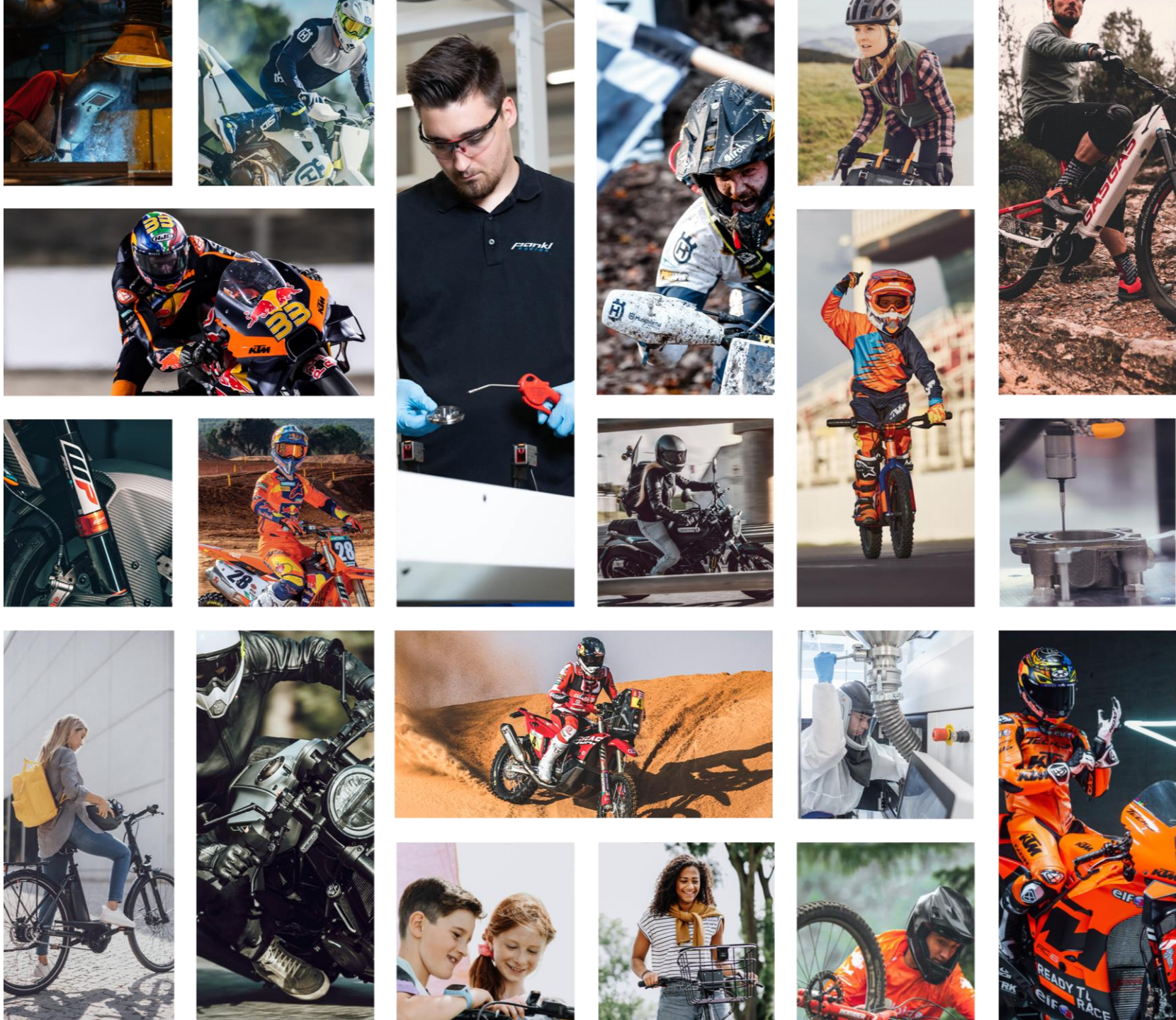
PIERER
INDUSTRIE AG

Company presentation

November 2022



PIERER INDUSTRIE AG

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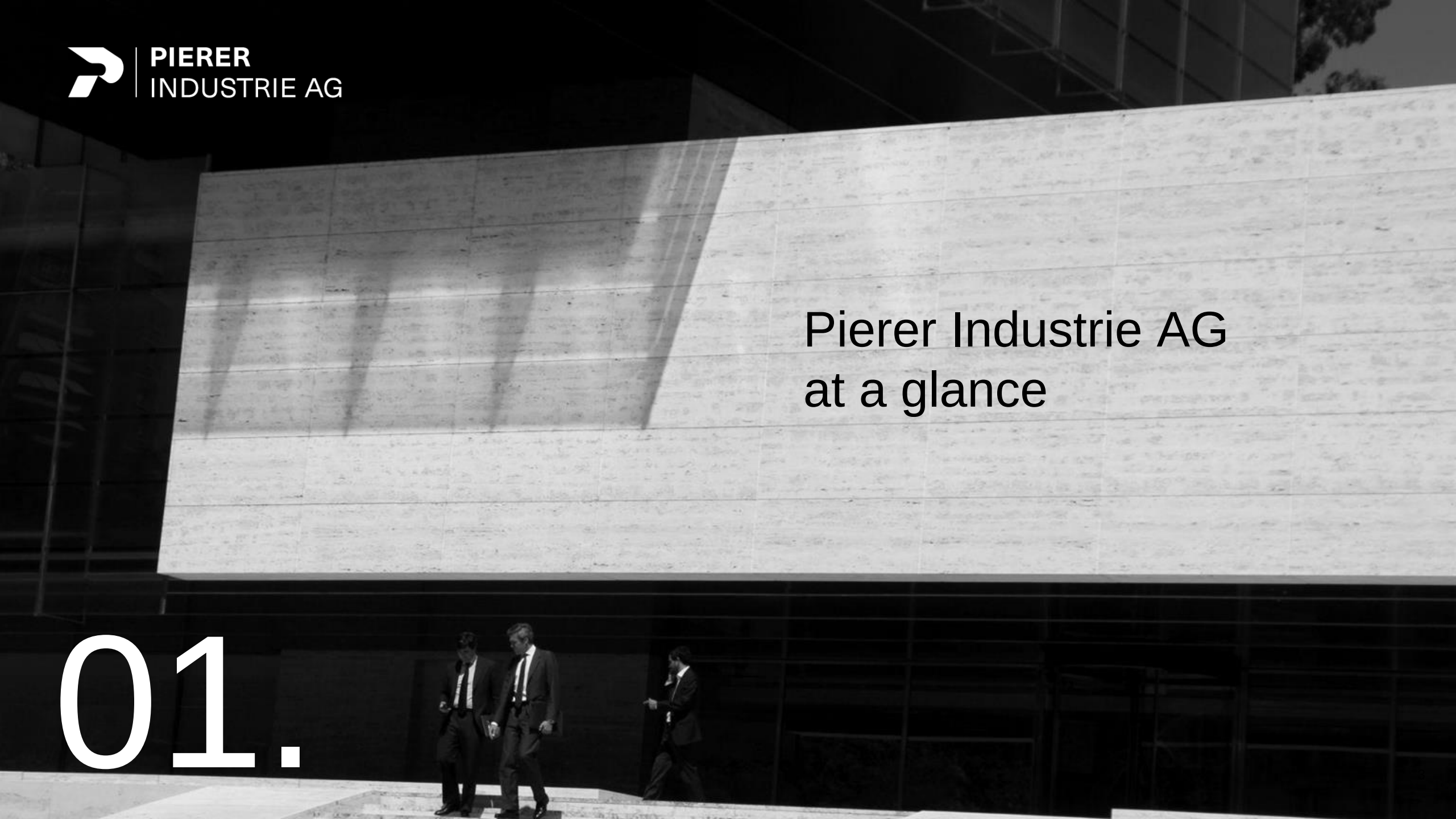
In this presentation, KTM stands for KTM AG, which, as the owner of the KTM brand, manufactures and/or distributes motorbikes and motorbike accessories under this brand. To be distinguished from this is KTM Fahrrad GmbH, which, as the exclusive licensee, manufactures and/or sells bicycles and bicycle 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, R Raymon or FELT.

PIERER
INDUSTRIE AG



Pierer Industrie AG at a glance

01.

