

Company presentation

May 2023



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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 Industrie AG at a glance

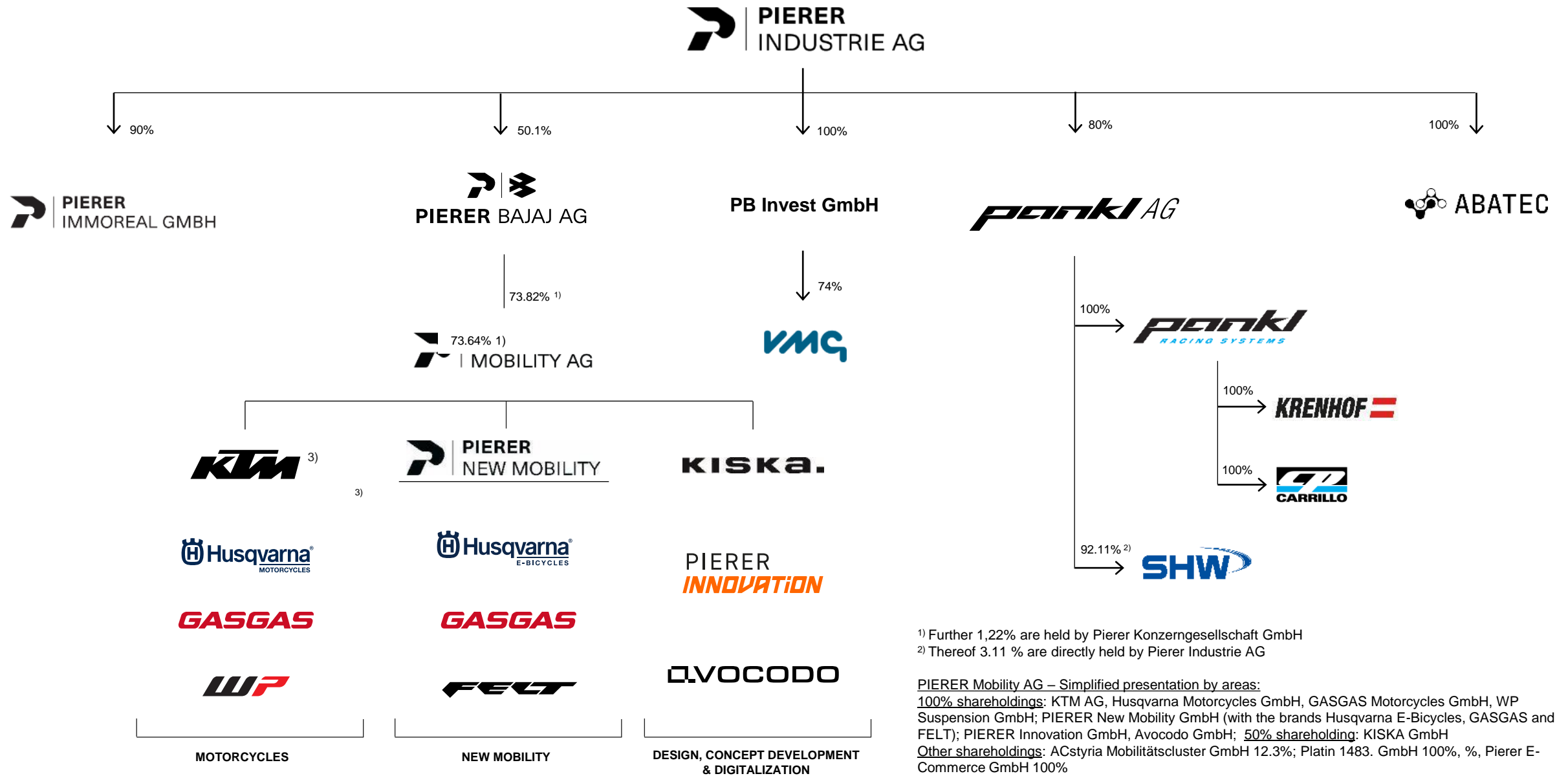
01.



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** and shareholdings also in the metal processing sector (VMG)





¹⁾ Further 1,22% are held by Pierer Konzerngesellschaft GmbH

²⁾ Thereof 3.11 % are directly held by Pierer Industrie AG

PIERER Mobility AG – Simplified presentation by areas:

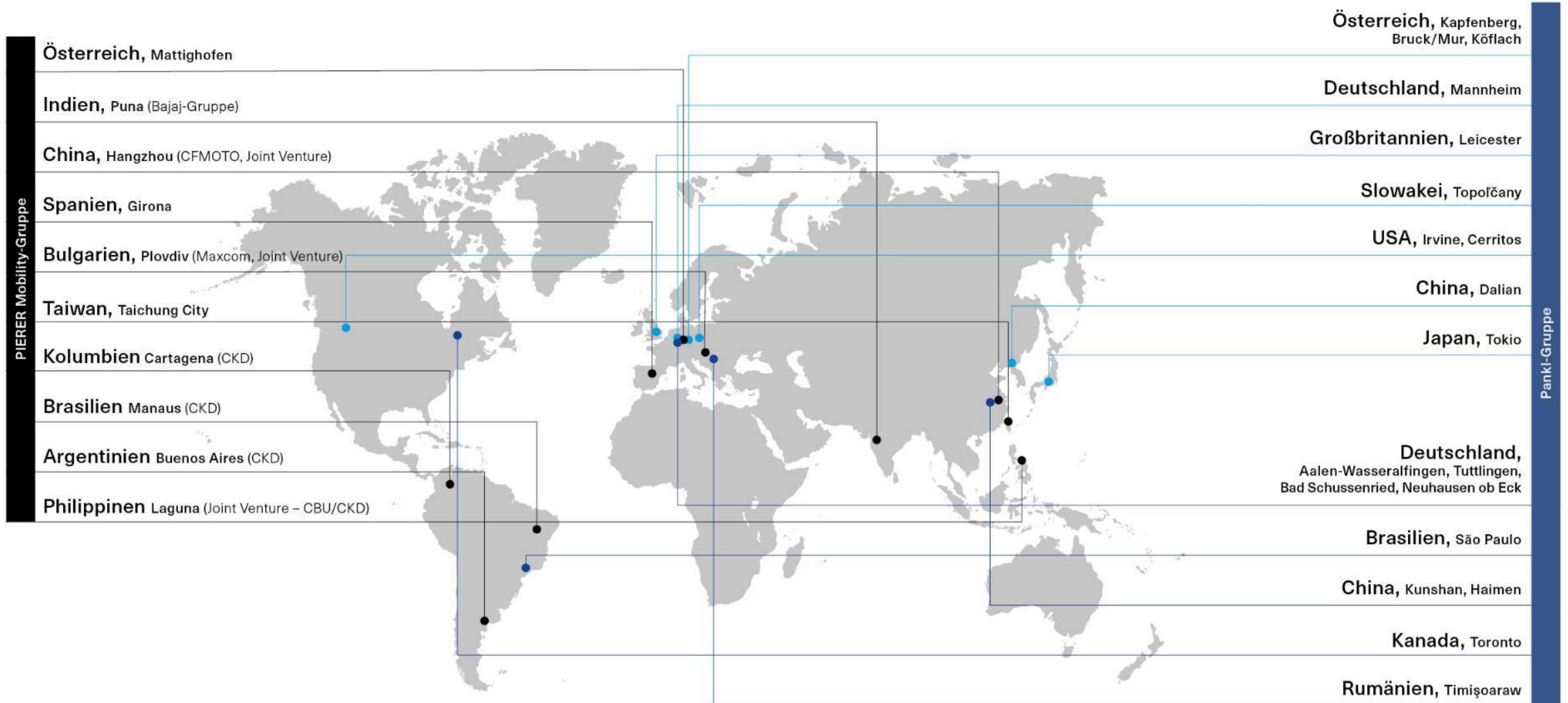
100% shareholdings: KTM AG, Husqvarna Motorcycles GmbH, GASGAS Motorcycles GmbH, WP Suspension GmbH; **PIERER New Mobility GmbH** (with the brands Husqvarna E-Bicycles, GASGAS and FELT); **PIERER Innovation GmbH**, **Avocodo GmbH**; **50% shareholding:** KISKA GmbH

