PIERER MOBILITY AG

















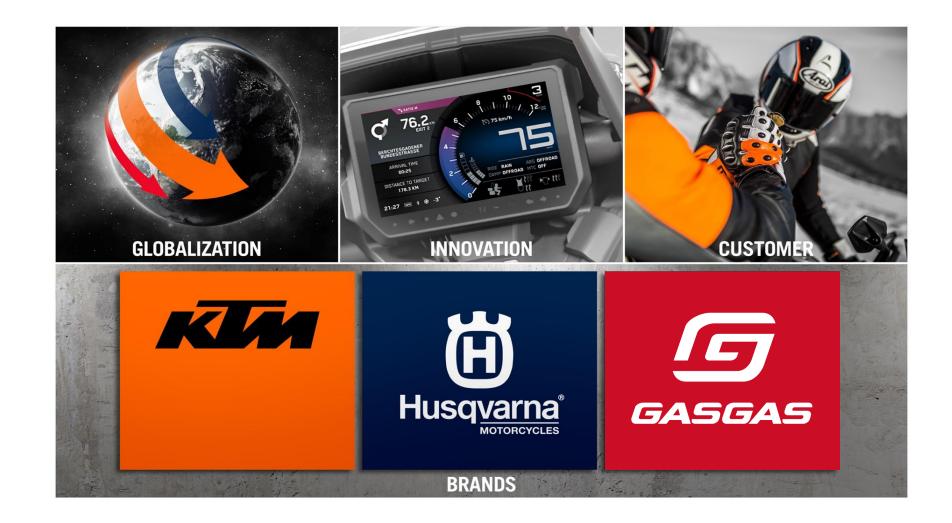


THE LEADING EUROPEAN POWERED TWO-WHEELER COMPANY.











READY TO RACE







PURITY PERFORMANCE



COOL RIDING







SIMPLE PROGRESSIVE SWEDISH ROOTS



GET ON THE GAS!







VIBRANT & INVITING SPANISH ROOTS



HUSQVARNA E-BICYCLES







SIMPLE PROGRESSIVE SWEDISH ROOTS



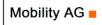






The Leading European Powered Two-Wheeler Group











PTW Powered Two-Wheeler















E-Bicycles





Highlights Business Year 2019

Continuation of strong growth and market share gains

KTM Industries AG – Europe's Leading Powered Two Wheeler Company – was renamed into PIERER Mobility AG

Ninth record result in a

row! Increase in sales continued in BY 2019

280,099 motorcycles sold (+7% vs 2018)

Market share gains in USA and India - market share in Europe on high level

11.3 % (+30 bps) Market share in **established markets** in 2019



`KTM and Bajaj agree on new electric vehicle alliance – Development of a common 48 volt electric twowheeler platform in the power range 3 to 10 kW for planned serial production in India in 2022

Take-over of Australian importer in Q3/2019

GASGAS Motorcycles as third group brand

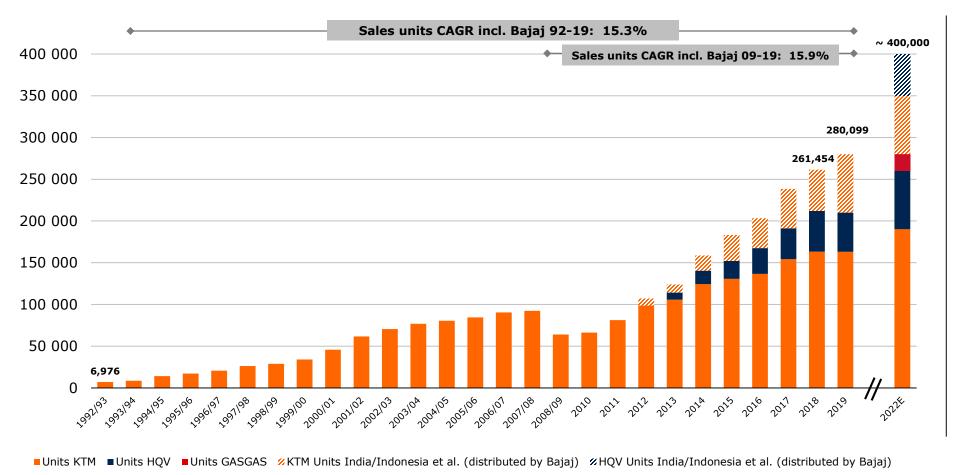
Full consolidation of E-Bicycle Division (Pexco) already in December 2019





