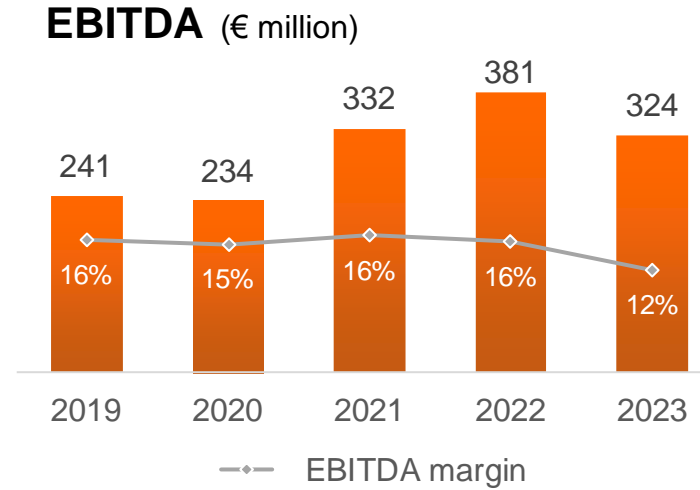
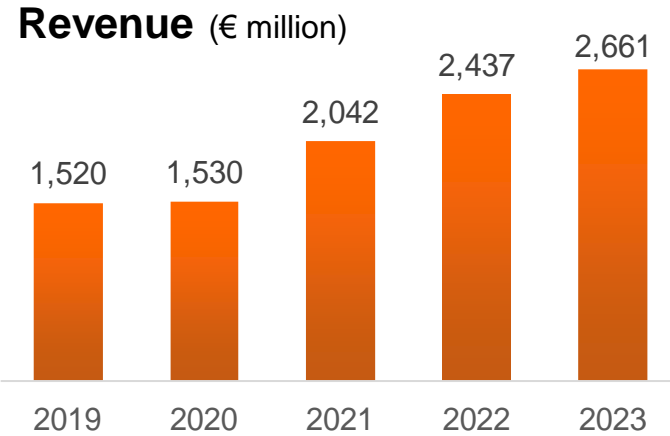


