



PIERER MOBILITY AG

THE LEADING EUROPEAN POWERED TWO-WHEELER COMPANY.

COMPANY PRESENTATION | 18/01/2022



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THE PIERER MOBILITY DNA

30 YEARS OF TRACK RECORD

CONTINUED GROWTH

~16% sales unit CAGR since 1992
resulting in EUR 2,020 – 2,040 million
revenue in 2021



HIGH INNOVATION RATE

Research and Development expenses
are around **9% of revenues**

PREMIUM BRANDS

strong brands secure sustainable
profitability and cash flows

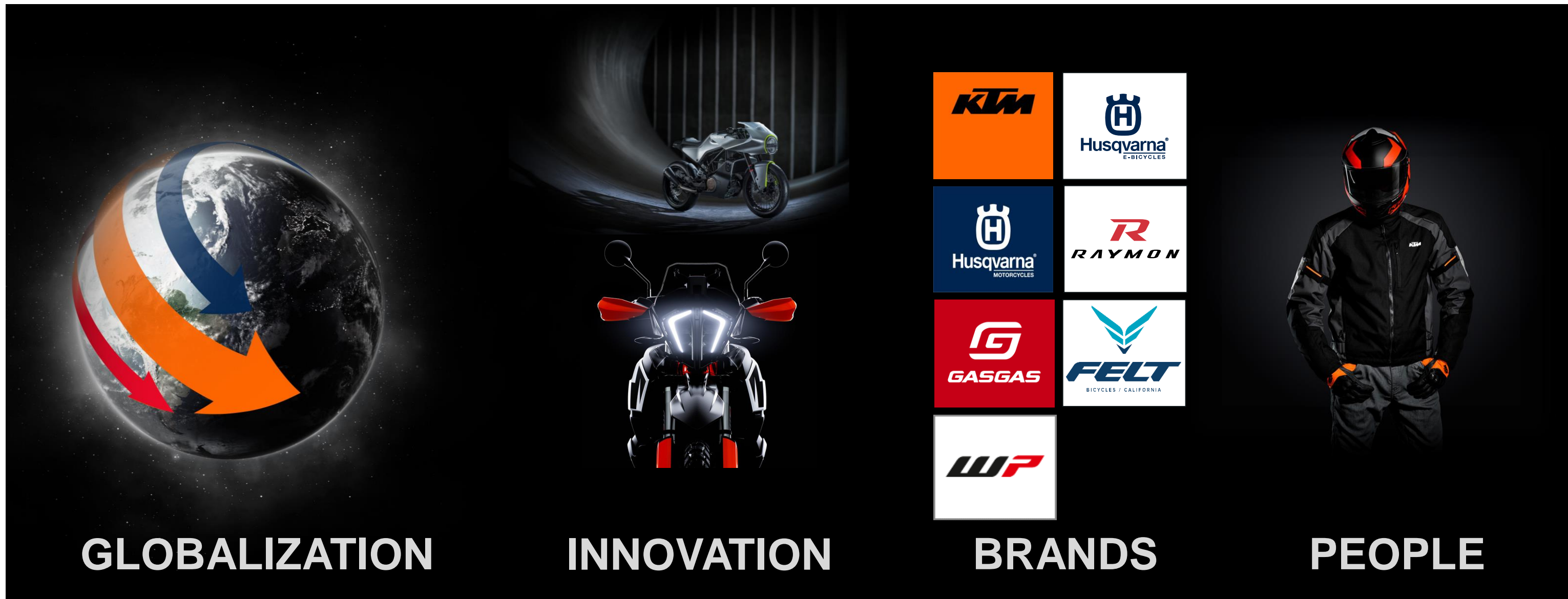


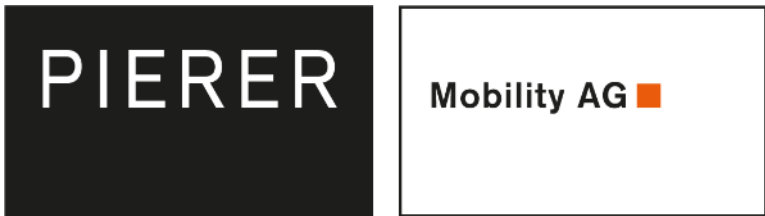
PIONEER IN PTW

(POWERED TWO-WHEELERS)