Other shareholdings: 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%, Pierer Green Energy GmbH 100%, Pierer 2 Radbeteiligungs GmbH 26%

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 or FELT.

Global production facilities



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**



Key figures 2022

- **Revenues: 3,264 m€**
PIERER Mobility Group: 2,437 m€
Pankl Group: 837 m€
- **EBITDA: 482 m€**
- **Employees: ~ 10,900**
 - thereof ~ 6,100 in the PIERER Mobility Group*
 - thereof ~ 4,400 in the Pankl Group*
- **Investments: 389 m€**
- **R&D expenses: 251 m€**
- **Equity ratio: 31.6%**



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 Group

Passion and performance in everything we do.

02.



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.

The 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.



Husqvarna
MOTORCYCLES

GASGAS

WP

Husqvarna
E-BICYCLES

FELT

THE LEADING EUROPEAN POWERED TWO-WHEELER GROUP



MOTORCYCLES

~4,600 Employees



NEW MOBILITY

~250 Employees



**DESIGN, CONCEPT DEVELOPMENT
& DIGITALIZATION**

~1,200 Employees

Simplified presentation by areas as March 2022

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, Avocodo GmbH;
50% shareholding: KISKA GmbH; Other shareholdings: ACStyria Mobilitätscluster GmbH 12.3%; Platin 1483. GmbH 100% , Pierer E-Commerce GmbH 100%

PIERER MOBILITY DNA

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:** ~ 6,100, thereof around 1,200 in R&D
- Strong dealer network with around 6,000 partners