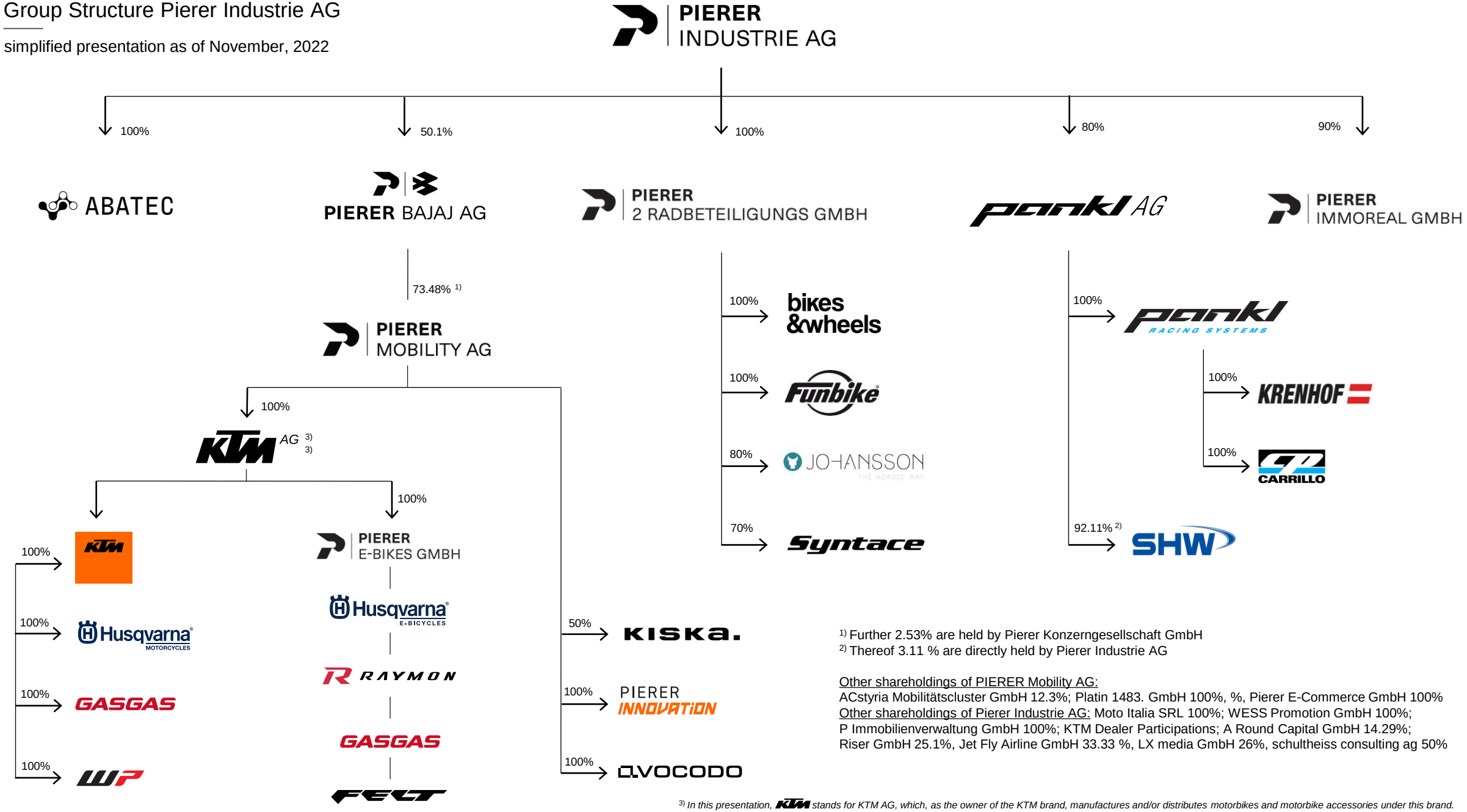
PIERER
INDUSTRIE AG

About the group & key areas

- A leading European automotive group
- **Family owned** by **Stefan Pierer**
  (via Pierer Konzerngesellschaft mbH)
- Majority Shareholdings in **PIERER Mobility AG** – a leading European powered two-wheeler (PTW) manufacturer – and **Pankl AG** – a high tech automotive components producer
- Major shareholding in the Austrian electronics developer **abatec GmbH**

Group Structure Pierer Industrie AG

simplified presentation as of November, 2022



1) Further 2.53% are held by Pierer Konzerngesellschaft GmbH
2) Thereof 3.11 % are directly held by Pierer Industrie AG

Other shareholdings of PIERER Mobility AG:
ACstyria Mobilitätscluster GmbH 12.3%; Platin 1483. GmbH 100%, %, Pierer E-Commerce GmbH 100%
Other shareholdings of Pierer Industrie AG: Moto Italia SRL 100%; WESS Promotion GmbH 100%; P Immobilienverwaltung GmbH 100%; KTM Dealer Participations; A Round Capital GmbH 14.29%; Riser GmbH 25.1%, Jet Fly Airline GmbH 33.33 %, LX media GmbH 26%, schultheiss consulting ag 50%

3) *In this presentation, KTM 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, R Raymon or FELT.*

PIERER INDUSTRIE AG

Strategy

- Leading market position with **PIERER Mobility** in a growing **Powered Two-Wheeler (PTW) industry** with a scalable business model
- **Pankl** as a **leading supplier** of engine and drivetrain systems to the motor racing, luxury automobiles and the aviation industry as well as the production of brake discs
- Sustainable **long-term growth** perspectives and business opportunities
- Good diversification through geographic regions and product range
- Strong and **long-lasting customer base**
- Conservative dividend policy
- **Solid financing** strategy
- Stable and committed management/shareholder structure with **high sector expertise**

PIERER INDUSTRIE AG

Key figures 2021

- **Revenues: 2,728 m€**
  PIERER Mobility Group: 2,042 m€
  Pankl Group: 709 m€
- **EBITDA: 424 m€**
- **Employees: 9,530**
  - thereof 5,249 in the PIERER Mobility Group
  - thereof 3,904 in the Pankl Group
- **Investments: 283 m€**
- **R&D expenses: 201 m€**
- **Equity ratio: 33.2%**

PIERER INDUSTRIE AG

Management

Friedrich Roithner
CFO

After his studies Friedrich Roithner worked for one of the Big Four tax consulting and auditing firms. From 1992 he worked for Austria Metall AG. Since 2007 Friedrich Roithner is a member of the management of the PIERER Mobility Group. Since 2010 he is CFO.

Stefan Pierer
CEO

Stefan Pierer started his career in 1982 at Hoval, a company for heating and room climate solutions in Upper Austria. In 1987 he founded today's PIERER Mobility Group, in 2011 the Pierer Industrie Group.

Wolfgang Plasser
CEO Pankl AG

Wolfgang Plasser joined the management board of Pankl Racing Systems AG in 2004 and became CEO in 2006. Since June 2018, Wolfgang Plasser is also the CEO of SHW AG as well as a member of the board of Pierer Industrie AG and Pankl AG.

Other members of the Board of Directors
(in alphabetical order)

Michaela Friepess

Hannes Haunschmid

Thorsten Hartmann

Alex Pierer

Klaus Rinnerberger

PIERER
MOBILITY AG

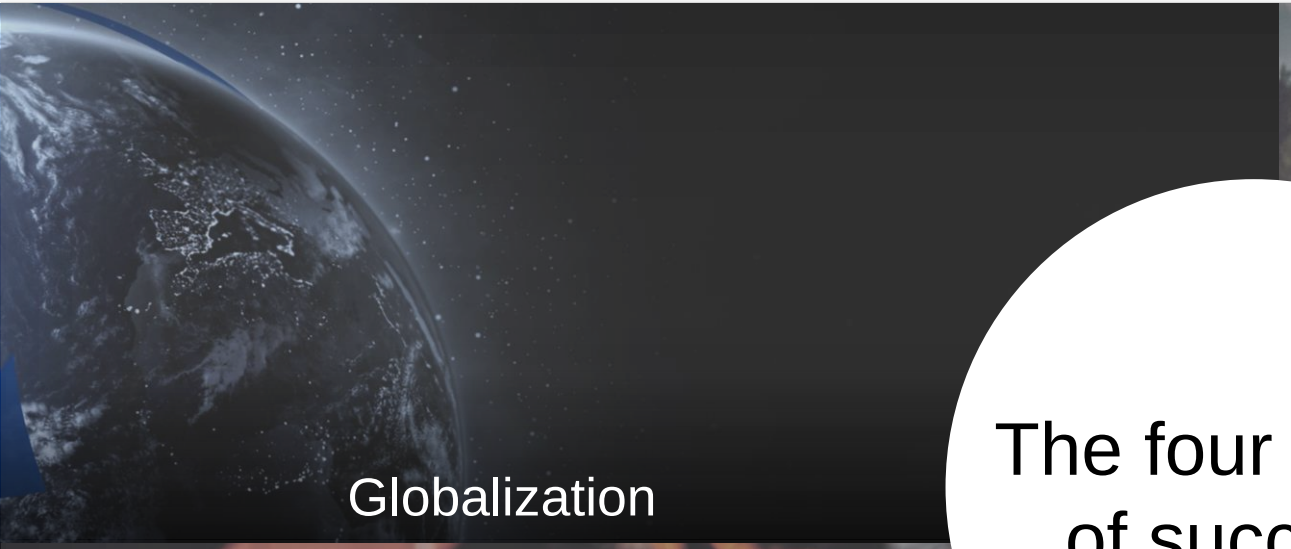
PIERER Mobility Group

Passion and performance in everything we do.

02.

PIERER
MOBILITY AG

The four pillars of success



Brands

PIERER MOBILITY AG

The Leading European Powered Two-Wheeler Group

PIERER MOBILITY AG

MOTORCYCLES

NEW MOBILITY

DESIGN, CONCEPT DEVELOPMENT & DIGITALIZATION

Simplified presentation as of November 2022

Other shareholdings: ACstyria Mobilitätscluster GmbH 12.3%; Platin 1483. GmbH 100% , Pierer E-Commerce GmbH 100%

PIERER
MOBILITY AG

The PIERER Mobility DNA

30 years on the fast lane.

01. CONTINUED GROWTH & STRONG FOCUS ON RETURNS

- **~16% sales** unit **CAGR** since **1992** resulting in € 2,042 million revenue in 2021
- EBITDA margin **> 15%** and strong **FCF generation**

02. GROWTH BY ACQUISITION & STRATEGIC PARTNERSHIPS

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

03. HIGH INNOVATION RATE

- Research & Development expenses are around **8 – 9% of revenues**

PIERER
MOBILITY AG

The PIERER Mobility DNA

30 years on the fast lane.