ELECTRIFICATION

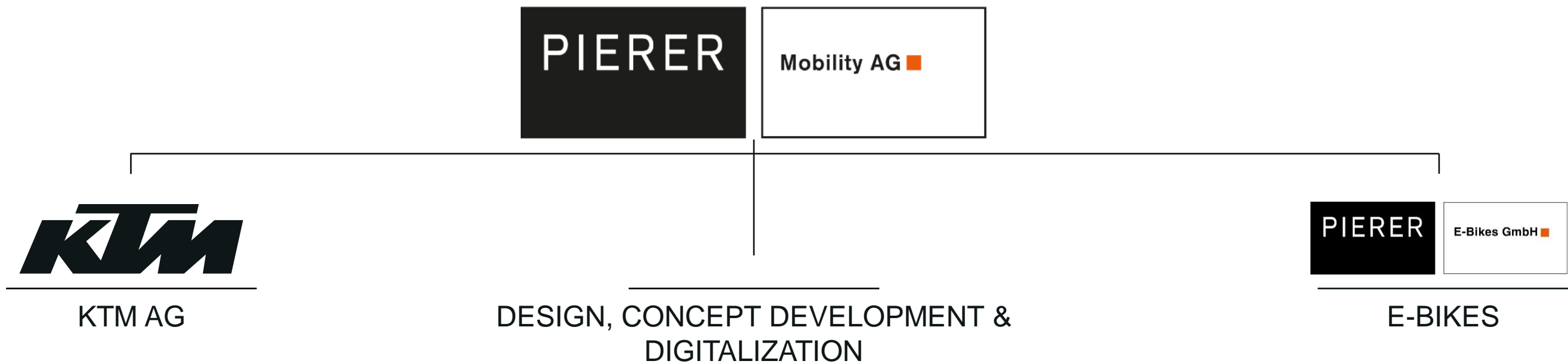
THE 4 PILLARS OF SUCCESS





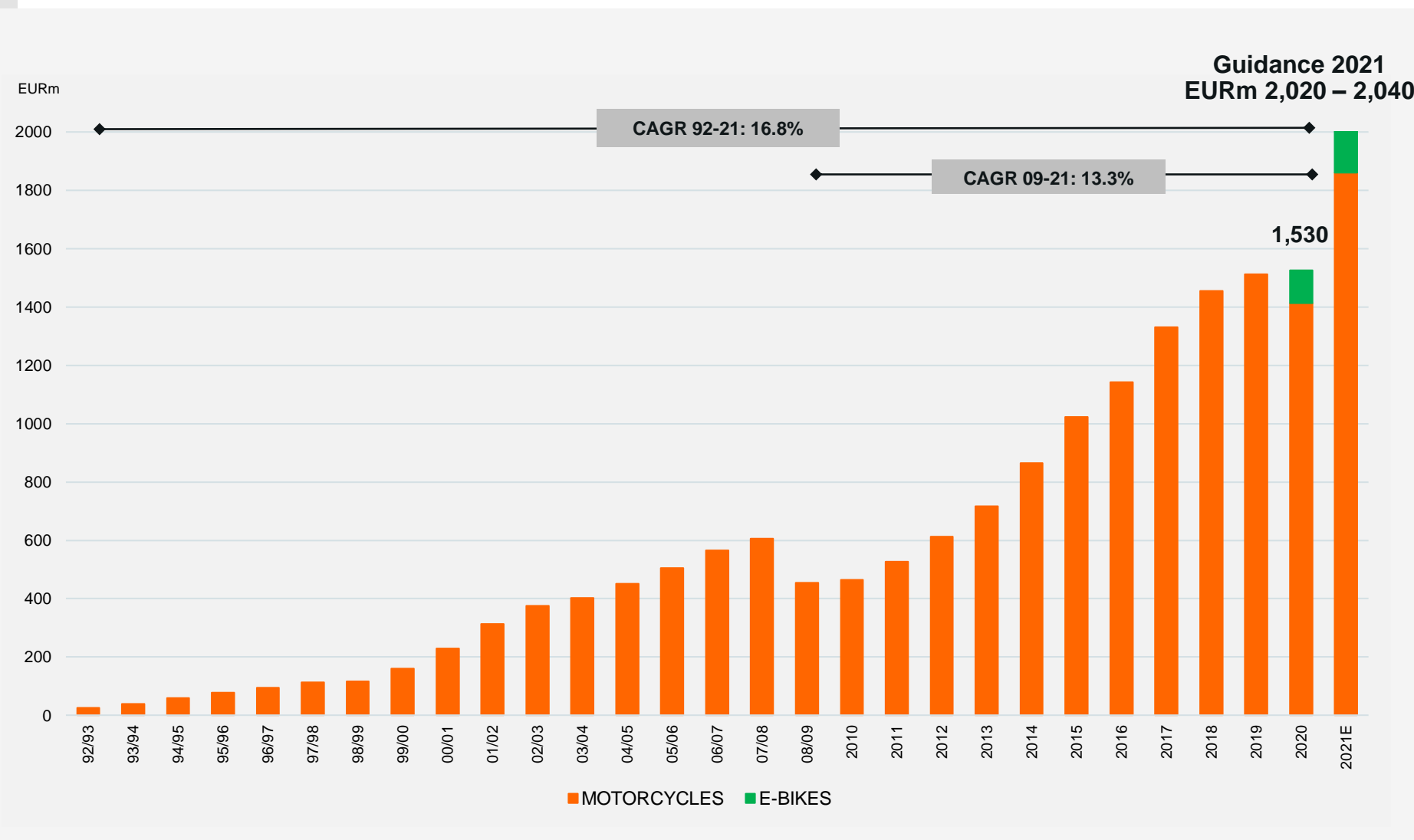
THE LEADING EUROPEAN POWERED TWO-WHEELER GROUP

3 PILLARS OF VALUE CREATION



TWENTY-NINE YEARS OF SUCCESSFUL TRACK RECORD

REVENUE SALES MOTORCYCLES & E-BIKES