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

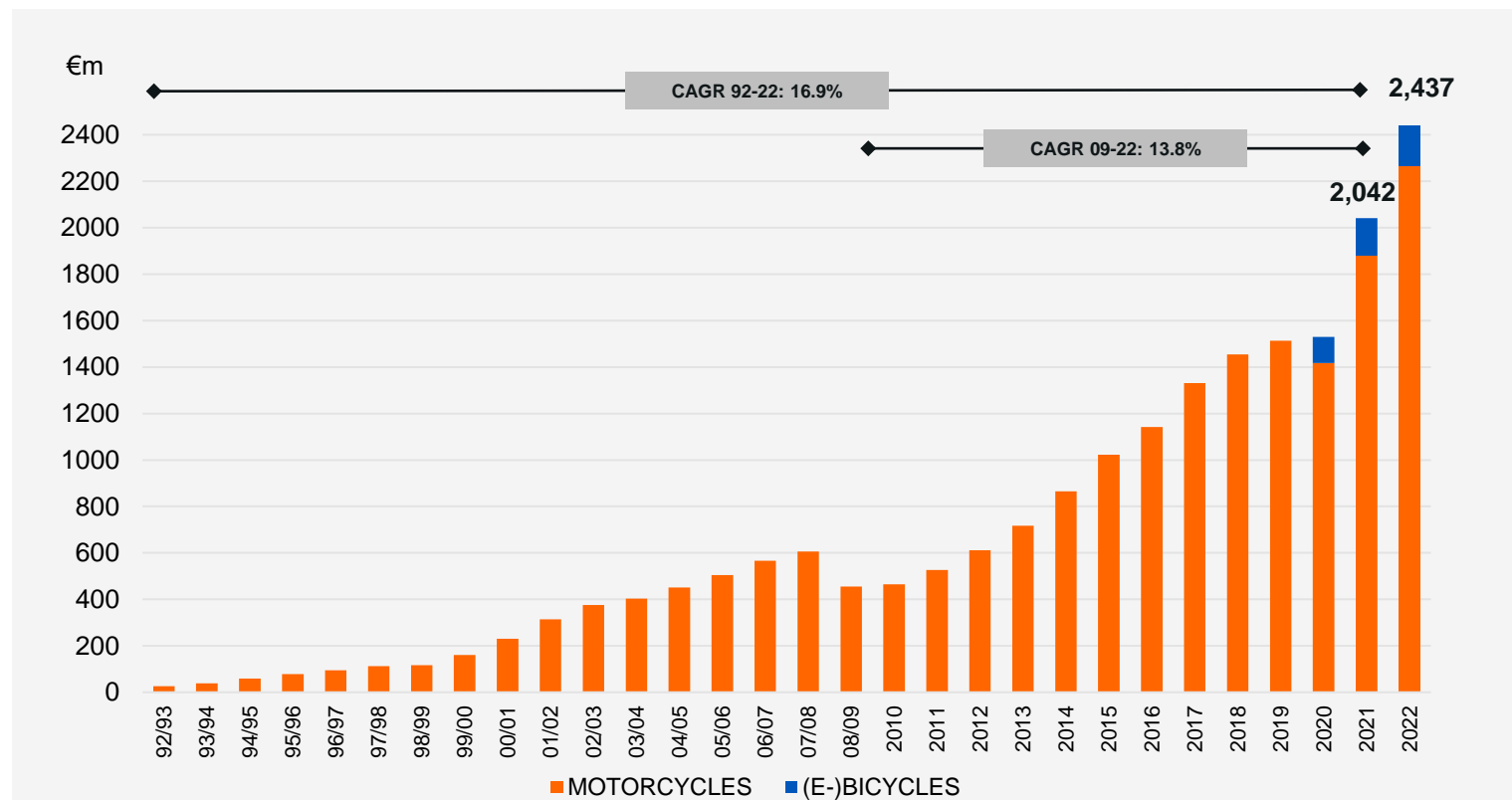
VALUE CREATION THROUGH SUSTAINABILITY

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

Thirty years of successful track record

Motorcycles & E-Bicycles revenues

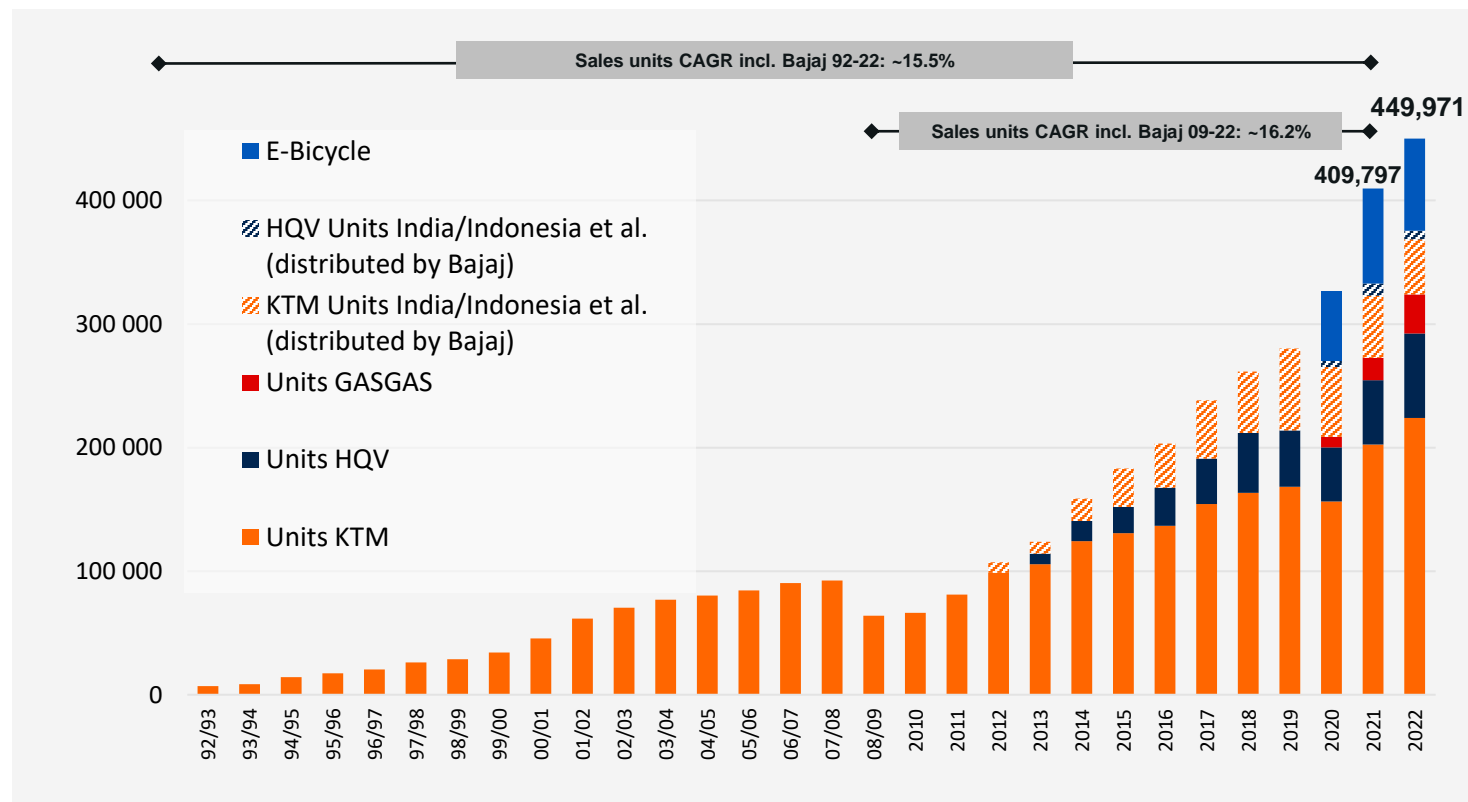
- **Record growth in 2022**
- **BY 2022** (preliminary) revenue € 2,437 million (+19 % compared to PY)
- Revenue sales **more than tripled from 2009 to 2022**
- Revenue sales **CAGR ~13.8% since 2009**