04. PREMIUM BRANDS

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

05. PIONEER IN ELECTRIFICATION OF POWERED TWO-WHEELERS

- E-Mobility sales **€181 million** in 2021
- **~ 60% sales CAGR** since 2019

06. VALUE CREATION THROUGH SUSTAINABILITY

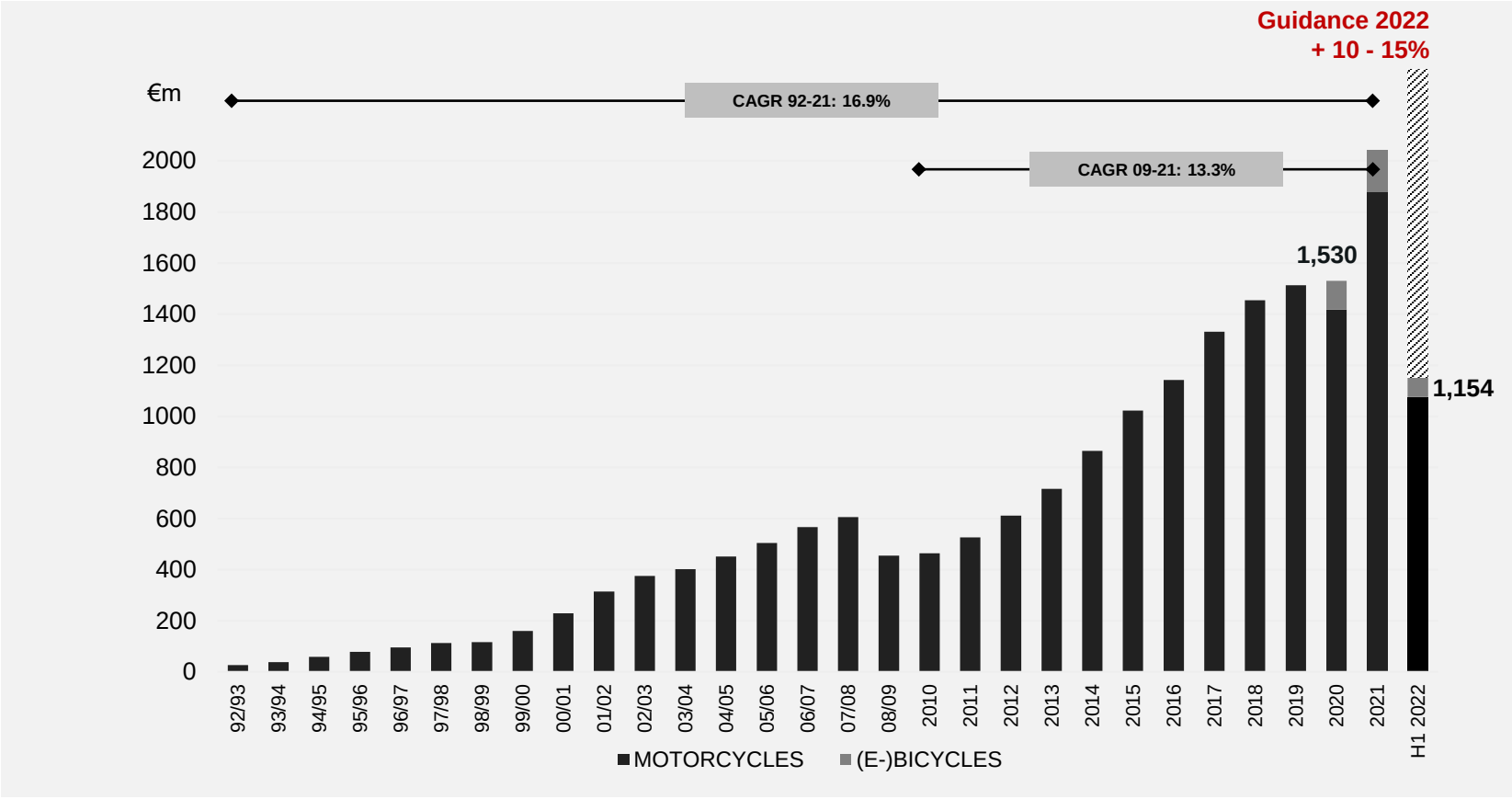
- **Thorough sustainability process** based on materiality analysis
- **Environmental Social Governance (ESG)** program with relevant focus areas

PIERER MOBILITY AG

Twenty-nine years of successful track record

Revenue Sales Motorcycles & E-Bicycles

- **H1 2022** revenue of € 1,154 million (+ ~7%), of which already € 79 million E-Mobility sales (E-Motorcycles/E-Bicycles)
- **Record growth in 2021**
- **BY 2021** revenue of € 2,042 million **(+ ~33%)**, of which already € 181 million E-Mobility sales (E-Motorcycles/E-Bicycles)
- 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-Bicycles segments (excl. consolidation and discontinued segments)

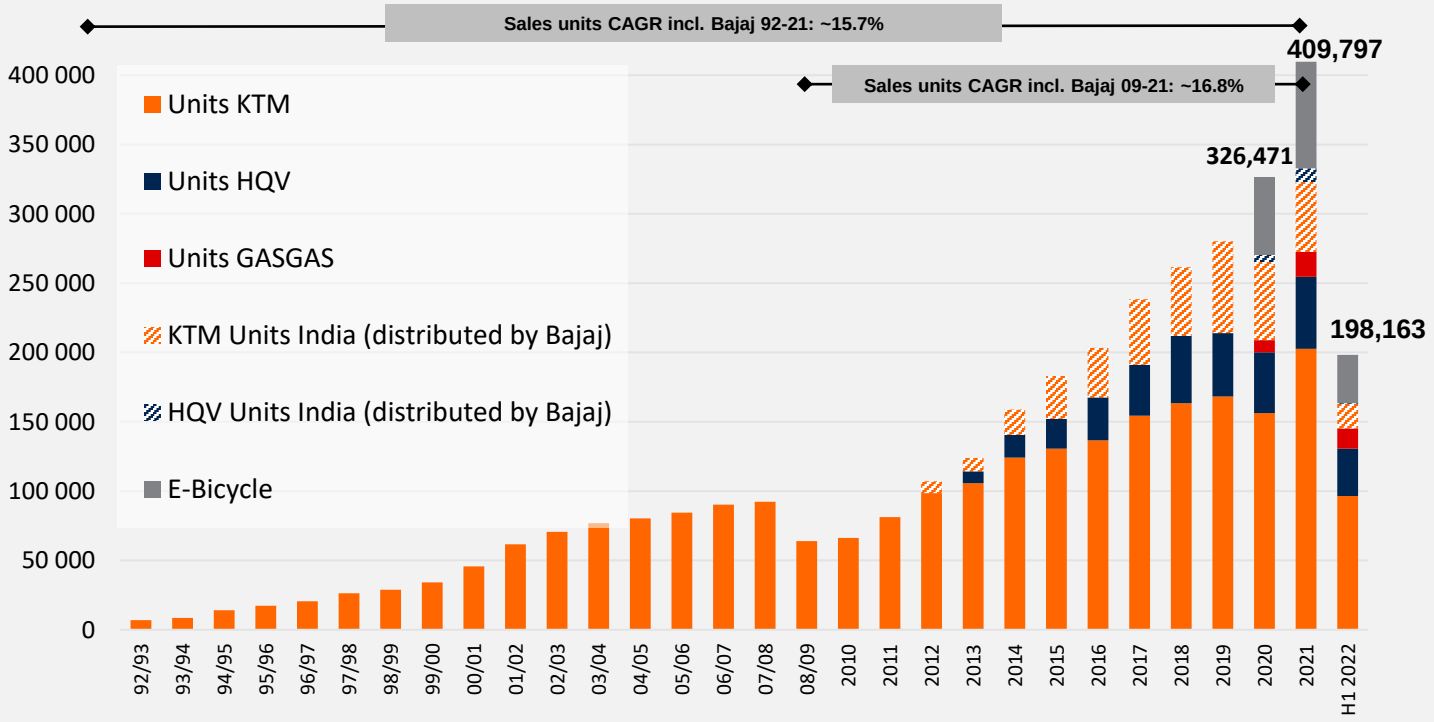
PIERER MOBILITY AG

Twenty-nine years of successful track record

Powered Two-Wheelers (PTW) Unit Sales

- **198,163 PTW's (Motorcycles and E-Bicycles)** and further **16,588 Bicycles sold in first Half Year 2022**

- **409,797 PTWs sold** in the Business Year 2021
- Further **25,837 non-E-bicycles** sold (PY: 17,213)
- Group market share has quadrupled since 2009 to ~12% in Europe and ~11% in North America
- Motorcycle sales unit CAGR of ~16.8% since 2009
- E-Bicycle target set to quadruple from 2020 to 2025 to ~250k units

