

# Group Key Performance Indicators<sup>1)</sup>

Unless otherwise stated, all values in €m.

EARNINGS DATA	2020	2021	2022	2023	2024	Δ <sup>2)</sup>
Revenue	1,530	2,042	2,437	2,661	1,879	-29.4%
EBITDA	234	332	381	324	-481	>-100.0%
EBITDA margin	15.3%	16.3%	15.6%	12.2%	-25.6%	-37.8pp
EBIT	107	194	235	160	-1,184	>-100.0 %
EBIT margin	7.0%	9.5%	9.7%	6.0%	-63.0%	-69.0pp
Result for the period	69	143	171	76	-1,080	>-100.0%
Earnings per share (€)	1.56	3.34	5.03	2.37	-29.30	>-100.0%

  

BALANCE SHEET DATA	Dec 31, 2020	Dec 31, 2021	Dec 31, 2022	Dec 31, 2023	Dec 31, 2024	Δ <sup>2)</sup>
Balance sheet total	1,686	2,034	2,551	2,953	2,396	-18.9%
Equity	654	766	914	909	-194	>-100.0%
Equity ratio	38.8%	37.6%	35.8%	30.8%	-8.1%	-38.9pp
Working capital employed	182	161	187	531	525	-1.1 %
Net debt	312	190	257	776	1,643	>100.0%
Gearing	47.8%	24.8%	28.1%	85.3%	847.9%	-762.6pp

  

CASH FLOW, CAPEX AND R&D	2020	2021	2022	2023	2024	Δ <sup>2)</sup>
Cash flow from operating activities	313	367	280	-111	-436	>-100.0%
Cash flow from investing activities	-147	-195	-283	-302	-341	-12.7%
Free cash flow	166	172	-3	-413	-776	-88.0%
Cash flow from financing activities	-105	-28	-91	399	695	74.2%
Capital expenditures (CAPEX)	150	178	268	284	233	-18.0%
R&D expenses to revenue	9.0%	8.0%	8.7%	9.2%	12.5%	3.3pp

## SELECT NON-FINANCIAL KPI

	2020	2021	2022	2023	2024	Δ <sup>2)</sup>
Employees (headcount) <sup>3)</sup>	4,586	5,249	6,088	6,184	5,310	-14.1%
Share of female employees	22.4%	24.2%	25.4%	25.8%	25.1%	-0.7pp
Share of employees working in R&D	17.6%	18.6%	19.4%	21.1%	22.1%	1.0pp
Unit sales motorcycles <sup>4)</sup>	270,407	332,881	359,123	372,511	292,497	-21.5%
Unit sales e-bicycles	56,064	76,916	72,634	99,141	66,880	-32.5%
Unit sales bicycles (without electric drive)	17,213	25,837	43,987	56,718	39,431	-30.5%
Production motorcycles (units) <sup>5)</sup>	265,321	323,931	381,823	385,330	298,143	-22.6%
thereof in Mattighofen, Austria (units)	140,252	178,992	222,041	217,160	146,934	-32.3%

1) See the Glossary for explanations of alternative performance measures.

2) Change 2024 to 2023 or Dec 31, 2024 to Dec 31, 2023; pp = percentage points

3) Number of employees on the reporting day (including temporary staff)

4) Including motorcycles sold by partner Bajaj

5) Includes all produced motorcycles in Austria, India, China, Spain and Italy

# Glossary

ACEM	European Association of Motorcycle Manufacturers
AktG (Aktiengesetz)	Austrian Stock Corporation Act
Capital expenditures (CAPEX)	Additions to property, plant and equipment and intangible assets and investments in development projects (incl. tools) according to the schedule of investments, excluding right of use additions according to IFRS 16
cc	cubic centimeter
CCM	Code abbreviation in relation to the Taxonomy Regulation for: Climate Change Mitigation
CE	Code abbreviation in relation to the Taxonomy Regulation for: Transition to a Circular Economy
CEO	Chief Executive Officer
CFO	Chief Financial Officer
CO <sub>2</sub>	Chemical formula of carbon dioxide
CO <sub>2</sub> e	CO <sub>2</sub> -equivalent
CSRD	Corporate Sustainability Reporting Directive
D&O insurance	Directors' and Officers' liability insurance
DACH region	The countries Germany, Austria and Switzerland
DCG	Directive on Corporate Governance of the SIX Swiss Exchange
DNSH	Do Not Significantly Harm
Earnings per share	Result for the period attributable to equity holders of the parent / number of shares outstanding (weighted average)
EBIT	Earnings Before Interest and Tax: EBIT equals the operating income (loss) according to IFRS and is the operating income (loss) before financial result and income taxes
EBIT margin	EBIT / revenue
EBITDA	Earnings Before Interest, Tax, Depreciation and Amortization: EBIT + depreciation
EBITDA margin	EBITDA / revenue
EBT	Earnings Before Tax
€k // €m	Thousand euro // million euro
Equity ratio	Total equity / total assets
ESRS	European Sustainability Reporting Standards
FCF	Free Cash Flow
EURK	Thousand euro
Free cash flow	Cash flow from operations + cash flow from investing activity
Gearing	Net debt / total equity
GHG	Greenhouse Gas(es)
GRI	Global Reporting Initiative: a non-profit foundation that has developed standards for sustainability reporting
Group	PIERER Mobility Group
IASB	International Accounting Standards Board, an independent, private sector body that develops and approves IFRS.
IFRS	International Financial Reporting Standards
IRO	Impacts, Risks and Opportunities in the context of sustainability reporting
KTM	Kronreif-Trunkenpolz-Mattighofen
Net debt	Financial liabilities (current and non-current) - cash and cash equivalents
Note(s)	Note(s) to the consolidated financial statements 2024
ÖCGK (Österreichischer Corporate Governance Kodex)	Austrian Code of Corporate Governance
PG&A	Parts, Garments, and Accessories
pp	percentage point(s)
R&D	Research & Development
SIX Swiss Exchange	Swiss stock exchange
SPI	Swiss Performance Index, a stock index of the SIX Swiss Exchange
t	Metric ton (unit of weight)
UGB (Unternehmensgesetzbuch)	Austrian Commercial Code
Working capital employed	Inventories + trade receivables - trade payables