CBU - Completely Built Up
CKD - Completely Knocked Down

○ Own site
○ JV

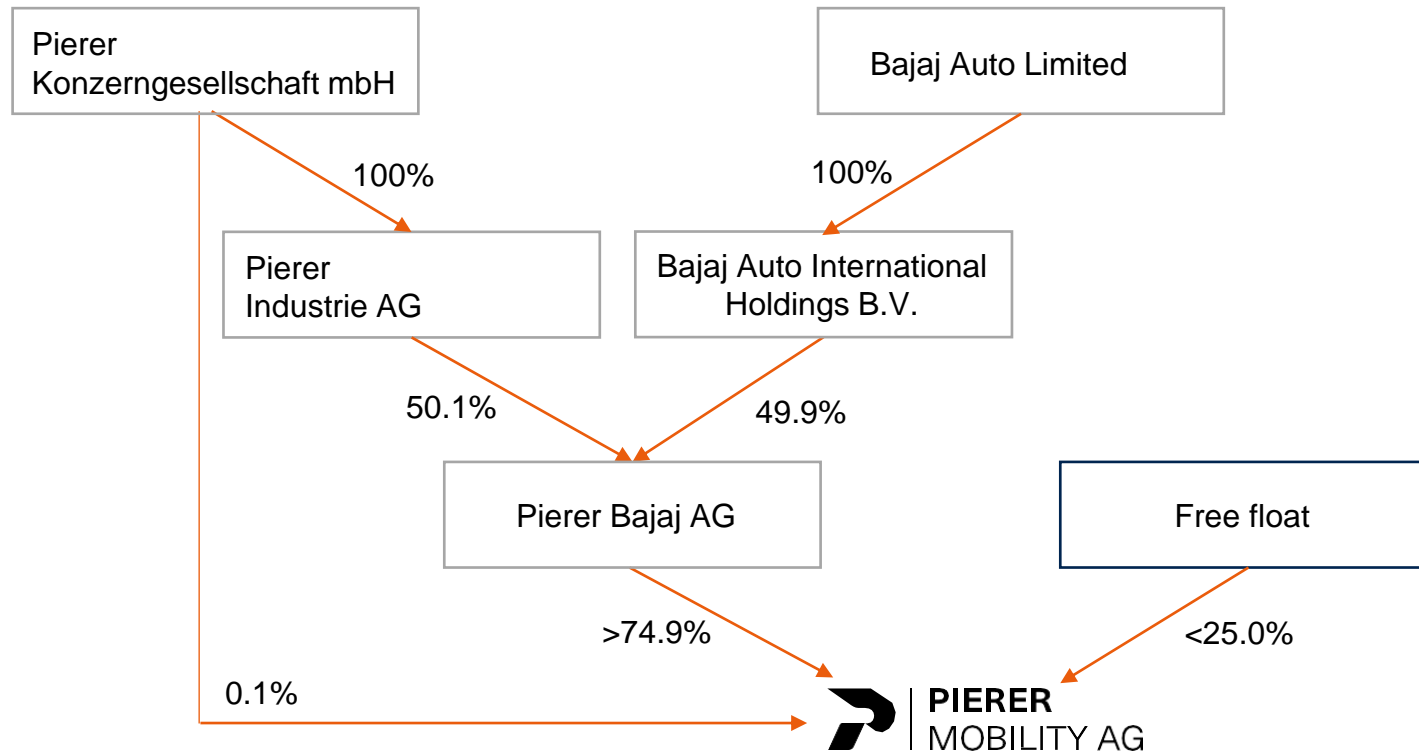
Multi-year financial performance

Special boom during Covid



Shareholder structure

(October 11, 2024)



Share characteristics

- PIERER Mobility is an Austrian „Aktiengesellschaft“ (public listed company)
- 33,796,535 bearer shares
- No shares with special control rights
- One share one vote

Executive Board



Stefan Pierer, CEO (1956)

Appointed 06/2015 – 12/2025, member of the KTM Executive Board since 1992

Supervisory Board member of Mercedes-Benz Group AG

Sole shareholder and Chairman of the Executive Board of Pierer Industrie AG



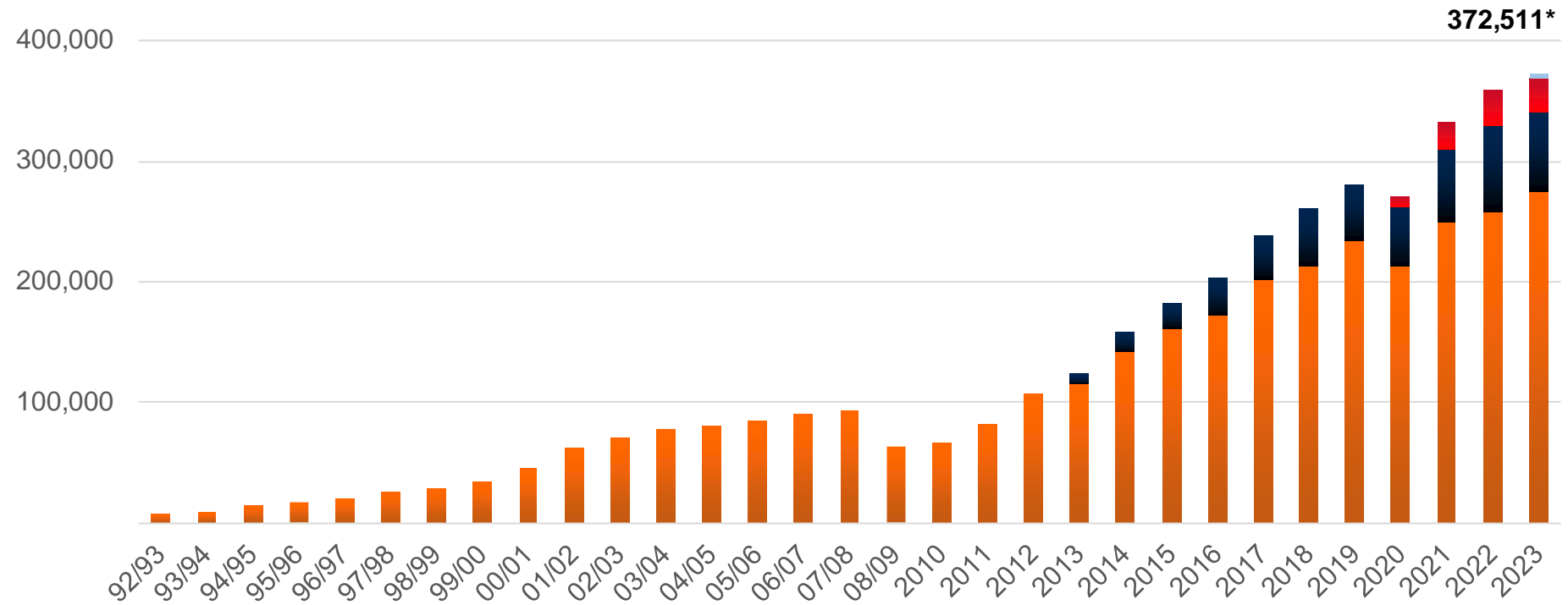
Gottfried Neumeister, Co-CEO (1977)