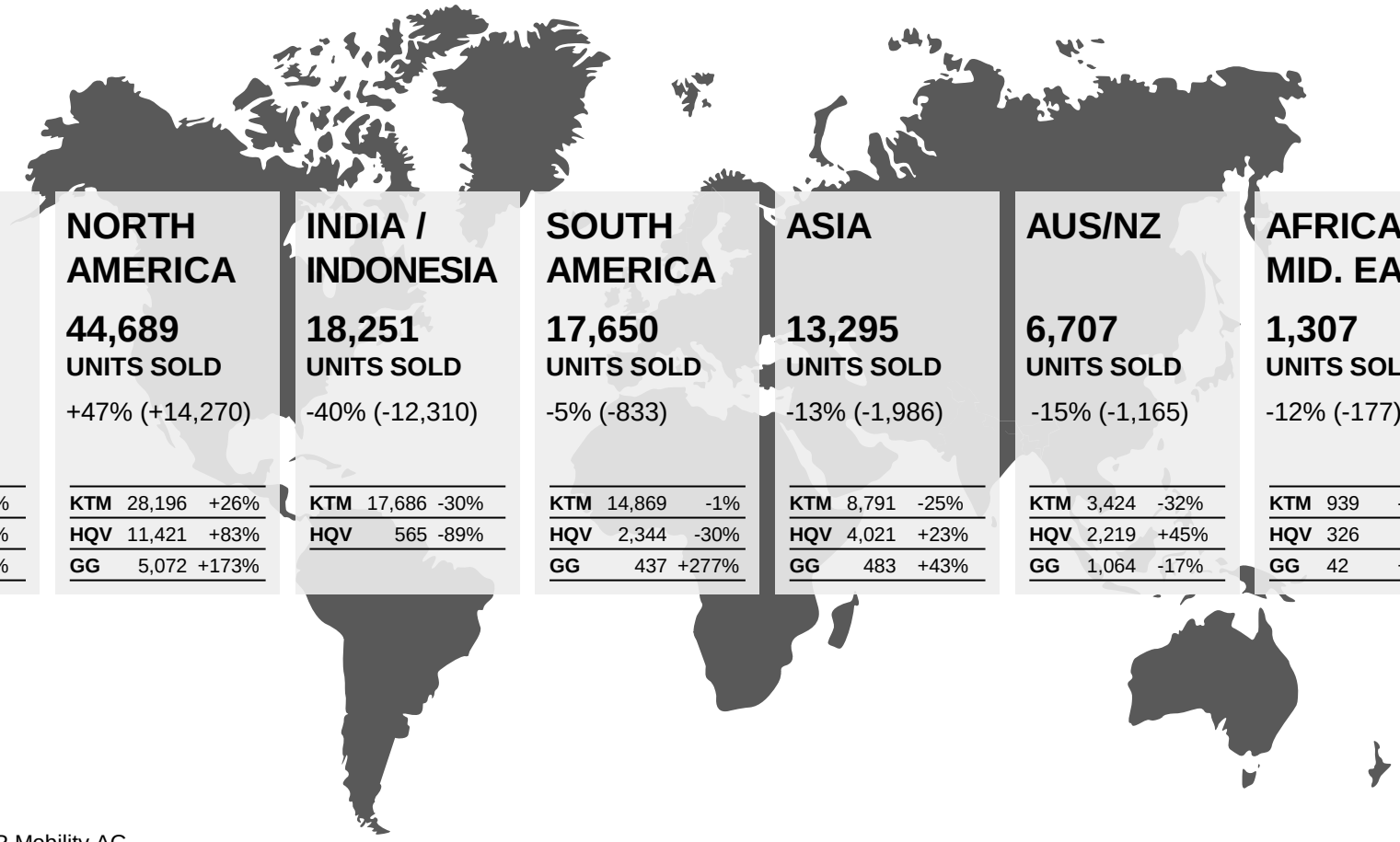


Source: PIERER Mobility AG

PIERER MOBILITY AG

Motorcycles wholesales – H1 2022

Deliveries to Motorcycle Dealer Network & General Importers



EUROPE

61,435
UNITS SOLD
-15% (-10,510)

KTM	40,254	-25%
HQV	13,841	+1%
GG	7,340	+50%

NORTH AMERICA

44,689
UNITS SOLD
+47% (+14,270)

KTM	28,196	+26%
HQV	11,421	+83%
GG	5,072	+173%

INDIA / INDONESIA

18,251
UNITS SOLD
-40% (-12,310)

KTM	17,686	-30%
HQV	565	-89%

SOUTH AMERICA

17,650
UNITS SOLD
-5% (-833)

KTM	14,869	-1%
HQV	2,344	-30%
GG	437	+277%

ASIA

13,295
UNITS SOLD
-13% (-1,986)

KTM	8,791	-25%
HQV	4,021	+23%
GG	483	+43%

AUS/NZ

6,707
UNITS SOLD
-15% (-1,165)

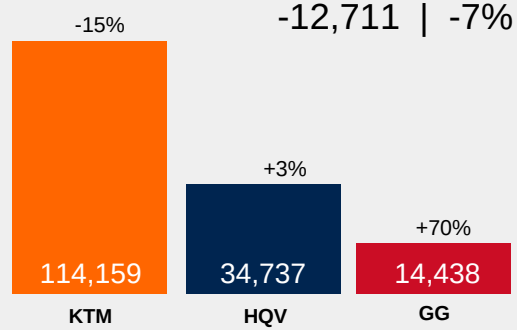
KTM	3,424	-32%
HQV	2,219	+45%
GG	1,064	-17%

AFRICA / MID. EAST

1,307
UNITS SOLD
-12% (-177)

KTM	939	-17%
HQV	326	-1%
GG	42	+75%

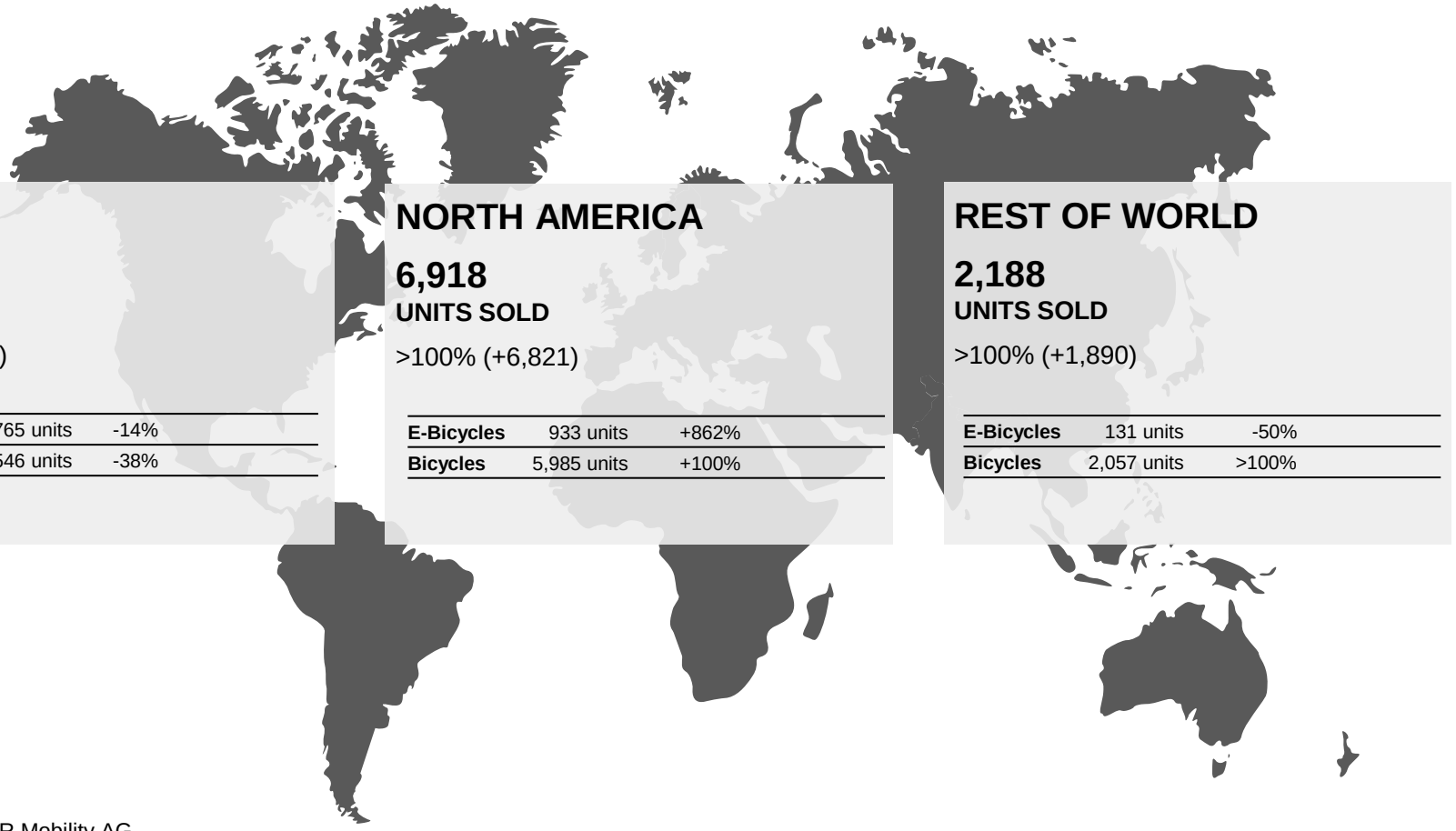
163,334
UNITS SOLD IN H1 2022
-12,711 | -7%



Source: PIERER Mobility AG
Wholesale (B2B): Sale to Dealer & General Importer Network reflected in P&L | Regions reflect Profit Centers

PIERER MOBILITY AG

Bicycles wholesales – H1 2022



EUROPE

42,311
UNITS SOLD

-20% (-10,672)

E-Bicycles	33,765 units	-14%
Bicycles	8,546 units	-38%

NORTH AMERICA

6,918
UNITS SOLD

>100% (+6,821)