Twenty eight years of successful track record

Sales units



BY 2019: 280,099 units

- KTM AG: 213,893 units
 Bajaj: 66,206 units
- KTM MC: 234,449 units
- Husqvarna MC: 45,650 units



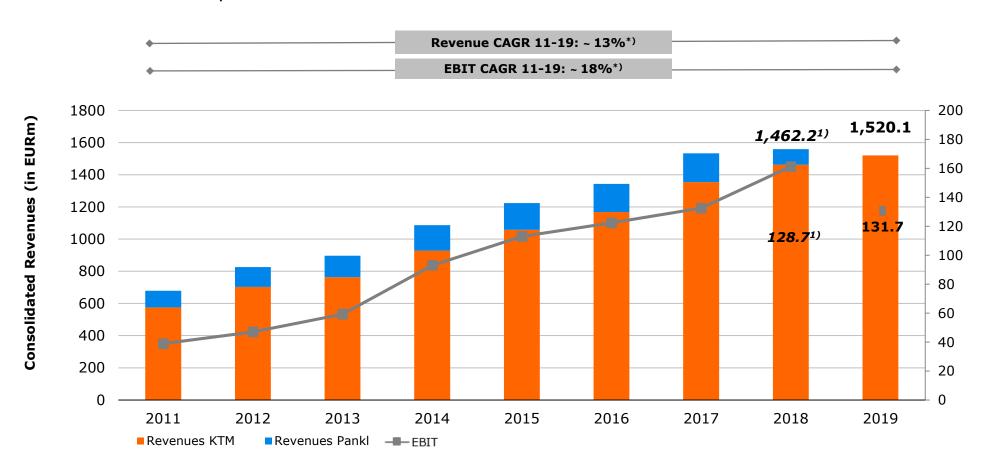






The Leading European Powered Two-Wheeler Group

Revenue and EBIT performance



- Bajaj revenues not included in consolidated revenues of PIERER Mobility AG
- Income from license fee

Source: PIERER Mobility AG *) excluding Pankl Figures





Development of Employees



- 160 apprentices
- 37 years average age
- 23% female share

Flex-time Model

great flexibility of time and place

Improvement of Employee Benefit Program

KIM ACADEMY

- Digital Intrapreneurship MBA
- Young Pioneers College
- New high quality approach in Apprentice Training
 & increase up to 180 apprentices in 2020







Investments

Facility Investments since 2009 ~ **EUR 250 million**



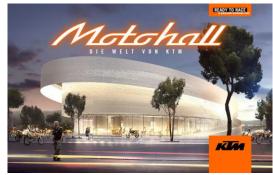
EXPANSION OF R&DMATTIGHOFEN



MOTORSPORT MUNDERFING



EXPANSION LOGISTICS CENTER MUNDERFING



MOTOHALL MATTIGHOFEN

Product Investments since 2009 ~ **EUR 730***) million





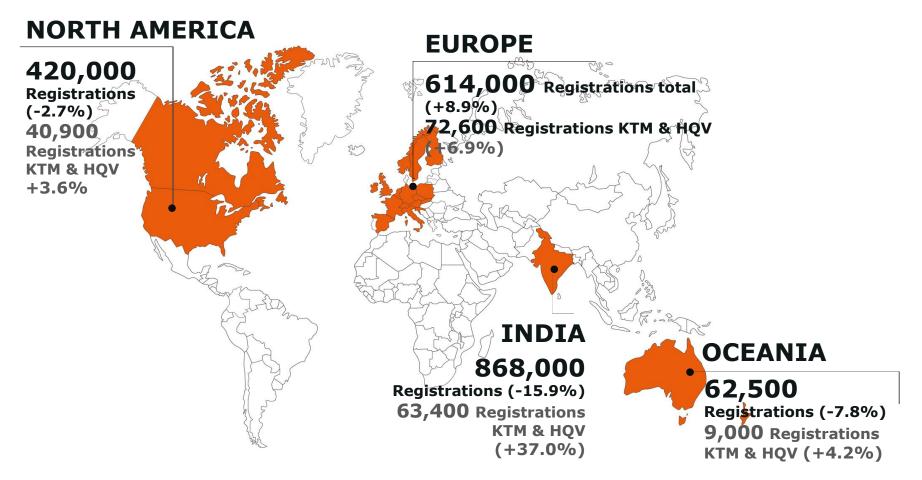






Retail Registrations - Relevant Market Environment Motorcycles > 120cc

Business year 2019



MARKET SHARE (12 months rolling)