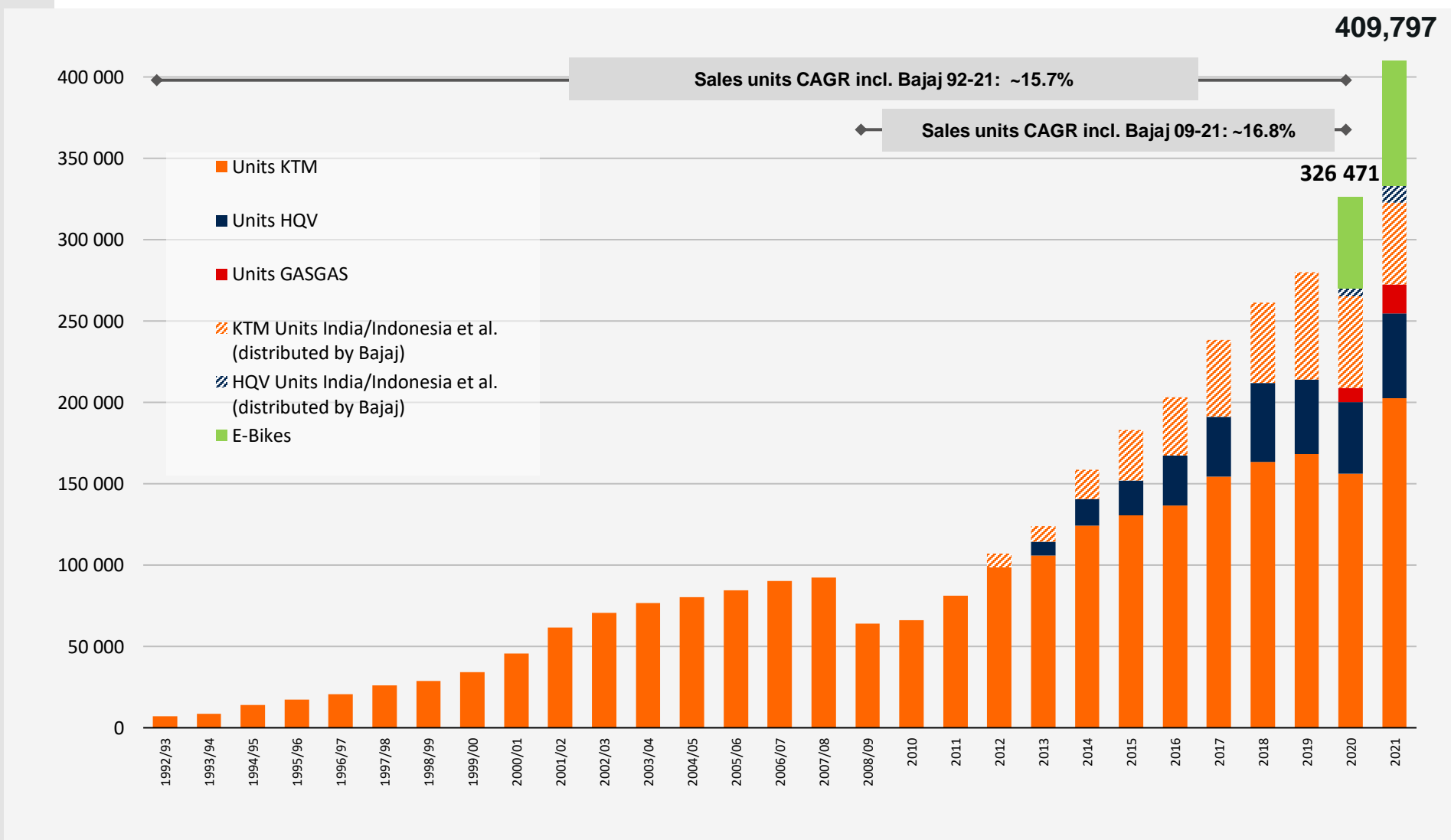


- On track for **11th consecutive record year**
- **BY 2021** revenue of EURm between EURm 2,020 – 2,040 (+ ~30%)
- Revenue sales **more than tripled from 2009 to 2021**
- Revenue sales **CAGR ~13% since 2009**