E-Bicycles	933 units	+862%
Bicycles	5,985 units	+100%

REST OF WORLD

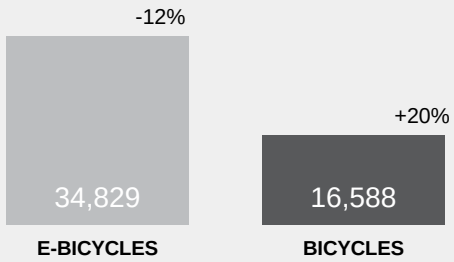
2,188
UNITS SOLD

>100% (+1,890)

E-Bicycles	131 units	-50%
Bicycles	2,057 units	>100%

51,417
UNITS SOLD IN H1 2022

-1,961 | -4%

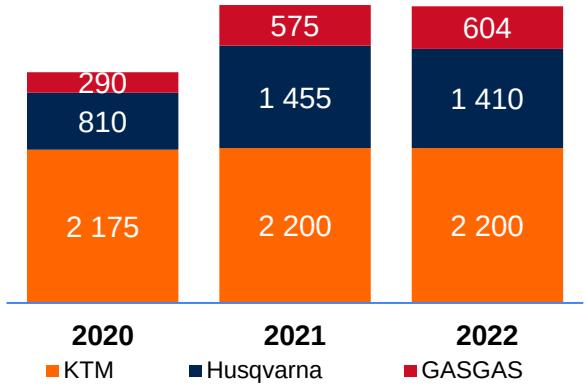


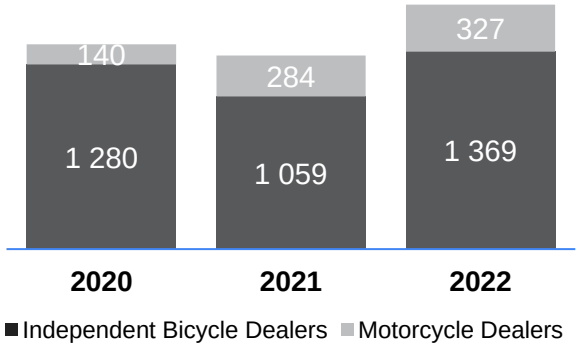
Source: PIERER Mobility AG

PIERER MOBILITY AG

Business growth driver: Dealers

More than 4,200 Motorcycle Dealers & nearly 1,700 Bicycle Dealers





Note: Chart includes subsidiaries and importer dealers (including India)

Source: PIERER Mobility AG

4,230 Motorcycle Dealers

- more than 1,200 dual or multi brand dealers
- Europe: ~1,570 Dealers
- North America: ~800 Dealers
- India/Indonesia: ~1,300 Dealers

1,696 Bicycle Dealers

- 1,369 independent bicycle dealers
- 327 motorcycle dealers
- Focus on premium high-performance dealers

Target:
5,000 motorcycle & 5,000 bicycle dealers, thereof 2,000 combined dealers

PIERER MOBILITY AG

Strong global partners

Strategic partnership with Bajaj

Both companies exploring common themes, such as zero-emission exhaust systems and light electric vehicles for urban environments, including an open approach to different battery solutions.

- 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. latest MY22 RC range

BAJAJ

~1,000,000

Units produced
in India since 2011

PIERER MOBILITY AG

Strong global partners

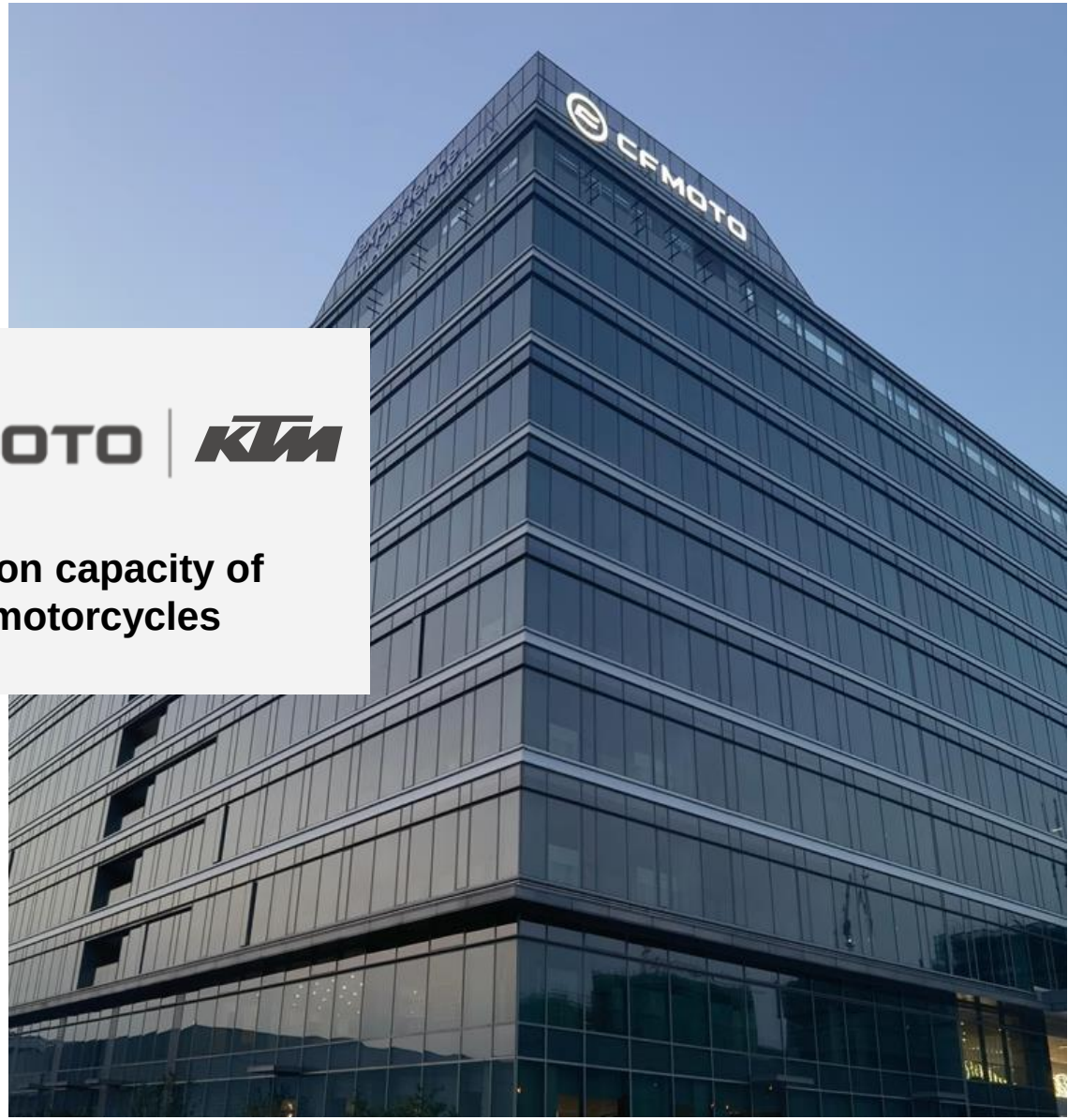
Joint Venture with CFMOTO

Through the deeper cooperation with partner CFMOTO, sole distributor for KTM in China, additional production facilities and supply chains were established.

- The high-end chinese motorcycle market grew by ~50% in 2021 vs. 2020
- Sales projection for 2022: ~20,000 units
- Production of twin-cylinder platform since Q2 2021
- Increased cooperation: production of 790 DUKE, 790 ADVENTURE, 790 SUPERMOTO T models for China domestic plus global markets in the JV factory

CFMOTO | KTM

Production capacity of ~ 50k motorcycles



PIERER MOBILITY AG

Pioneer in Electrification of Powered two-wheelers

OUR ELECTRIC PTW VISION.

Become a Global Leader of electric Powered Two-Wheelers in the power range 250W to 15kW

OUTLOOK

By 2030, at least one-third of the Group's sales will be generated with electrified two-wheelers:

- Road vehicles up to 125cc for urban use: electric drives in the low-voltage range (48 volts).
- High-performance segments: powered by or compatible with e-fuels (synthetic fuels).