Thirty years of successful track record

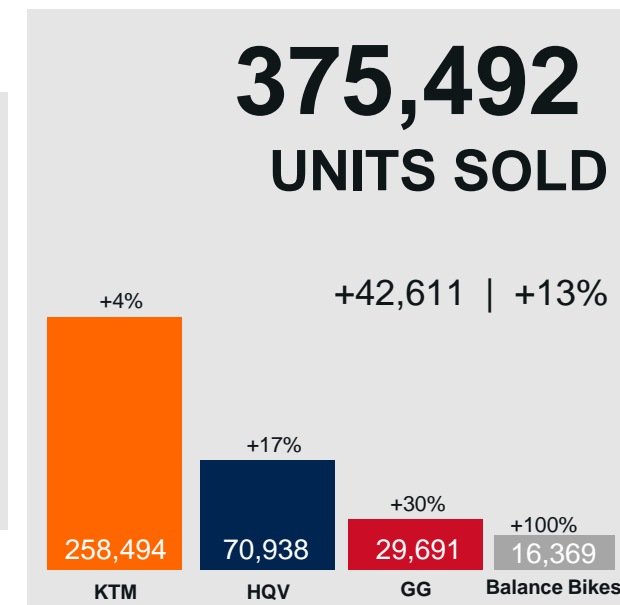
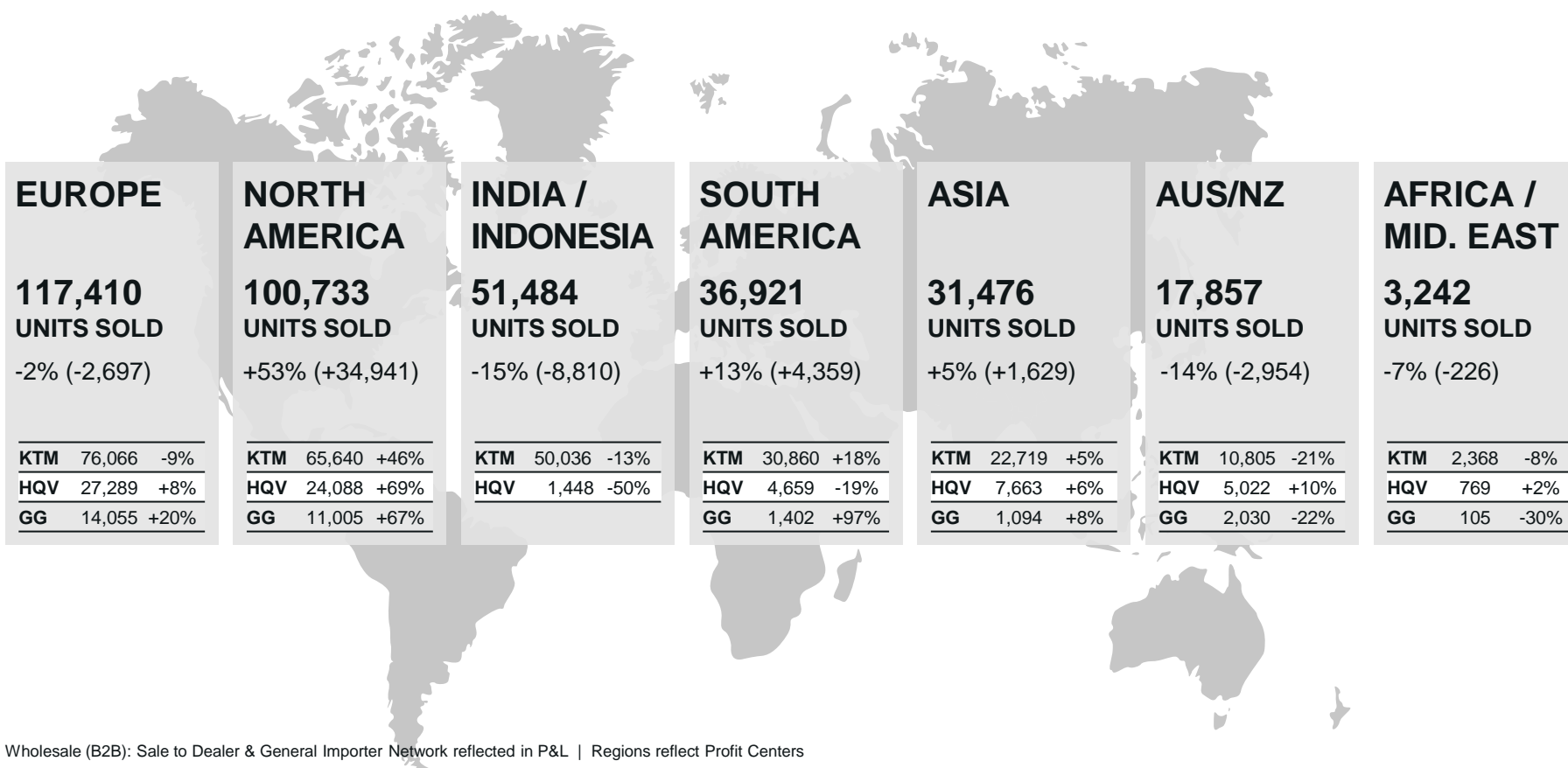
Powered two-wheelers (PTW) unit sales

- **449,971 PTWs sold** in Business Year 2022
- Further 43,986 non-E-Bicycles sold
- Group market share has quadrupled since 2009
- Motorcycle sales unit CAGR of ~16.2% since 2009
- E-Bicycle target set to quadruple from 2020 to 2025 to >250k units



Motorcycle Wholesales – 2022

Deliveries to Motorcycle Dealer Network & General Importers



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

Bicycle Wholesales – 2022

EUROPE

96,056
UNITS SOLD

-5% (-5,395)

E-Bicycles	72,943 units	-3%
Bicycles	23,113 units	-10%

NORTH AMERICA

12,819
UNITS SOLD

>100% (+12,107)

E-Bicycles	1,277 units	+80%
Bicycles	11,542 units	+100%

REST OF WORLD

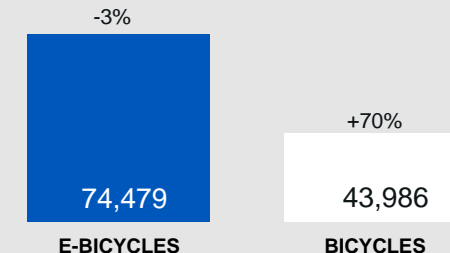
9,590
UNITS SOLD

>100% (+9,000)

E-Bicycles	259 units	-28%
Bicycles	9,331 units	>100%

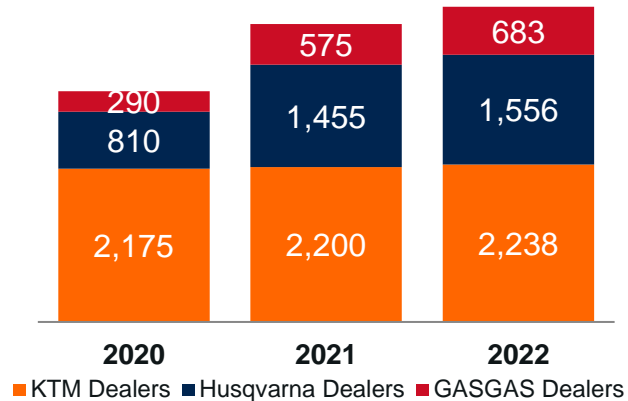
118,465
UNITS SOLD

+15,712 | +15%



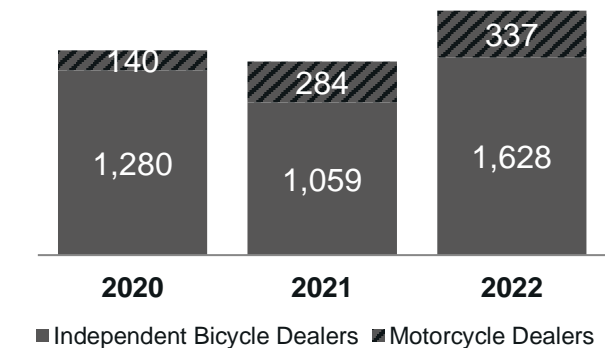
Business growth driver: dealers

Almost 4,500 motorcycle dealers & nearly 2,000 bicycle dealers



~4,480 Motorcycle dealers

- more than 1,300 dual or multi brand dealers
- Europe: ~1,620 dealers
- North America: ~900 dealers
- India/Indonesia: ~1,380 dealers