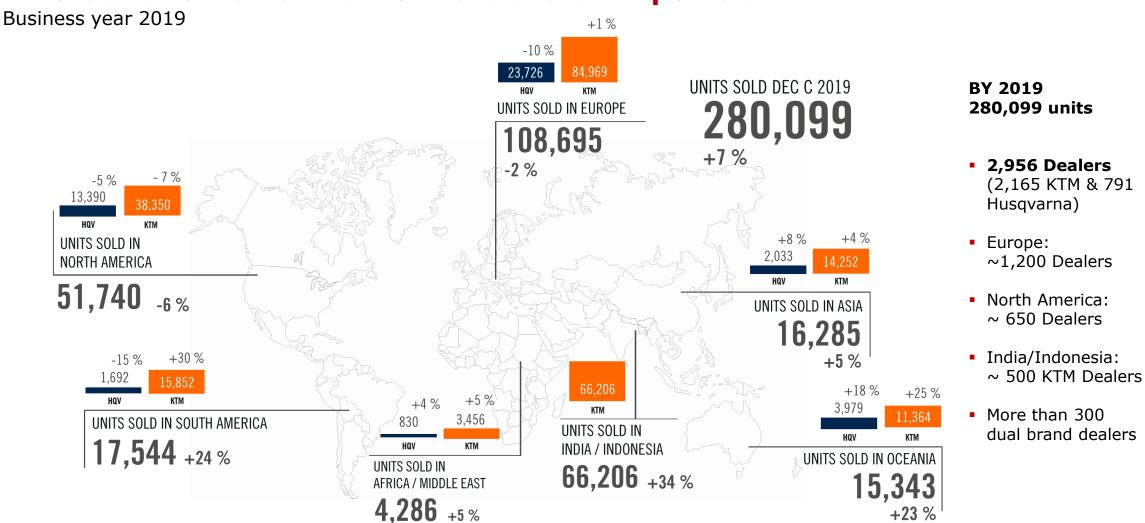
- Europe: 11.8% (-20bps)
- North America: 9.7% (+60bps)
- Oceania: 15.8% (+180bps)
- India: 7.3% (+280bps)







Wholesale to Dealer Network & General Importers



Source: PIERER Mobility AG Wholesale (B2B): Sale to Dealer Network reflected in **P&L**









Market and Competitive Environment 12/2019 (cumulated)

Positioning and momentum

Brand performance

	Per	Performance ranking by brand				
	2018	2019	Diff. to PY	Change		
			<u> </u>			
HONDA	165,947	175,956	10,009	6.03%		
BMW	98,957	104,284	5,327	5.38%		
KAWASAKI	115,144	120,113	4,969	4.32%		
КТМ	93,083	97,793	4,710	5.06%		
BENELLI	9,486	12,963	3,477	36.65%		
MOTO GUZZI	6,475	9,379	2 ,904	44.85%		
HUSQVARNA	25,399	27,231	2,904 1,832	7.21%		
DUCATI	38,354	39,872	1,518	3.96%		
APRILIA	9,481	10,722	1,241	13.09%		
BETA	4,817	5,341	524	10.88%		
SHERCO	2,215	2,495	280	12.64%		
TRIUMPH	44,084	44,250	166	0.38%		
MV AGUSTA	1,359	1,246	-113	-8.31%		
GAS GAS	1,889	1,258	-631	-33.40%		
SUZUKI	60,225	57,682	-2,543	-4.22%		
YAMAHA	139,921	137,074	-2,847	-2.03%		
HARLEY-DAVIDSON	181,401	171,186	-10,215	-5.63%		

KTM/Husqvarna: 2nd strongest absolute growth

Relative market position and momentum

		Units ranking by brand				
	2018	2018 2019		Diff. to PY	Change	
		4	\			
HONDA	165,947		175,956	10,009	6.03%	
HARLEY-DAVIDSON	181,401		171,186	-10,215	-5.63%	
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GAS GAS	1,889		1,258	-631	-33.40%	
MV AGUSTA	1,168		1,212	44	3.77%	