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MOBILITY AG

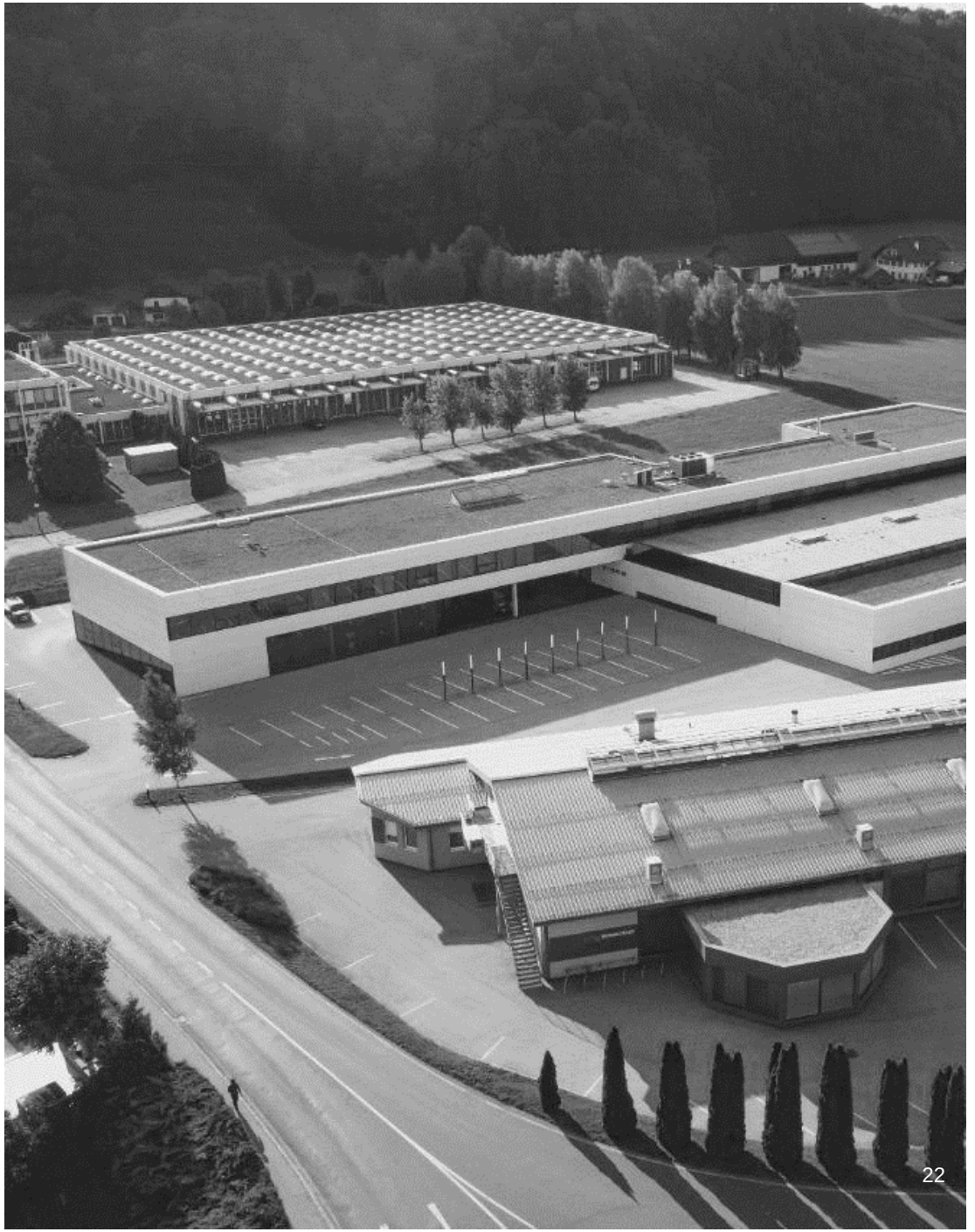
Product development Centers

Investments in electric mobility

E-Mobility Research & Development Center (Anif, Austria)
- E-Mobility competence center
- Cutting-edge facility on ~20,000 square meters floor space, 150 employees
- E-drivetrain and E-products

KISKA Design Studios (Anif, Austria & Munich, Germany)
- Competence centers for product development, engineering, design and SPM
- High-profile industry experts
- Anif: 250 employees, 35 nations
- Munich: 500 square meters, 10 employees, 6 nations

Cero Research & Development Center (Barcelona, Spain)
- E-Mobility, bicycle, design and engineering
- 12+ years of bicycle and motorcycle development knowledge
- Over 200 high-end bicycles developed
- 2,600 square meters, 90 employees



PIERER
MOBILITY AG

New mobility

JOINT VENTURE
WITH MAXCOM IN BULGARIA

- Both partners hold a **50% interest**
- **Investment volume € 40 million**
- **Our goal:** expansion of the bicycle and E-Bike production capacity in Europe
- Annual production capacity around **350,000 units**

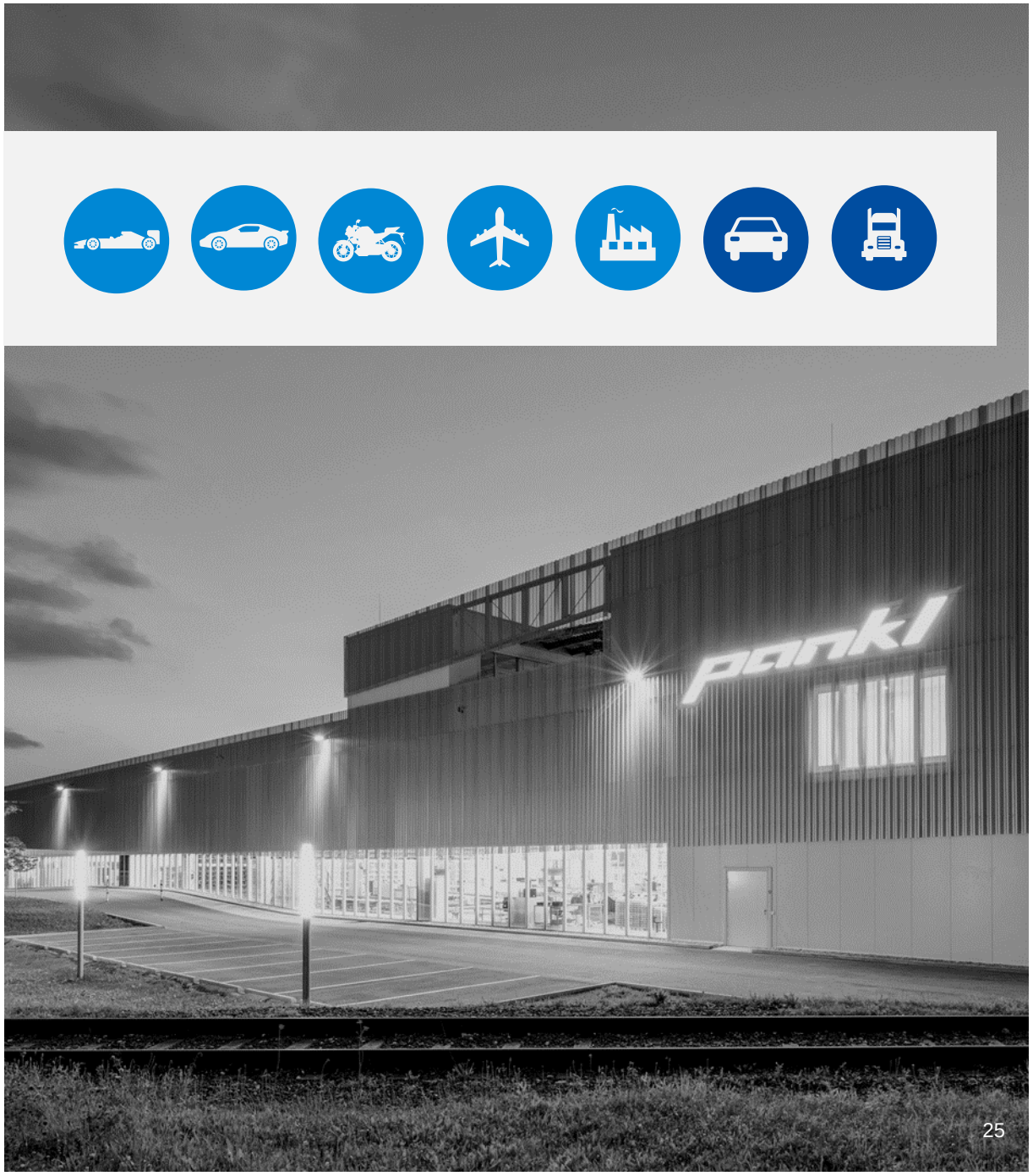
Pankl Group

High Tech – High Speed – High Quality

03.

About the company

Pankl AG develops, manufactures and distributes high-tech and high-precision single components or complete systems in different markets: racing, high performance, passenger cars, aerospace, truck & off-highway, two wheeler and industrial applications.