~1,965 Bicycle dealers

- 1,628 independent bicycle dealers
- 337 motorcycle dealers
- Focus on premium high-performance dealers

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



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

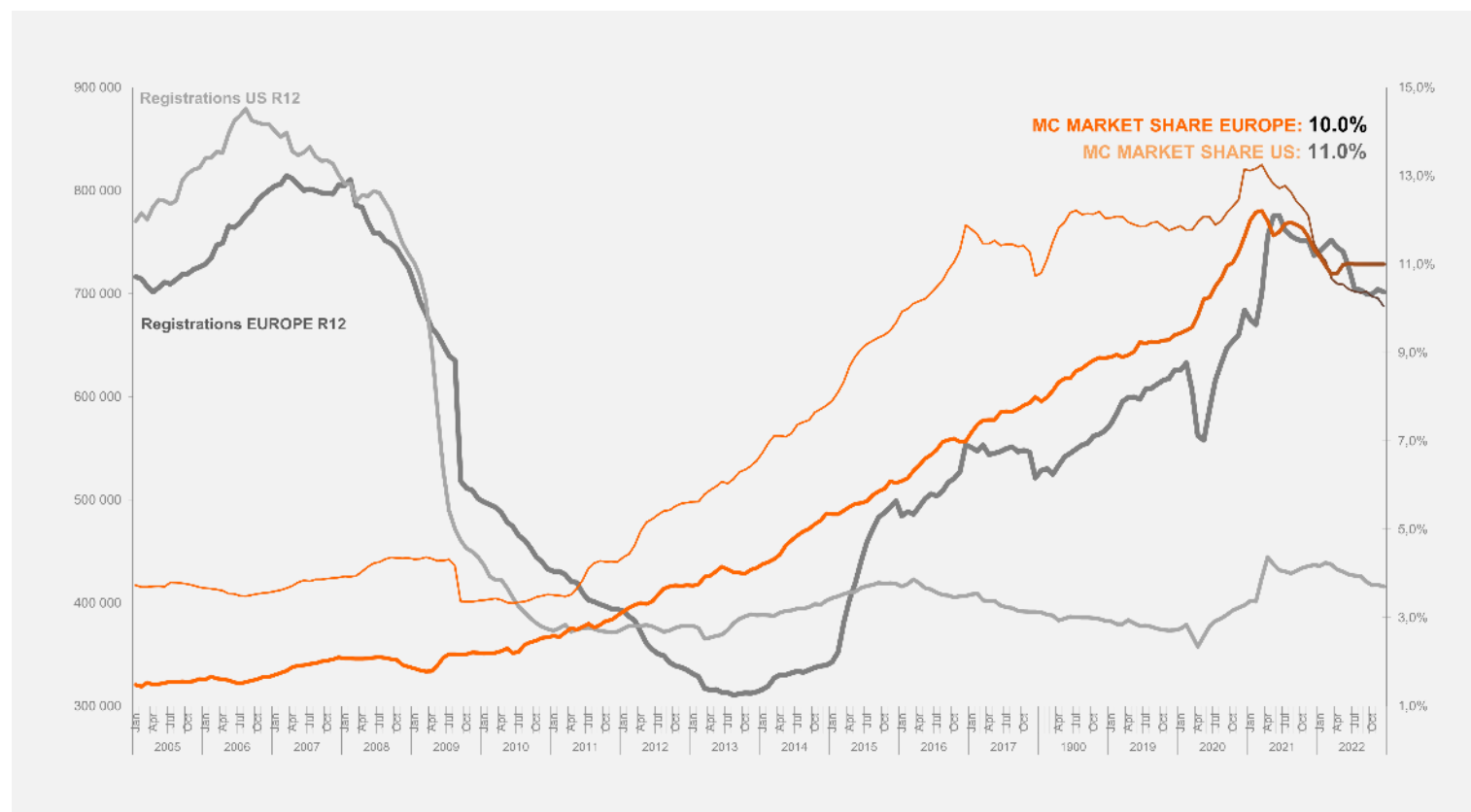
Motorcycle market insights (preliminary)

2022 – Global market development

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

Main Motorcycle Markets (>120cc)

Europe	~730,000 units (-3%)
North America	~470,000 units (-5%)
Australia & New Zealand	~70,000 units (-10%)
India (relevant market)	~ 1,000,000 units (+23%)
China (premium importer market)	~80,000 units (-13%)



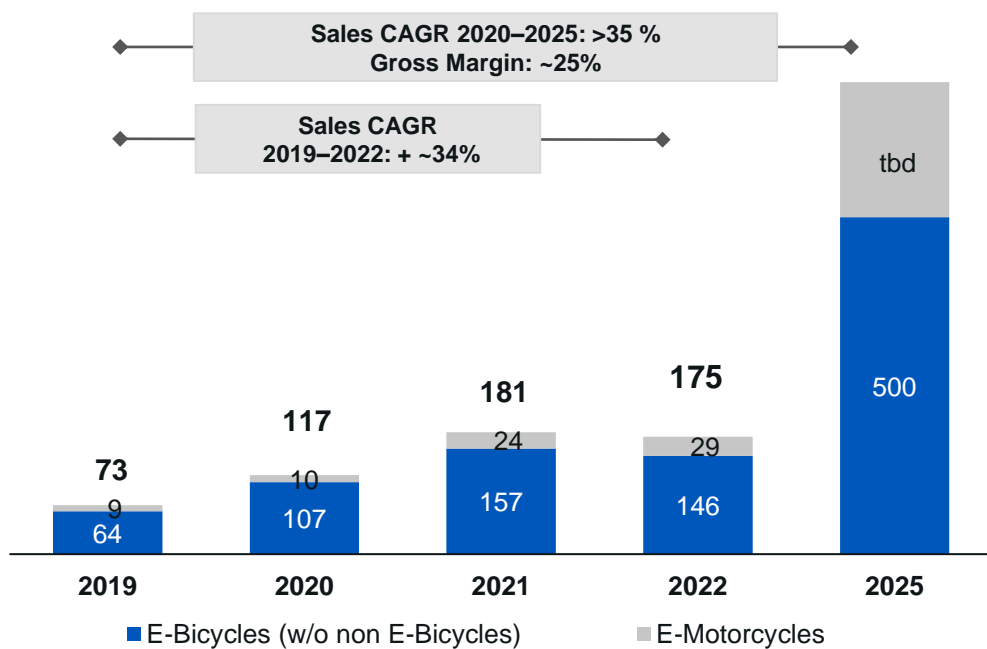
Europe (DE, FR, IT, ES, UK, SE, BE, NL, AT, CH, FI, DK, NO, PL, CZ, SK, HU, BALIC, PT): national data providers (w/o MX) | US: MIC (incl. MX)