Appointed 09/2024 – 08/2026

Select other mandate: Executive Board member at Niki Lauda Private Trust

Motorcycles unit sales

Historical development



* excl. Skutta and E-Balance Bikes

■ KTM
 ■ Husqvarna
 ■ GASGAS
 ■ MV Agusta & CFMOTO



1934
THE BEGINNING

Hans Trunkenpolz founds a metal and car workshop.

1953
START OF INDUSTRIAL PRODUCTION OF MOTORCYCLES

Name: Kronreif – Trunkenpolz – Mattighofen

1992
A NEW START

After the insolvency and split-up of KTM, Stefan Pierer and his “Cross Industries” take over the KTM motorcycles business.

1994
THE DUKE – TAKING IT TO THE STREETS

Based on the Enduro model, KTM unleashes the 620 DUKE.

2001
FIRST DAKAR RALLY VICTORY

KTM wins the rally from 2001-2019 and again 2023.

2003
A NEW ADVENTURE – TRAVEL ENDURO

Arrival of KTM’s first multi-cylinder contender, 950 ADVENTURE.

2007
COOPERATION WITH BAJAJ GROUP

Focus on the joint development of entry-level street motorcycles.

2008

X-BOW

The X-BOW translates KTM's core values onto 4 wheels.

2014

HUSQVARNA MOTORCYCLES

Acquisition of the Husqvarna license and reunion with Husaberg. Relaunch as "Husqvarna Motorcycles".

2015

KTM GOES ELECTRIC

Release of the innovative KTM Freeride E-SX, E-XC, E-SM.

2016

MOTOGP™ DEBUT

First presence at the Red Bull Ring in Spielberg.

LISTING OF PIERER MOBILITY SHARES in CH

Today, PIERER Mobility shares are also listed in the prime markets segment at the Vienna Stock Exchange.

2018

HUSQVARNA MOTORCYCLES GOES ELECTRIC

Launch of the EE 5 electric mini MX racer.
Husqvarna E-Bicycles launches its first portfolio.

2019

HUSQVARNA – A TOTAL OF 100 WORLD TITLES

59 years after the first world championship success, Husqvarna counts 58 rider and 42 manufacturer titles.

2020

STRENGTHENED COOPERATION WITH CFMOTO

The new mid-class series are built in the new factory of the JV in Hangzhou. From there, the Chinese and global markets are catered.

GASGAS

GASGAS joins PIERER Mobility as the third brand in the offroad segment (trial segment).

FIRST MOTO GP™ VICTORY FOR KTM

Brad Binder wins the race in Brno, Czechia.

2022

MV AGUSTA

By ways of a capital increase, acquisition of a 25.1% stake in MV Agusta Motor S.p.A., Varese (Italy).

2024

MV AGUSTA

Exercising a call option to reach 50.1% ownership.

KTM: Restructuring proceedings with self administration



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