Highlights

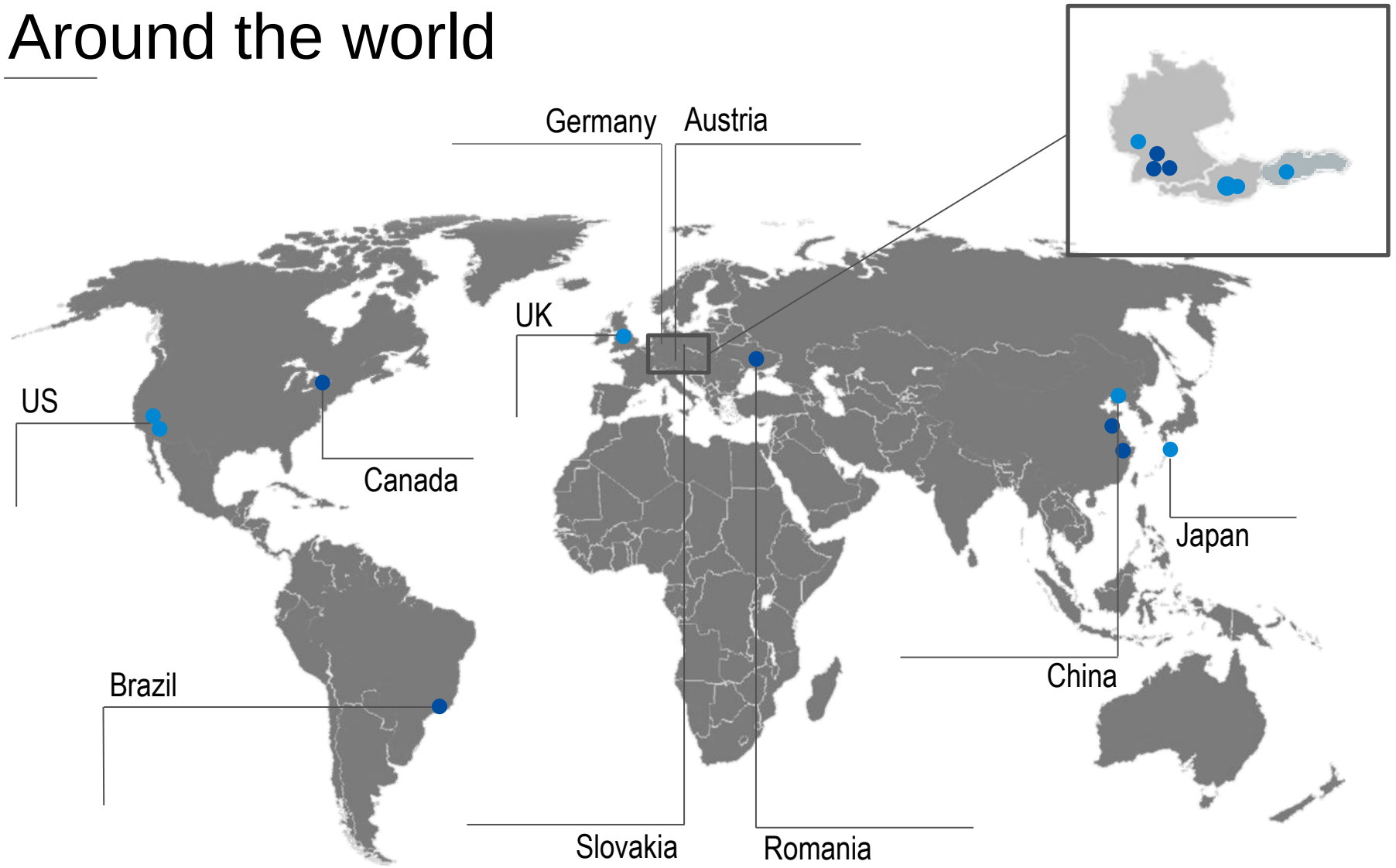
- State-of-the-Art production technology
- Global footprint
- Innovative High-Tech solutions
- Global market leader: titanium connecting rods, driveshafts
- Leading manufacturer of pumps, brakes, pistons, driveline systems and main- and tail rotorshafts

Revenues: **709m€**
Factories: **20**
Employees worldwide: **3.900**

INNOVATION LEADER

Focused on future technology

Around the world



2.200*

- Kapfenberg, Bruck/Mur, Köflach, Mannheim, Topoľčany, Irvine, Cerritos, Leicester, Dalian, Tokyo

1.700*

- Aalen, Bad Schussenried, Neuhausen ob Eck, Tuttlingen, Timişoara, Toronto, Sao Paulo, Kunshan, Haimen/Nantong

* Number of employees per 31.12.2021

Components

CHASSIS | POWERTRAIN — **78%***

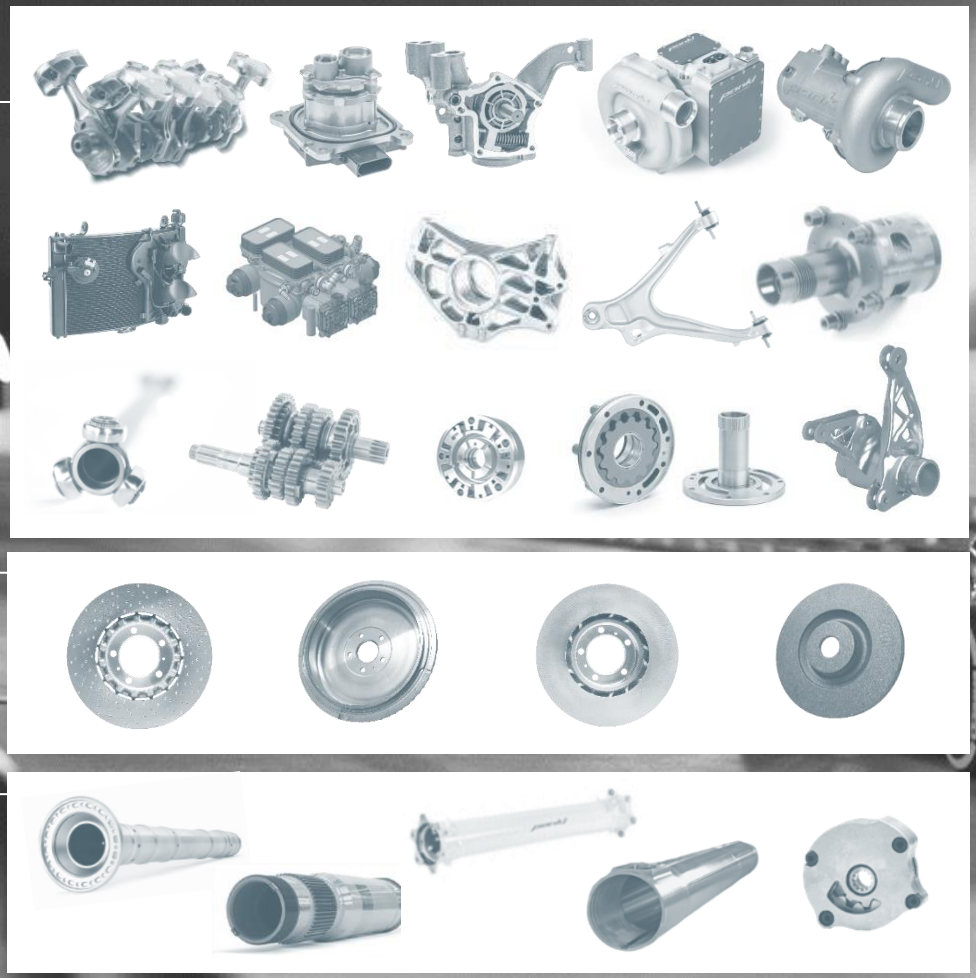
- Cranktrain, Mechanical Pumps / E-Pumps, E-Turbo, Fuel Cell Air Supply System (FCAS), Thermal Modul, Heat Exchanger, Radiator, Additive Manufactured Parts, Sinter Parts, Driveshaft, Propshaft, Gearbox internals, Transmission Pumps, Upright Assemblies, Inboard Suspension Systems, Forged Steel and Aluminum Parts

BRAKES — **18%***

- Lightweight Composite Brake Discs | Brake Drum | Processed Brake Discs | Unprocessed Brake Discs

AEROSPACE — **4%***

- Engine Shaft, Main Rotorshaft, Tail Rotorshaft, Refuelling Tube, Aviation pump



*Revenue distribution by segments 2021

panki AG

Customers

KTM · McLaren · Porsche · Mercedes-Benz · Sikorsky · Airbus · Toyota · Red Bull Racing · Magna

VW · Mercedes-Benz · Audi · BMW · Porsche · Cummins · SAIC-GM · Volvo · Ford · HILITE International

SYSTEM SUPPLIER

Development partner with system competence
and a high level of added value

DEVELOPMENT

FORGING TECHNOLOGY

CASTING TECHNOLOGY

SINTERING TECHNOLOGY

ADDITIVE MANUFACTURING

MACHINING

HEAT TREATMENT

TEST

ASSEMBLY

SERVICE

Investments in the future

Pankl Aerospace High Tech Park

- More capacity and service for the customers
- New process inhouse: Plasma nitriding

SHW China: New production site

- New brake disc production in the Chinese city of Nantong

Pankl Academy

- Group-wide training center

New electromobility center in Bad Schussenried

- More space to produce pumps for electric and hybrid vehicles

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ESG Overview

04.

PIERER INDUSTRIE AG

ESG reporting guidelines

- Sustainability Reporting[1)] in accordance with “GRI Standards” and Directive 2014/95/EU (in Austria “NaDiVeG”)
- EU taxonomy
- Measures in line with the UN SDGs

1) See “4. Consolidated non-financial report” in the management report on the consolidated financial statements, pages 105-160/ “Beilage II/15” in the Annual Financial Report 2021 (German only)

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ESG goals & considerations

- Strong focus on additive Manufacturing.
- Focus on CO_2 balancing and on CO_2 avoidance.
- Resource-saving production at all company locations.
- The product portfolio is consistently focused on CO_2-optimizing vehicle components.
- Another expansion of waste management.
- **Installation of further photovoltaic systems.**
- **Continuous expansion of training and further education offers** (KTM_academy, Pankl Academy).
- **Technology openness of the drive concepts.**
- Local procurement strategies (high purchasing volume in Europe for series purchasing), regional suppliers for the manufacture of products.
- **Focus on the use of reusable packaging.**