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

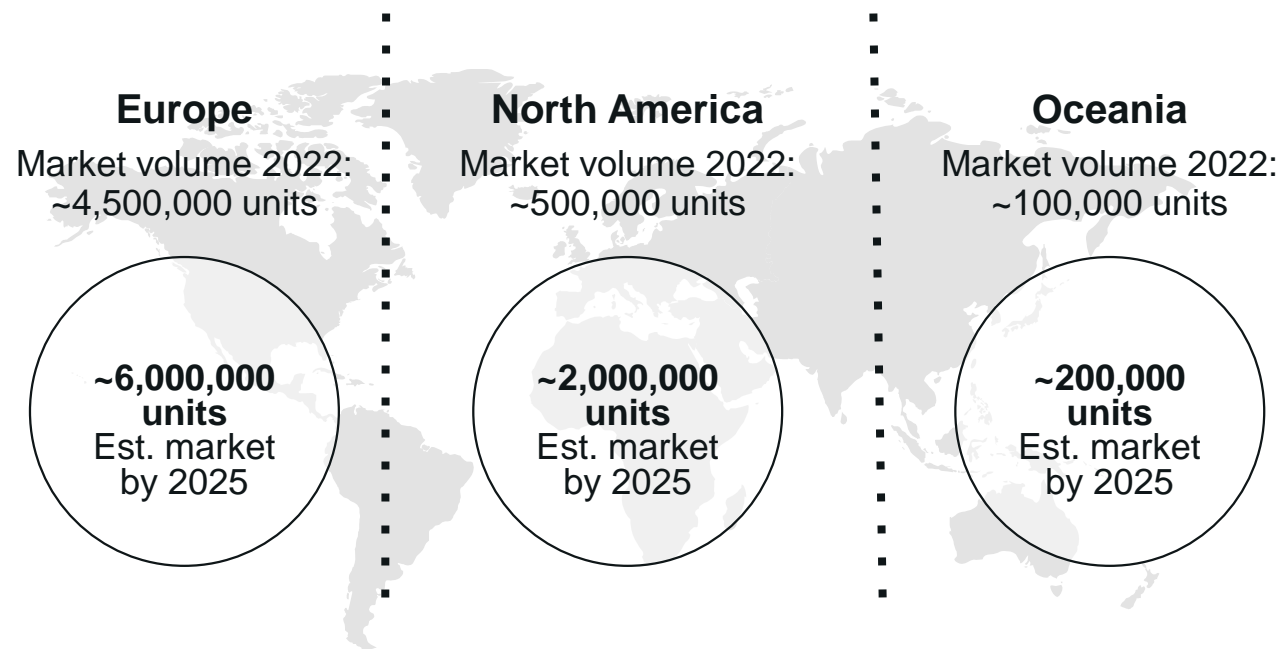
PIERER New Mobility opportunity

Revenues and market opportunity

E-Mobility sales (€m)



Global E-Bicycle market potential



Revenue target: €500 million for electric bicycles by 2025

Strong global partners

Strategic partnership with Bajaj

The strong strategic partnership with the Indian Bajaj Group, which was established in 2007, produced 1 million units of KTM and Husqvarna motorcycles until January 2023.

- Further focus on entry-level, 125 to 390 cc street motorcycles
- Development of a common 48-volt electric two-wheeler platform



~1,000,000

(January 2023)



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.

- 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 - Setup of a dedicated dealer network in Europe in two steps



**Production capacity of
~ 50k motorcycles**



Strong global partners

PIERER New Mobility | MAXCOM

- Both partners hold a **50% interest**
- Investment volume **€40 million** in logistics and assembly
- **Our goal:** expansion of the (E-) bicycle production capacity in Europe (Bulgaria)
- On schedule for commissioning in 2023



Infrastructure Projects

KTM NORTH AMERICA

HQ CAMPUS CALIFORNIA, USA

- 8,094 square meters
- More than 13,935 square meters of technical, office, warehouse and racing departments
- € 48.4 million investment
- Opening Q1/2023



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!

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

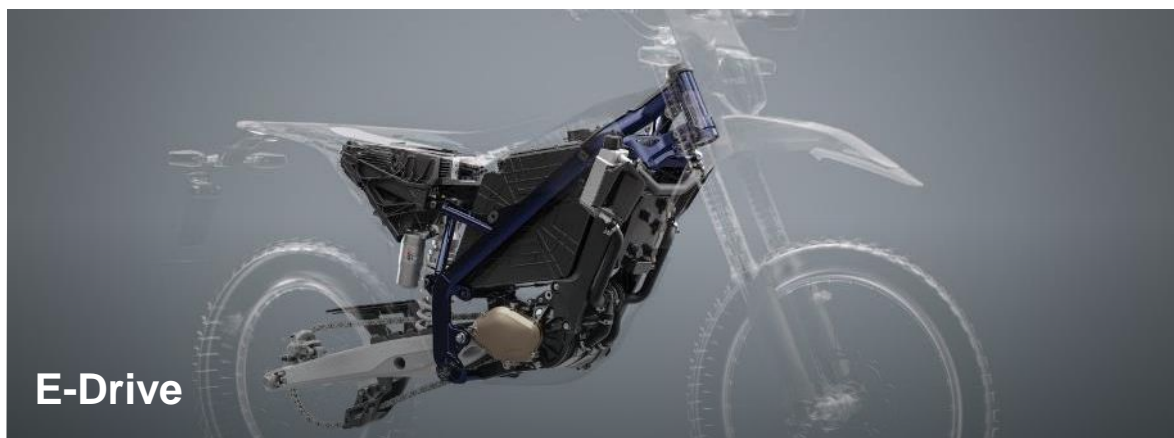
Luxury sport motorcycle brand made in Italy since 1945

- Acquisition of a 25.1% stake in MV Agusta Motor S.p.A by way of a capital increase in November 2022
- Setup of MV Agusta Services s.r.l. to manage purchasing and supply chain
- Distribution of MV Agusta motorcycles globally



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 centers

~1,200 employees

Research & Development center (Mattighofen, Munderfing, Austria)

- Competence center for design, development and testing of complete vehicles (ICE powered), design engineering of components (E/E, metal structures, plastic) and suspension components.
- Prototype production facilities for exhaust and frame components
- Extensive capabilities regarding testbenches (engine and chassis dyno, fatigue strength)
- Facility on ~24.000 square meters floor space, ~750 employees

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

- Competence centers for product development, engineering, design and SPM, E-drivetrain and E-products
- High-profile industry experts
- Kiska & E-Mobility Center: ~400 employees, 35 nations / ~20,000 square meters floor space
- 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
- ~2600 square meters, 90 employees