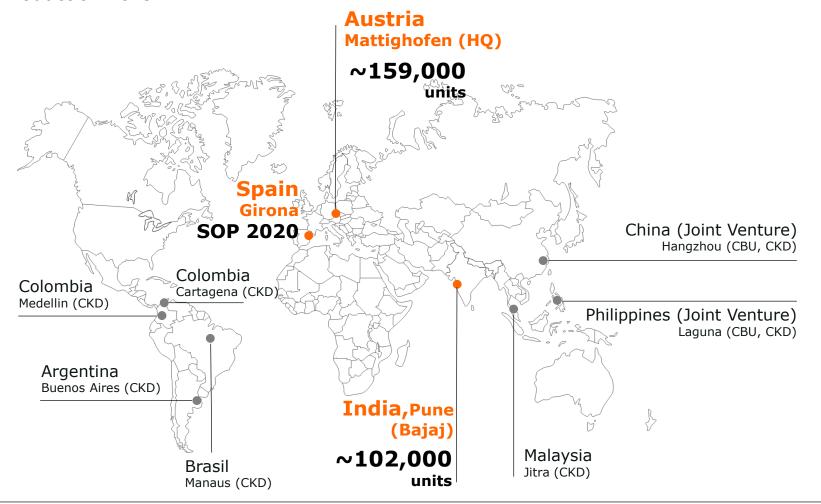
KTM / HUSQVARNA 4th rank





Global Production Facilities KTM - Husqvarna - GASGAS

Production 2019



Production Sites

- 3 production sites & 7 CKD/CBU facilities
- No capacity restriction in Chakan factory/India
- Transfer of production of Husqvarna model line 401 to Chakan/ India in Q4/2019 – Launch in India in 2020

CKD/CBU Production

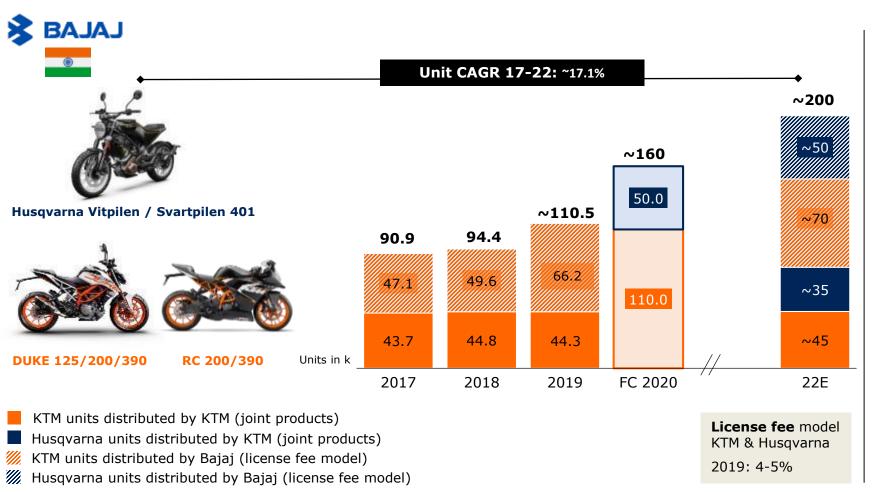
- 125 DUKE, RC 125
- 200 DUKE, RC 200
- 250 DUKE
- 390 DUKE, RC 390
- SVARTPILEN/VITPILEN 401
- 250 / 390 ADVENTURE





Cooperation with BAJAJ – stronger increase than planned

Production volume is expected to increase to over 200,000 units over the next years



- Stronger increase of sales volume (units) in India than planned
- Transfer of production of Husqvarna model line 401 to Chakan/ India in Q4/2019 –
 Launch in India in 2020
- No capacity restriction in Chakan factory/India
- US Dollar natural hedge
- Development of a common 48
 volt electric two-wheeler
 platform in the power range 3 to
 10 kW for planned serial
 production in India









Joint-Venture with CFMOTO

High-end motorcycle market is growing 20% p.a.

Joint venture with long-term Chinese partner CFMOTO









- CFMOTO is sole distributor for KTM in China
- **Sales 2019**: ~5,200 units
- Twin-cylinder platform will be available for CFMOTO and KTM products
- Plant ready in 09/2020
- **SOP** first product 'CFMOTO-MT800' in **10/2020**
- Assembly of KTM mid-class street motorcycles for Chinese market (790 DUKE and 790 ADVENTURE)



Plant under construction

Production capacity of around 50k motorcycles; Expansion to around 100k motorcycles possible



Husqvarna: GASGAS

Performance and Urban E-Mobility

Zero emission product strategy

KTM FREERIDE-E



- FREERIDE E-XC
- 16 kW
- Retail price: EUR ~11,290 (incl. battery package EUR ~3,600)