Source: PIERER Mobility AG
Revenue development since 92/93 includes only the Motorcycles and E-Bikes segments (excl. consolidation and discontinued segments)

TWENTY-NINE YEARS OF SUCCESSFUL TRACK RECORD

POWERED TWO-WHEELERS (PTW) UNIT SALES



- **409,797 PTWs sold** in the Business Year 2021
- Group market share has quadrupled since 2009 to ~12% in Europe and ~12% in North America
- Motorcycle sales unit CAGR of ~16.8% since 2009
- E-Bike target set to quadruple from 2020 to 2025 to ~250k units

Source: PIERER Mobility AG

OUR BRANDS PROVIDE CUSTOMERS THE POWER OF CHOICE

PIERER MOBILITY COVERS THE ENTIRE VALUE CHAIN OF PTW ENTHUSIASTS



READY TO RACE



PURITY | PERFORMANCE
ADVENTURE | EXTREME



FOR | **PIONEERS**



SMART | PROGRESSIVE
DYNAMIC | PURE DESIGN



GET ON THE GAS!



DARING | CAPABLE
VIBRANT | INVITING

STRONG (E)-BICYCLE PRODUCT PORTFOLIO



FOR PIONEERS



GET ON THE GAS!



Ride here. Ride now.



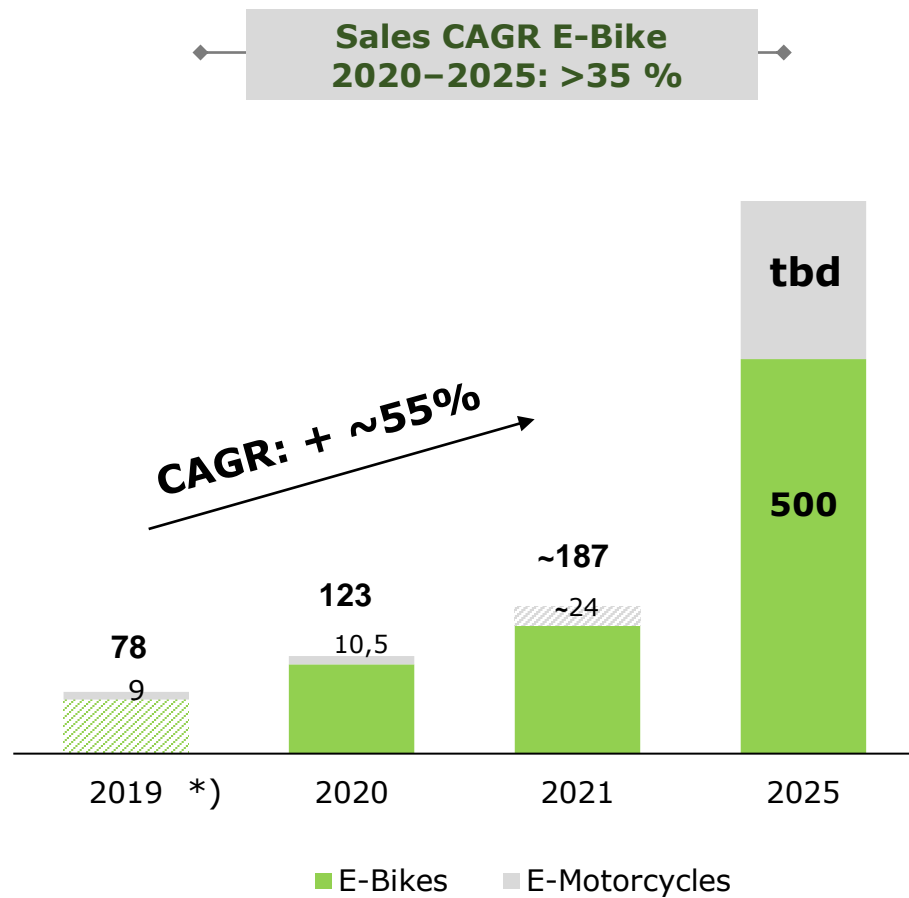
FELT IS FAST



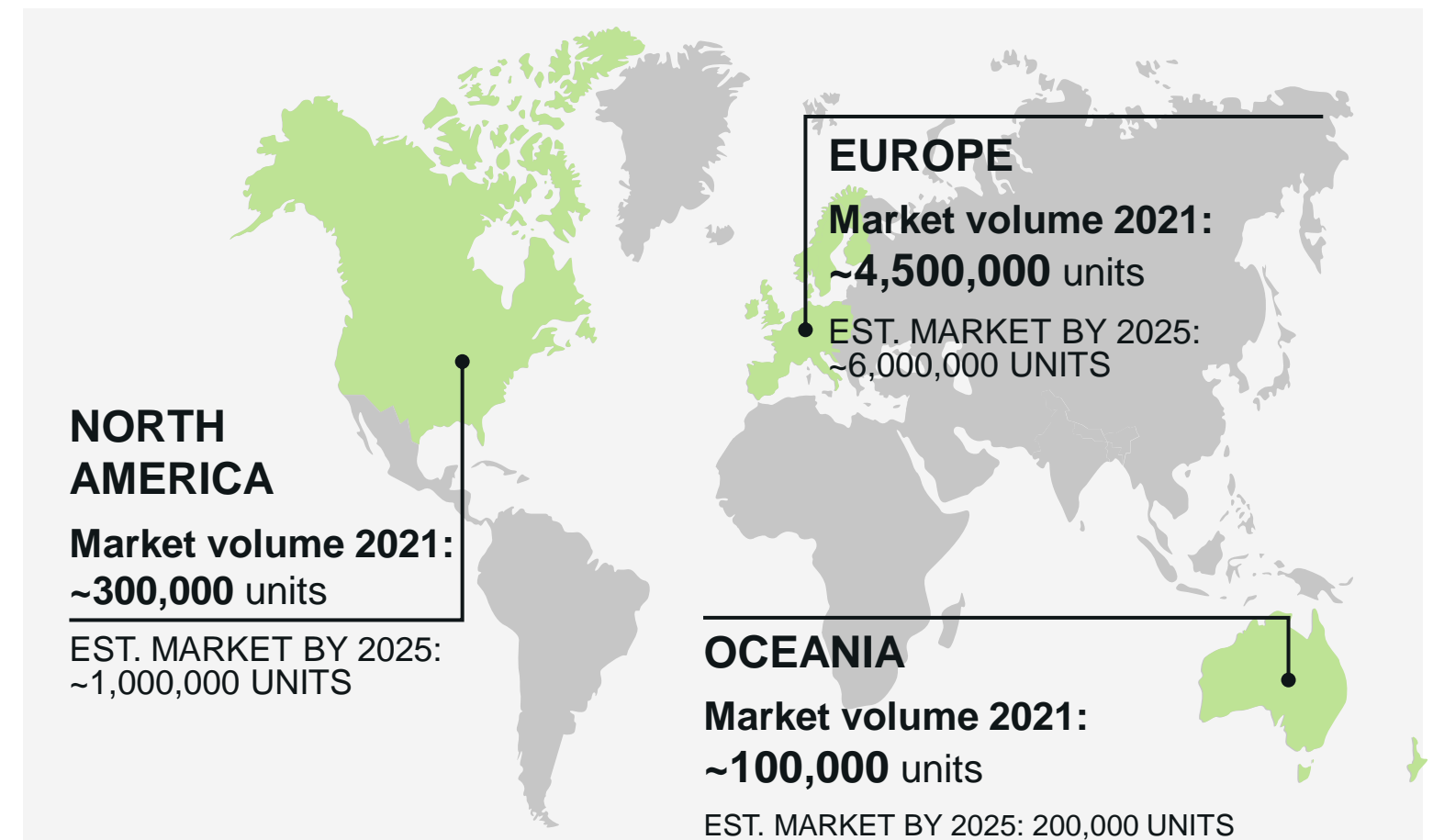
THE ELECTRIC PTW OPPORTUNITY

REVENUES OF PIERER MOBILITY AND MARKET OPPORTUNITY

Revenues PIERER Mobility (mEUR)



Global E-Bike Market Potential



EUR 500 MILLION ELECTRIC BIKES BY 2025

Source: PIERER Mobility AG; ECF (European Cycling Federation)
 *) at-equity consolidated in 2019 ; Sales of Non E-Bikes included in 2019, 2020 & 2021

THE ELECTRIC POWERED TWO-WHEELER VISION

BECOME THE
GLOBAL LEADER
OF ELECTRIC POWERED TWO-WHEELERS
IN THE POWER RANGE 250W TO 11KW



INVESTMENTS IN ELECTRIC MOBILITY

NEW E-MOBILITY RESEARCH & DEVELOPMENT CENTER (ANIF, AUSTRIA)

- 7,780 m² floor space
- 150 employees
- Implemented right next to KISKA design studio