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Contribution to UN SDGs

Focus SDGs, further SDGs

SDG	Contribution
3 GOOD HEALTH AND WELL-BEING	Comprehensive health program: Safety and health contributions for employees, e.g. increasing safety standards in production, measures to reduce accidents in production, measures to foster physical and mental health of employees. I Occupational health and safety policy. I Certification for occupational health and safety management system (ISO 45001). I COVID-19: Measures to protect employees (among other things ongoing testing, vaccination option).
4 QUALITY EDUCATION	Commitment to high quality education of current and potential staff, intensive cooperation with secondary education institutions. Extensive offerings for trainings and further education for employees (e.g. KTM_academy, Pankl Academy, KTM Young Pioneers College, KTM Digital Intrapreneurship MBA, Production Academy. I Promoting women in STEM professions.
5 GENDER EQUALITY	Diversity and Anti-Discrimination Policy. I Code of Conduct to end discrimination. I Flexible working arrangements. I Focus on increasing the proportion of women in STEM professions. → This is resulting in an increase in female apprentices in technical areas as well as an overall increase in the number of female employees in the group, not least in management positions.
6 CLEAN WATER AND SANITATION	Focus on efficient water use. I Solvent-based parts cleaning facility to avoid water pollution and cost intensive wastewater management.
7 AFFORDABLE AND CLEAN ENERGY	Photovoltaic installation for House of Brands in Munderfing and for transmission manufacturing in Kapfenberg. These systems are designed for own consumption. I Roof area of logistics center in Munderfing to be rented out for further photovoltaic facilities of 40.000m^2 (power approx. 4,000 kWP, energy to be introduced into public grid). Increase energy efficiency. I Further sites in implementation and further such PV plants in planning.
8 DECENT WORK AND ECONOMIC GROWTH	Diversity and Anti Discrimination Policy. I Code of Conduct. I Declaration on modern slavery and human trafficking. I Focus on R&D activities to further expand the leading role in the European motorcycle market in terms of technology, sales and sustainability through steady growth. I Reporting of possible grievances via an anonymous whistleblower system.
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	Innovation and technology leader in the segment of sports motorcycle segment as well as dynamic components and systems for vehicles/aircrafts. I High innovation culture and progressive R&D strategy with respect to technology, sales and sustainability through constant growth. I Research and development of components for sustainable mobility concepts. I Competence center for e-mobility opened in 2021 in Anif close to Salzburg.
11 SUSTAINABLE CITIES AND COMMUNITIES	Development of alternative, low emission mobility solutions to reduce air pollution. I Work with project partners on sustainable mobility concepts in urban areas.
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	Efficient use of natural resources and measures to avoid, reduce and recycle waste. Full utilization of raw materials including return to the material cycle, e.g. engine oil reprocessing facility, reusable containers. I Use of recycled materials (e.g. in the casting foundry in Tuttlingen: exclusively secondary aluminum) I Certified waste partners. Certifications for environmental and energy management system (ISO 14001, ISO 50001). I Sustainable energy supply at the sites in Germany and Austria.
13 CLIMATE ACTION	ACEM strategy for decarbonization of Powered Two-Wheelers (PTWs) by 2050. I Launch at least three electric platforms with several products by 2024. I Reduction of emissions across entire product life cycle. I First TCFD Report in 2021, results to be incorporated into definition of targets and measures going forward.
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	Committed to national anti corruption regulations and international guidelines (e.g. UNCAC, OECD Guidelines for multinational companies). I Code of Conduct provides clear guidelines on dealing with corruption and bribery and is an integral part of the basis for concluding any contracts.

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ESG Highlights 2021 – Key figures

7.3 %
R&D EXPENSES FROM REVENUE

360
APPRENTICES

150,000
HOURS FOR FURTHER TRAINING OF EMPLOYEES

13%
EMPLOYEES IN R&D

CERTIFIED
among others according to
ISO 5001
ISO 14001
ISO 10844
ISO 27001
ISO 45001

48%
OF PEOPLE INFORMED ABOUT ANTI-CORRUPTION

HIGH SHARE OF **RENEWABLE ENERGY**

COMPLIANCE CASES, INCIDENTS OF **DISCRIMINATION**
0

12.8
LOST **T**IME **F**REQUENCY INJURY **R**ATE[1)]

90%
EMPLOYEES IN EUROPE[2)]

[1)] Rate excl. temporary workers; The LTIFR is the number of lost-time injuries (of at least one workday) per million hours worked, calculated using the formula: LTIFR=(Number of lost-time injuries) / (Total hours worked in accounting period) x 1,000,000. [2)] Thereof around 63% in Austria, around 19% in Germany and around 8% in Europe.

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05.

Key figures & financials

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Key figures

Consolidated Profit & Loss figures under IFRS

in EURm	H1 2021	H1 2022	Δ 2021/22
Revenues	1,434.2	1,572.6	+138.4
EBITDA	222.6	216.7	-5.9
EBIT	122.8	113.6	-9.2
Earnings	91.2	78.6	-12.6
Earnings after minorities	35.0	33.9	-1.1
EBITDA margin	15.5%	13.8%	-1.7ppts
EBIT margin	8.6%	7.2%	-1.4ppts
Employees (Headcount)	9,068	10,248	+1,180

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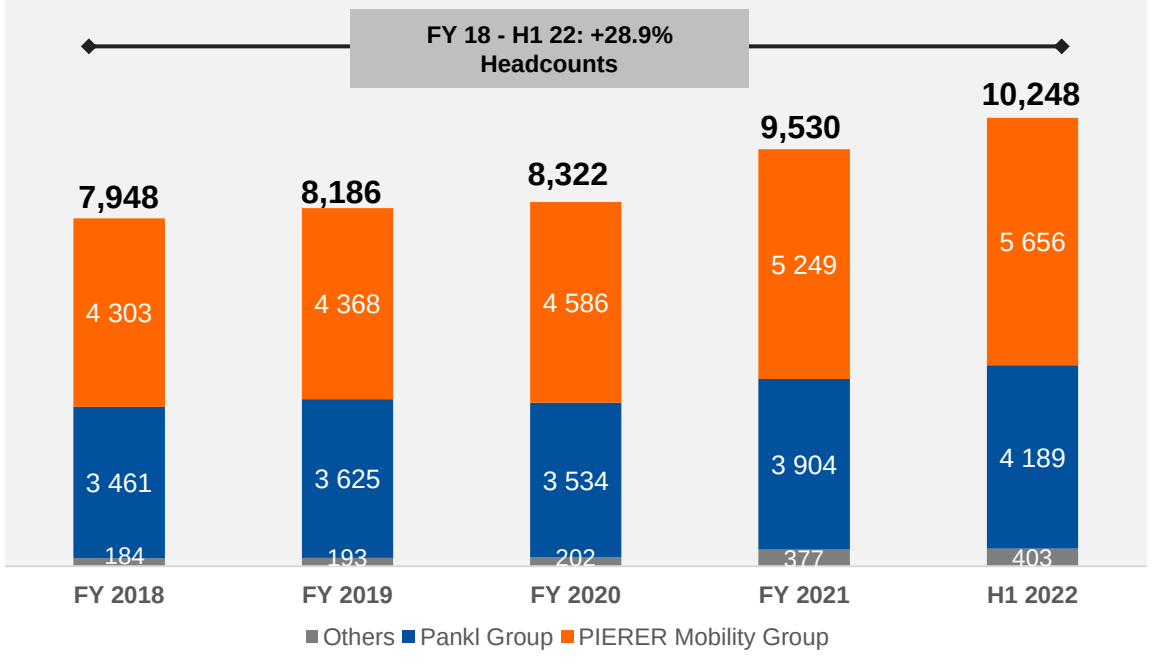
Development of employees

- **10,248 employees,** incl. around 350 apprentices
- **Increase by 1,180 staff** in H1 2022 (compared to 9,068 in H1 2021)
- **~25.0 % female share**



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Key figures

Business segments under IFRS

	PIERER Industrie Group		PIERER Mobility Group		Pankl Group		OTHERS	
in EURm	H1 2022	Δ H1 2021/22	H1 2022	Δ H1 2021/22	H1 2022	Δ H1 2021/22	H1 2022	Δ H1 2021/22
Revenues	1,572.6	*+138.4*	1,154.1	*+76.0*	407.1	*+39.3*	11.4	*+23.1*
EBITDA	216.7	*-5.9*	162.3	*-9.0*	42.6	*-1.7*	11.8	*+4.8*
EBIT	113.6	*-9.2*	92.8	*-9.8*	10.0	*-3.0*	10.8	*+3.6*
Earnings	78.6	*-12.6*	68.2	*-10.1*	6.4	*-2.4*	4.1	*-0.1*
EBITDA margin	13.8%	*-1.7ppts*	14.1%	*-1.8ppts*	10.5%	*-1.6ppts*	-	-
EBIT margin	7.2%	*-1.4ppts*	8.0%	*-1.5ppts*	2.4%	*-1.1ppts*	-	-

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Key figures

Consolidated Balance Sheet and Cash Flow figures under IFRS

in EURm	12/31/2021	6/30/2022	Δ 2021/22
Balance sheet total	3,257.2	3,508.7	+251.5
Equity	1,081.9	1,124.7	+42.8
Working capital employed	328.5	464.0	+135.5
Net debt	-759.3	-1,007.5	-248.2
Equity ratio	33.2%	32.1%	-1.1ppts
Working capital as % of sales [1)]	12.0%	16.2%	+4.2ppts
Gearing	70.2%	89.6%	+19.4ppts
Net debt / EBITDA [1)]	1.8x	2.4x	+0.6x

in EURm	H1 2021	H1 2022	Δ H1 2021/22
Capex [2)]	-117.5	-175.9	-58.4
Capex right-of-use/Leasing (IFRS 16)	-12.0	-8.8	+3.2
Cash flow from operating activities	164.1	-46.9	-211.0
Cash flow from investing activities	-165.1	-135.8	+29.3
Free Cash flow	-1.1	-182.8	-181.7
Cash flow from financing activities	44.4	-39.7	-84.1

1) Calculated dynamically for the last 12 months
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)

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