KTM SPORT MINI



- SX-E5
- 2 kW (5 kW Top Performance)
- Retail price: EUR ~5,000

HUSQVARNA SPORT MINI



- EE 5
- 2 kW (5 kW Top Performance)
- Retail price: EUR ~5,000

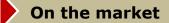
GASGAS TRIAL



- TXE
- 15 kW
- Retail price: EUR ~12,690

On the market





Market launch 2020



Source: PIERER Mobility AG

Retail Price: AT



Performance and Urban E-Mobility

Zero emission product strategy

HUSQVARNA E-BIKES

HUSQVARNA E-SCOOTER

KTM Sport E-SCOOTER





■ 250 W

■ Retail price: EUR ~5,400



- HUSQVARNA E-SCOOTER
- 4 kW / 10 kW
- In Development



On the market

Market launch 2021 Market launch 2021/2022

Source: PIERER Mobility AG Retail Price: AT







Outlook – Strategic Initiatives 2020/2021

- COVID 19 Crisis will impact 2020 considerably but as a result of the crisis PIERER
 Mobility anticipates that the two-wheeler will become increasingly important for private
 transport
- Full Integration of HUSQVARNA E-Bicycle division Expansion of sales throughout Europe,
 North America and Australia through existing dealer structure
- Market Leadership in Europe Focus on B2B Business (Dealer Development)
- Offensive market strategy in emerging markets Market Launch of HUSQVARNA street models
- Extension of electrical product range (4 10 kW) in the low voltage range (48 Volt) by further models
- Integration of GASGAS motorcycle product range
- Global production capacity
 - Successful start of production of HUSQVARNA 401 model line in India
 - Development of China Joint-Venture in progress
- Continuation of sustainable efficiency program
- Strong focus on Free Cash Flow generation











FINANCIALS







The Leading European Powered Two-Wheeler Group

simplified Group structure as of 30/04/2020 **PIERER** Mobility AG 100% 51,7% 田 100% KVM INNOVATION Husqvarna^{*} E-Bicycles GmbH KIM 74% ¹⁾ 100% PEXCO 100% KVM = TECHNOLOGIES NEXT LEVEL eMOBILITY 100%1) H 100% 50% KISKA. Husqvarna* Husq<u>varna</u> E-Bicycles Design Center 田 60% 100% 100% GASGAS **AVOCODO** Husqvarna* Sales Subsidiaries 100% Design, concept PTW E-Bicycles development & Powered two wheelers

digitalization





G

Financials

Consolidated profit & loss figures under IFRS¹⁾

in EURm	2017	2018	2019	Δ 2018/19	
Revenues	1,354.1	1,462.2	1,520.1	+4%	
EBITDA	193.1	211.0	240.8	+14%	
EBIT	121.9	128.7	131.7	+2%	
Earnings	79.1	85.2	95.7	+12%	
Earnings after minorities	39.8	41.1	54.5	+33%	
					_
EBITDA margin	14.3%	14.4%	15.8%	+1.4ppts	
EBIT margin	9.0%	8.8%	8.7%	-0.1ppts	
Employees (Headcount)	4,194	4,303	4,368	+2%	
					-

- Record sales with 280,099 motorcycles; 234,449 KTM and 45,650 Husqvarna motorcycles
 - 2019: 54% of revenues in Europe; 26% in North America
- Positive effect from the full consolidation of PEXCO in December 2019 of € 10.4m on operating results
- Increased more than total earnings because of consolidation effect of E-Bicycle unit PEXCO
 - About 4% of the workforce are leased employees
 - Important focus on apprentice training





Impact of the full consolidation of the E-Bicycles unit PEXCO on the key-figures

in EURm	2019	2019		
PROFIT AND LOSS	before PEXCO consolidation	after PEXCO consolidation	Effect of PEXCO	
Revenues	1,520.1	1,520.1		
EBITDA	230.4	240.8	+10.4	1
EBIT	121.3	131.7	+10.4	
EBITDA margin	15.1%	15.8%	+0.7ppts	2
EBIT margin	8.0%	8.7%	+0.7ppts	

BALANCE SHEET 3

Balance sheet total	1,513.3	1,613.9	100.6
Equity	608.2	618.6	10.4
Net working capital (NWC)	246.6	274.2	27.6
Net debt	352.3	395.8	43.5
Gearing	57.8%	64.0%	6.2ppts
Equity ratio	40.3%	38.3%	-2.0ppts

- Positive first-time consolidation effect from the full acquisition of the PEXCO GmbH of € 10.4m is included in EBIT and EBITDA
 - Revenues of the E-Bicycles business will be included from
 FY 2020 in the total Profit and Loss from PIERER Mobility-Group
- Strong increase in **EBITDA** is sustainable basis for **free cash-flow** potential

- Balance sheet extension because of the full consolidation of the E-Bicycles unit; as a consequence the equity ratio is lower
 - Despite of full consolidation of the E-Bicycles business PEXCO the Gearing figure is in the upper range of the expectations