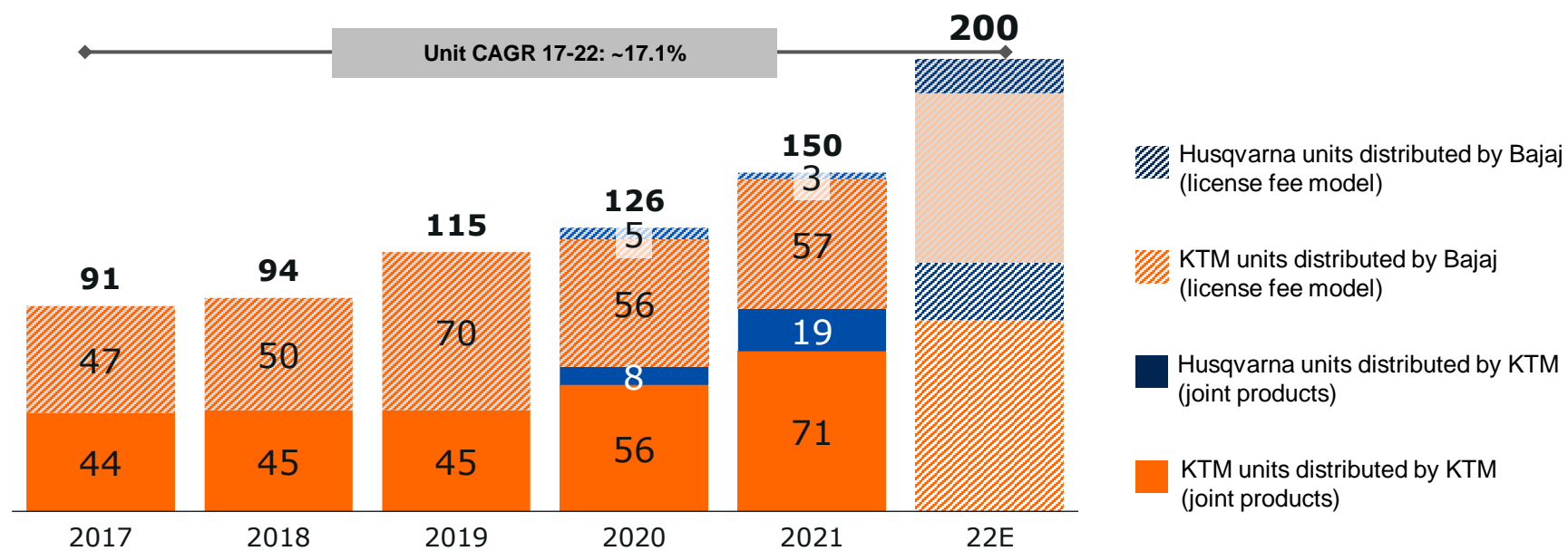
20 MIO. € INVESTMENT



COOPERATION WITH

KEY MILESTONE: ~1,000,000 UNITS PRODUCED IN INDIA SINCE 2011

- Development of a common 48-volt electric two-wheeler platform for planned serial production in India in 2022
- Ongoing production of Husqvarna model line 125cc to 401cc
- Ongoing production of KTM model line 125cc to 390cc incl. new MY22 RC range



Source: PIERER Mobility AG



BAJAJ MOTORCYCLE FACTORY

RC 390

JOINT VENTURE WITH CFMOTO |

THE HIGH-END CHINESE MOTORCYCLE MARKET GREW BY ~50% IN 2021 VS. 2020

- CFMOTO is sole distributor for KTM in China
- Production capacity of around 50k motorcycles
- Sales 2021: 10,308 units (vs. 2020: 7,343 units)
- Started production of twin-cylinder platform in Q2 2021
- Increased cooperation: production of 790 DUKE, 790 ADVENTURE, 790 SUPERMOTO T models for China domestic plus global markets in the JV factory