Pankl Group

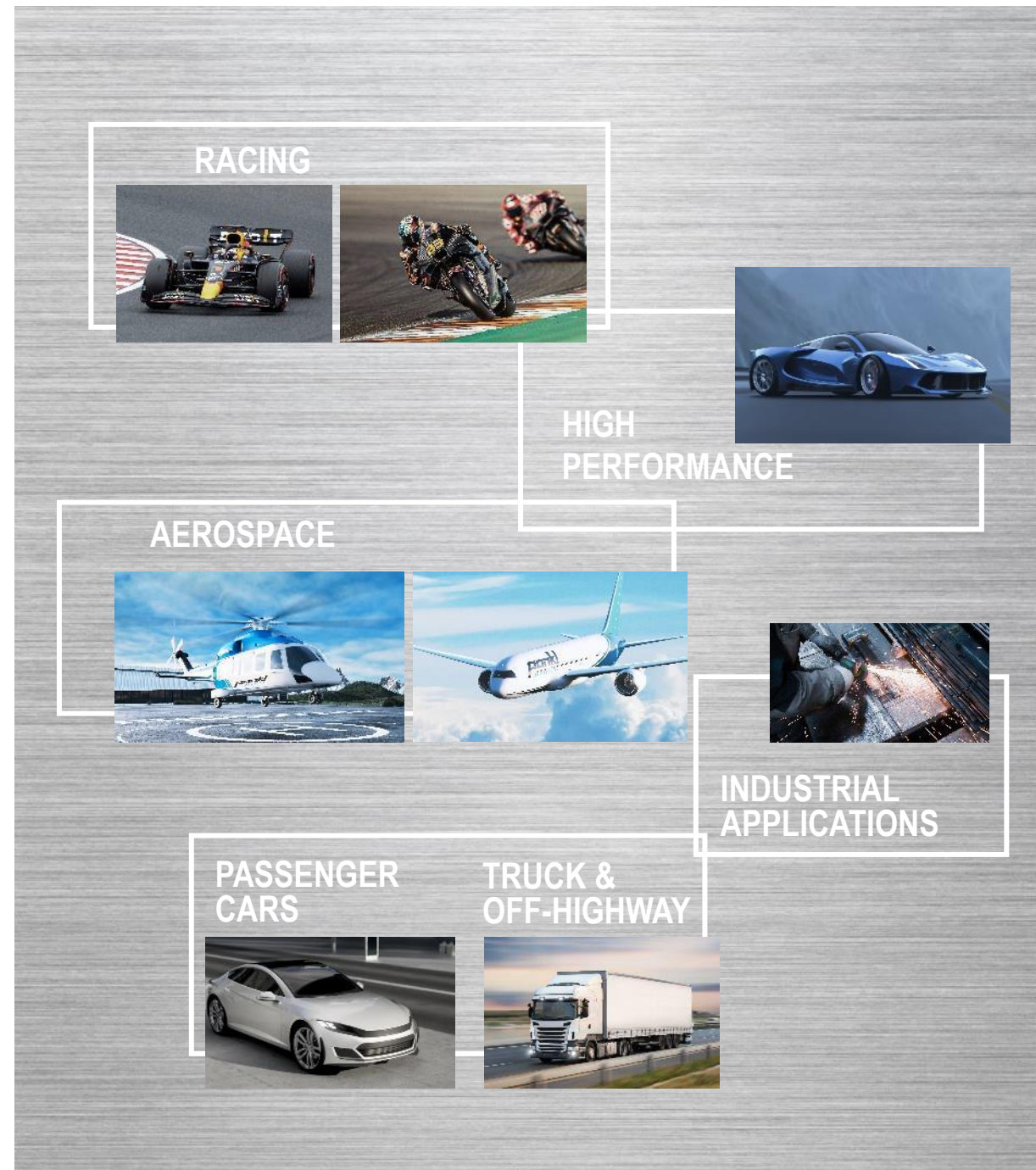
High Tech – High Speed – High Quality

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: **837m€*** PY: 709m€ / +18%

Factories: **20**

Employees worldwide: **4,400** PY: 3,900 / +12,3%



INNOVATION LEADER
Focused on future technology

Components

CHASSIS | POWERTRAIN

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

78%*

BRAKES

Lightweight Composite Brake Discs, Brake Drums, Processed Brake Discs, Unprocessed Brake Discs

18%*

AEROSPACE

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

4%*

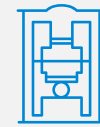
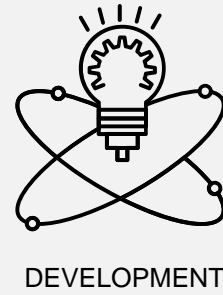


Customers



SYSTEM SUPPLIER

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



FORGING
TECHNOLOGY



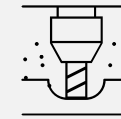
CASTING
TECHNOLOGY



SINTERING
TECHNOLOGY



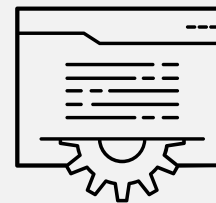
ADDITIVE
MANUFACTURING



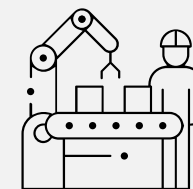
MACHINING



HEAT
TREATMENT



TEST



ASSEMBLY



SERVICE

Investments in the future

Pankl Aerospace High-Tech-Park

Comissioning 2023

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

SHW China: New production site

Comissioning 2023

- New brake disc production in the Chinese city of Nantong

Pankl Academy

Start of construction 2023

- Group wide training centre

New electromobility centre in Bad Schussenried

In the planning

- More space to produce pumps for electric and hybrid vehicles



Key figures & financials

04.