Consolidated balance sheet and cash flow figures under IFRS

	including Pankl Group				
in EURm	2017	2018	2019	Δ 2018/19	•
Balance sheet total	1,465.2	1,353.9	1,613.9	+19%	1
Equity	528.6	550.8	618.6	+12%	
Total interest bearing debt	544.0	412.6	556.7	+35%	2
Net working capital (NWC)	238.4	245.3	274.2	+12%	-
Net debt	375.0	323.3	395.8	+22%	2
Net working capital as % of sales	15.5%	16.8%	18.0%	+1.2ppts	-
Equity ratio	36.1%	40.7%	38.3%	-2.4ppts	1
Gearing	70.9%	58.7%	64.0%	+5.3ppts	2
Net debt / EBITDA	1.7x	1.5x	1.6x	+0.1x	
in EURm	2017	2018	2019	Δ 2018/19	
Cash flow from operating activities	161.3	85.5	257.4	>100%	
Capex ¹⁾ 3	-178.6	-183.6	-164.9	-10%	
Cash flow from investing activities	-154.0	-102.1	-165.7	+62%	•
Depreciation	86.4	91.3	109.1	19%	-

- Due to initial application of IFRS 16 "Leases" around EUR 39 million were capitalized within property, plant and equipment
 - CAPEX level (particularly in development projects) over amortizations (EUR 56 million)
 - Full consolidation of PEXCO and Motorcycle Distributors Australia (EUR 186 million)
 - Due to balance sheet extension the equity ratio reduced to 38.3%
- As a result of the initial application of IFRS 16 "Leases" and full consolidation of PEXCO & Motorcycle Distributors Australia debt level increased (EUR 142 million)
- CAPEX driven by R&D to support high innovation rate
 - Lower PP&E investments in 2019 after intensive investment program at the sites in last years



¹⁾ Capex is defined as Additions of property, plant & equipment (PP&E) and intangible assets according to the fixed asset schedule









Effects of the first-time full consolidation of Australian distributor and E-Bicycles unit PEXCO in FY 2019

	2019	2019 Full consolidation effects			
in EURm	BEFORE acquisitions	Distributor Australia	E-Bicycle PEXCO	TOTAL	AFTER acquisitions
Balance sheet total Equity ratio	1,428.0 <i>42.6%</i>	85.3 <i>-2.3%</i>	100.6 -2.0%	185.9 -4.3%	1,613.9 38.3%
Net working capital as % of sales	198.5 13.1%	48.1 3.2%	27.6 1.8%	75.7 5.0%	274.2 18.0%
Net debt <i>Net debt / EBITDA Gearing</i>	292.8 1.3x 48.1%	59.5 <i>0.3x</i> 9.7%	43.5 <i>0.1x</i> 6.2%	103.0 0.4x 15.9%	395.8 1.6x 64.0%
Free Cash-Flow as % of sales	110.5 7.3%	-5.9 <i>-0.4%</i>	-12.9 -0.9%	-18.9 <i>-1.2%</i>	91.6 6.0%



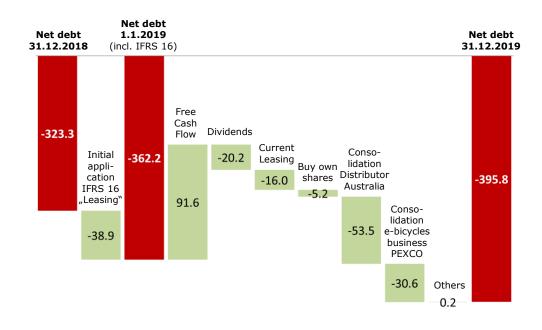






Free Cash Flow and Net Debt

	including Pankl Group		
in EURm	2018	2019	Chg.
EBITDA (continued)	211.0	240.8	29.8
EBITDA (discontinued - Pankl)	41.5	0.0	-41.5
+ / - Interest receipts and payments	-14.8	-12.4	2.4
- Taxes	-35.6	-10.4	25.2
+ / - Non cash expenses (income)	-33.8	-31.9	1.9
Gross Cash Flow	168.2	186.1	17.9
+ / - Change Working Capital employed	-87.0	50.2	137.2
+ / - Change Non-Working Capital	4.3	21.1	16.8
Cash Flow operating activity	85.5	257.4	171.9
Cash Flow investing activity (current)	-160.6	-165.7	-5.1
Cash Flow from Pankl sale	58.5	0.0	-58.5
Free Cash Flow in % of revenue	-16.7	91.6 6.0%	108.3
/5 5. 16 (6.100	1.170	3.370	•