790 DUKE

JOINT VENTURE WITH MAXCOM IN BULGARIA

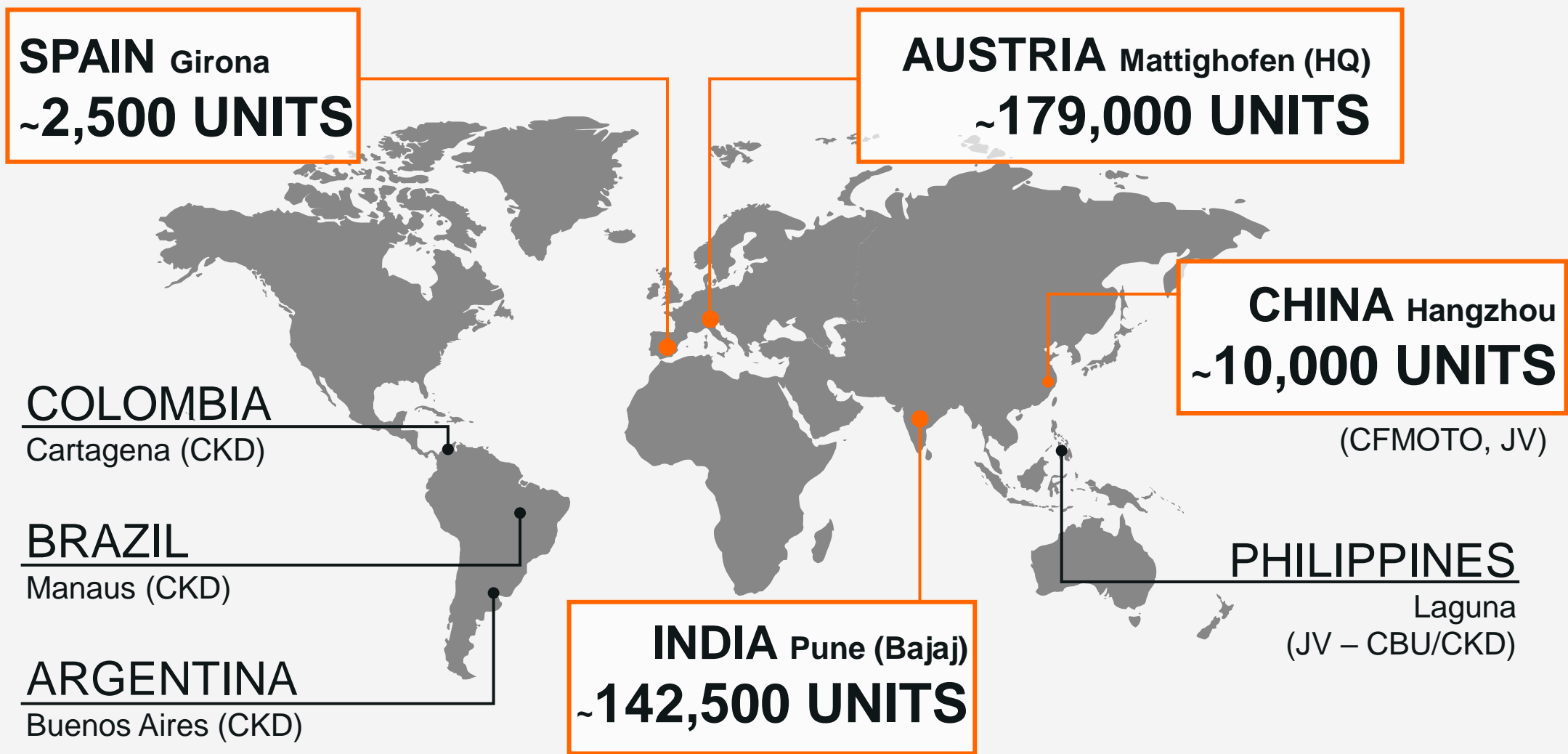
SECOND HALF YEAR 2021

- Both partners hold a 50% interest
- Investment volume 40 m€
- Our goal: expansion of the bicycle and E-Bike production capacity in Europe
- Production facility on an area of 130,000 m²
- Annual production capacity around 350,000 units
- Commissioning in the second half of 2023



GLOBAL MOTORCYCLE PRODUCTION FACILITIES

BUSINESS YEAR 2021



PRODUCTION SITES

- 4 production sites
- 4 CKD/CBU facilities

CKD/CBU PRODUCTION

- 125/200/250/390/790 DUKE
- RC 125/200/390
- SVARTPILEN/VITPILEN 125/250/401
- 250/390/790 ADVENTURE/R
- 250/300/350 Enduro Models