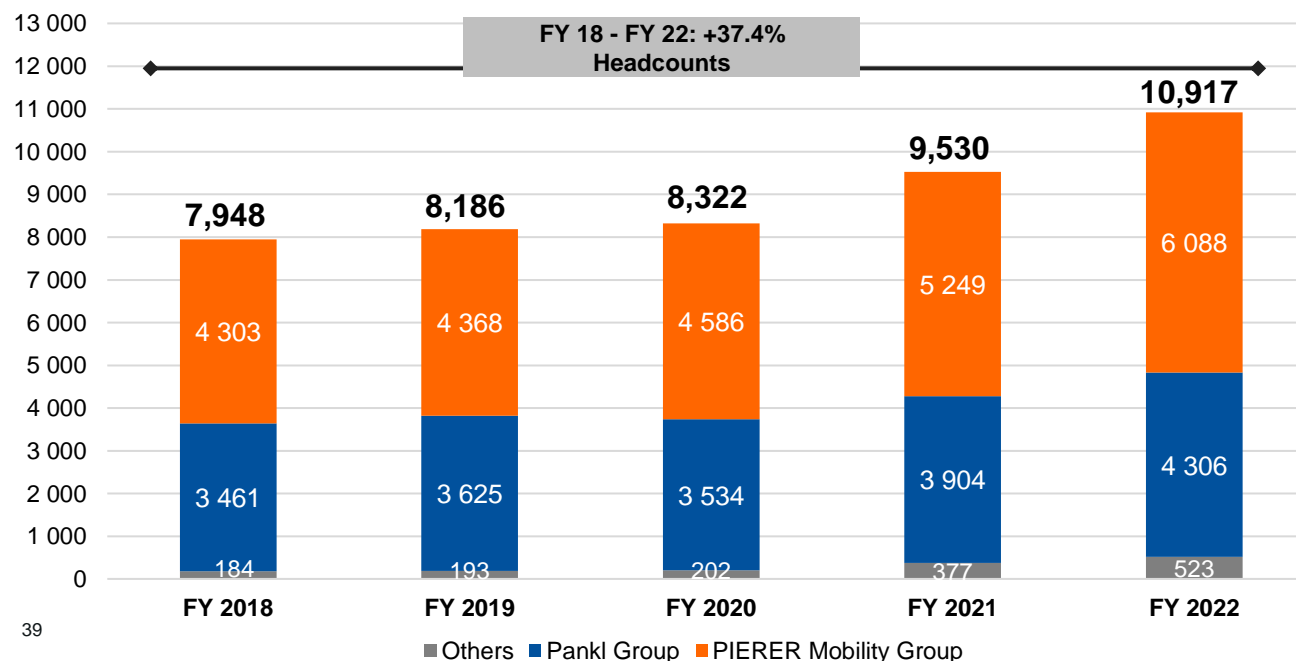
Key figures

Consolidated Profit & Loss figures under IFRS

in EURm	2020	2021	2022	Δ 2021/22
Revenues	2,101.3	2,728.3	3,264.2	+535.9
EBITDA	280.6	423.6	482.5	+58.9
EBIT	96.9	220.7	269.4	+48.8
Earnings	49.1	150.1	175.7	+25.6
Earnings after minorities	5.1	52.1	68.9	+16.8
EBITDA margin	13.4%	15.5%	14.8%	-0.7ppts
EBIT margin	4.6%	8.1%	8.3%	+0.2ppts
Employees (Headcount)	8,322	9,530	10,917	+1,387

Development of employees

- **10,917 employees**, incl. around 420 apprentices
- **Increase by 1,387 staff** in FY 2022
(compared to 9,530 in FY 2021)
- **~26 % female share**



Key figures

Business segments under IFRS

	PIERER Industrie Group		PIERER Mobility Group		Pankl Group		OTHERS	
in EURm	2022	Δ 2021/22	2022	Δ 2021/22	2022	Δ 2021/22	2022	Δ 2021/22
Revenues	3,264.2	+535.9	2,437.2	+395.5	836.5	+127.4	-9.5	+13.0
EBITDA	482.5	+58.9	381.1	+48.9	82.1	+7.7	19.3	+2.3
EBIT	269.4	+48.8	235.3	+41.8	15.6	+4.4	18.6	+2.6
Earnings	175.7	+25.6	170.6	+27.8	0.4	-3.1	4.7	+1.0
EBITDA margin	14.8%	-0.7ppts	15.6%	-0.7ppts	9.8%	-0.7ppts	-	-
EBIT margin	8.3%	+0.2ppts	9.7%	+0.2ppts	1.9%	+0.3ppts	-	-

Key figures

Consolidated Balance Sheet and Cash Flow figures under IFRS

in EURm	12/31/2020	12/31/2021	12/31/2022	Δ 2021/22
Balance sheet total	2,737.5	3,257.2	3,806.6	+549.3
Equity	940.8	1,081.9	1,201.0	+119.1
Working capital employed	303.3	328.5	412.7	+84.2
Net debt	-732.2	-759.3	-911.7	-152.4
Equity ratio	34.4%	33.2%	31.6%	-1.6ppts
Working capital as % of sales	14.4%	12.0%	12.6%	+0.6ppts
Gearing	77.8%	70.2%	75.9%	+5.7ppts
Net debt / EBITDA	2.6x	1.8x	1.9x	+0.1

in EURm	2020	2021	2022	Δ 2021/22
Capex ¹⁾	-188.8	-283.1	-389.4	-106.3
Capex right-of-use/Leasing (IFRS 16)	-29.2	-29.1	-23.1	+6.0
Cash flow from operating activities	366.7	384.1	282.8	-101.3
Cash flow from investing activities	-231.5	-333.9	-345.5	-11.6
Free Cash flow	135.2	50.2	-62.7	-112.9
Cash flow from financing activities	33.2	67.3	-70.2	-137.5

ESG Overview

05.



ESG reporting guidelines

- Sustainability Reporting¹⁾ 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 109-165/ “Beilage II/16” in the Annual Financial Report 2022 (German only)

ESG Highlights – Key figures 2022

7.7%
R&D
expenses from
revenue

420
apprentices

174,000
hours for
further training
of employees

14%
employees
in R&D

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

54%
of people
informed about
anti-corruption

high share of
**renewable
energy**

compliance
cases,
incidents of
discrimination
0

7.7
Lost Time
Frequency
Injury Rate¹⁾

90%
employees
in europe²⁾

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: $LTIFR = (\text{Number of lost-time injuries}) / (\text{Total hours worked in accounting period}) \times 1,000,000$. ²⁾ Thereof around 65% in Austria, around 18% in Germany and around 8% in Europe.

ESG activities

- Strong focus on **additive Manufacturing**.
- Focus on CO₂ balancing and on CO₂ avoidance.
- **Resource-saving production** at all company locations.
- The product portfolio is consistently focused on **CO₂-optimizing vehicle components**.
- Further expansion of **waste management**.
- Energy Ring: Increased use of renewable **solar power**.
- Expansion of **apprenticeship and internal employee training and development** (training center for apprentice, KTM_academy, Production Academy, Pankl Academy).
- **Technology openness of the drive concepts**.
- **Local procurement strategies**, regional suppliers for the manufacture of products.
- **Focus on the use of reusable packaging**.
- First steps into **carbon footprint analysis for products and components**.
- **Carbon emission analysis and improvements in logistics**.
- New process for **materiality analysis**.



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