Source: PIERER Mobility AG

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APPENDIX





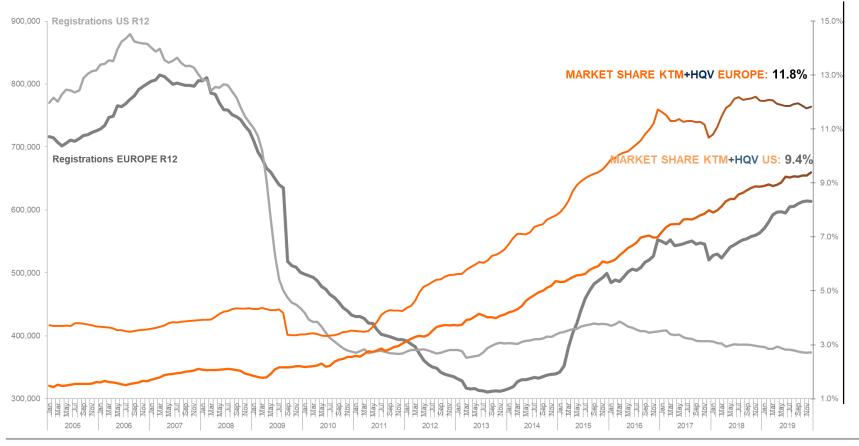




Market and Competitive Environment

Overall trends in market size and share

Motorcycle registrations and market shares as of 31/12/2019 (12 months rolling)



- KTM Industries continues to gain market share in the US. These gains are mainly driven by the addition of Husqvarna to the KTM platform
- Despite the ongoing decline of the US market – driven by Harley-Davidson - KTM and Husqvarna are able to gain market shares
- KTM and Husqvarna combined finish 2019 with an all-time high market share in the US.
- Due to the introduction of EURO 5 standards in 2020, a consolidation among manufacturers is expected









Market and Competitive Environment 12/2019 (cumulated)

Overall trends in market size and share

Motorcycle registrations and market shares by region 2019 December C

	Tot	al registratio	ons	KTM + Hu	sqvarna regi	strations
	2018	2019	Diff. to PY	2018	2019	Diff. to PY
DE	117,236	124,053	5.8%	18,264	19,712	7.9%
FR	117,364	137,037	16.8%	9,834	10,833	10.2%
IT	92,243	101,087	9.6%	8,982	9,552	6.3%
UK	84,219	81,760	-2.9%	9,651	9,646	-0.1%
ES	60,791	76,238	25.4%	6,918	8,043	16.3%
SE	9,533	10,235	7.4%	1967	2136	8.6%
BE	16,658	17,158	3.0%	1,889	1,967	4.1%
NL	11,569	12,080	4.4%	1,390	1,477	6.3%
AT	16,188	16,623	2.7%	4,742	5,012	5.7%
СН	23,938	23,351	-2.5%	2079	1933	-7.0%
FI	2,950	3,210	8.8%	724	646	-10.8%
DN	3,149	3,062	-2.8%	158	147	-7.0%
NO	7,791	8,110	4.1%	1302	1474	13.2%
EUROPE	563,629	614,004	8.9%	67,900	72,578	6.9%
US	382,699	373,692	-2.4%	33,941	35,114	3.5%
CA	49,244	46,392	-5.8%	5,490	5,734	4.4%
North America	431,943	420,084	-2.7%	39,431	40,848	3.6%
Oceania	67,793	62,491	-7.8%	9,477	9,877	4.2%
India	1,032,231	867,542	-15.9%	46,261	63,380	37.0%
TOTAL	2,095,596	1,964,121	-6.3%	163,069	186,683	14.48%

KTM	+ Hus	qvarna ma	rket share
	2018	2019	Diff. to PY
	15.6%	15.9%	+ 30 bp
	8.4%	7.9%	- 50 bp
	9.7%	9.4%	- 30 bp
i	11.5%	11.8%	+ 30 bp
j	11.4%	10.5%	- 90 bp
2	20.6%	20.9%	+ 30 bp
1	11.3%	11.5%	+ 20 bp
1	12.0%	12.2%	+ 20 bp
2	29.3%	30.2%	+ 90 bp
	8.7%	8.3%	- 40 bp
2	24.5%	20.1%	- 440 bp
	5.0%	4.8%	- 20 bp
<u>د</u>	16.7%	18.2%	+ 150 bp
1	2.0%	11.8%	- 20 bps
	8.9%	9.4%	+ 50 bp
1	11.1%	12.4%	+ 130 bp
	9.1%	9.7%	+ 60 bps
1	4.0%	15.8%	+ 180 bps
	4.5%	7.3%	+ 280 bps
;	7.8%	9.5%	+ 170 bps

- Strong increase in Europe, especially in France, Spain and Italy
- Overall US market still declining
- Solid growth figures for KTM + Husqvarna in biggest European markets (DE, FR, ES, IT)
- Outperformance of North American market with almost 10% market share
- Highly successful introduction of KTM's 125cc line-up (125 DUKE, RC 125) in India.