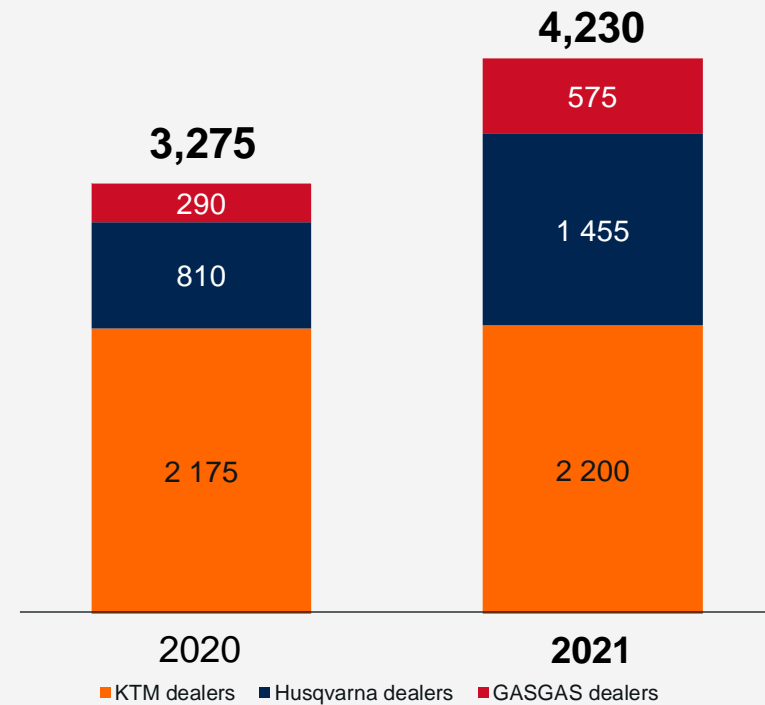
Source: PIERER Mobility AG

BUSINESS GROWTH DRIVER – DEALERS & SHOWROOMS

MORE THAN 4,200 MOTORCYCLE DEALERS & 1,340 BICYCLE DEALERS

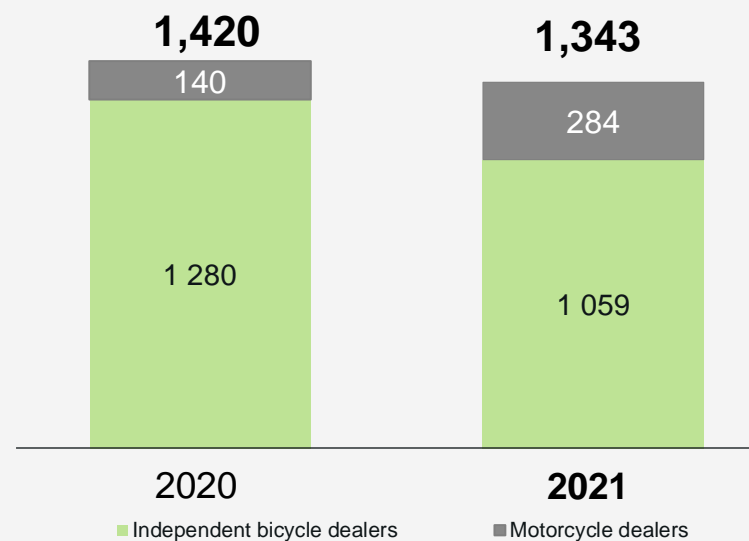
4,230 MOTORCYCLE DEALERS

- more than 350 dual brand dealers
- Europe: ~1,570 Dealers
- North America: ~800 Dealers
- India/Indonesia: ~1,300 Dealers



1,343 BICYCLE DEALERS

- 1,059 independent bicycle dealers
- 284 motorcycle dealers
- Focus on premium high performance dealers



Flagship Store: Wiesing / Austria

Source: PIERER Mobility AG; Note: Chart includes subsidiaries and importer dealers (including India)



REPORTING GUIDELINES AND ESG RATINGS

Reporting Guidelines 2021

- Sustainability Reporting in accordance with “**GRI Standards**”: “Core” option and Directive 2014/95/EU (in Austria “NaDiVeG”)
- **External assurance** (conformity with the International Standard on Assurance Engagements ISAE 3000)
- **Climate reporting** with the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD)
- Measures in line with the UN SDGs, Definition of the **focus SDGs**
- In preparation: **EU taxonomy**



Ratings 2021

rated by





SUSTAINABILITY ACTIVITIES

MAIN TOPICS AND CURRENT MEASURES 2021

- **COVID-19:** Measures to protect employees (among other things ongoing testing and vaccination option), vaccination bonus of EUR 750 as a one-time voluntary benefit for all employees
- **Supplier survey** on social and environmental criteria (Supplier Self-Disclosure): Survey of 23% of series suppliers, Implementation of **ESG platform for supplier assessment** in Q2 2022; New process for supplier auditing with focus on supply chain and purchasing
- **New department with Focus on “Health & Safety”:** The topics of occupational safety, health and sports are managed by the Group HR
- **Vehicle Security:** Started implementation of a Cybersecurity Management System (CSMS) in accordance with **ISO 21434**, since the beginning of 2021
- **Another expansion of waste management;** training courses on environmental management for production employees started
- **Further improvement in quality control:** New testing laboratory for CE testing at the Anif site

FINANCIAL GUIDANCE 2021

FINANCIAL OUTLOOK

	GUIDANCE 2021	KEY FIGURES 2020	KEY FIGURES 2019
Revenues in m€	2,020 – 2,040	1,530.4	1,520.1
EBIT margin	9.0 – 9.5%	7.0%	8.7%
EBITDA margin		15.3%	15.8%



MANAGEMENT TEAM & CONTACT DETAILS

PIERER MOBILITY AG



Stefan Pierer
CEO



Friedrich Roithner
CFO



Hubert Trunkenpolz
Member of the Executive Board



Viktor Sigl
Member of the Executive Board



Michaela Friepess
IR | Sustainability

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