Electric Powered 2-Wheelers

Legal Classification

		LOW VOLTAGE (48 Volt)		HIGH VOLTAGE
Category (Technical & Performance)	Electric Bicycle	L1e-B Moped up to 50cc	L3e-A1 Motorcycle/Scooter up to 125cc	L3e-A2, L3e-A3 Motorcycle/Scooter
	() Section			
Maximum Performance <i>(rated)</i>	250 W	2-4 kW	4-11 kW	>10 - 35 kW
Maximum Speed	25 km/h (15.5 mph)	45 km/h (28mph)	Not Specified	Not Specified
Required Licence	No Licence Required	Moped (AM)	A1 Motorcycle	A2, A







KTM Product Portfolio

234,449 Units in 2019*















ERSPORT







HUSQVARNA Product Portfolio

45,650 Units in 2019*



URBAN E-MOBILITY











CYCLE / SCOOTER





GASGAS Product Portfolio

OFFROAD E-MOBILITY

OFFROAD FULL-SIZE













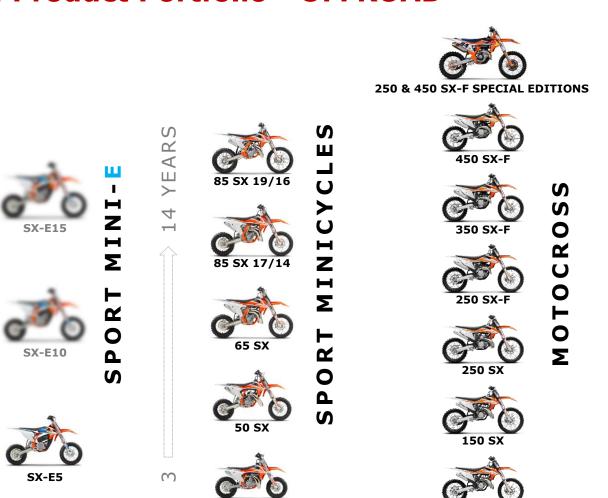
KTM Product Portfolio - STREET and E-MOBILITY







KTM Product Portfolio - OFFROAD





150 EXC







HUSQVARNA Product Portfolio – STREET & E-MOBILITY

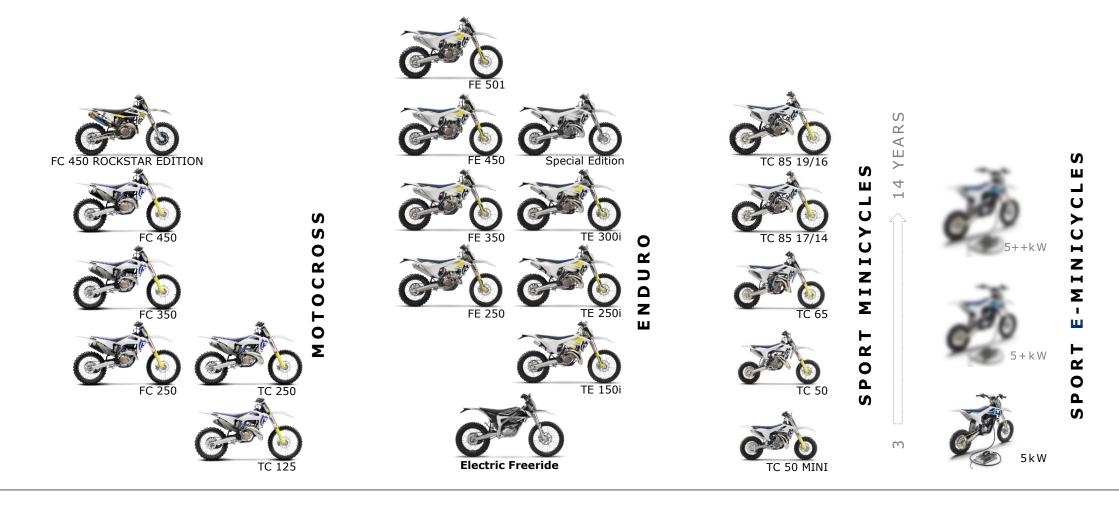
SUPERMOTO URBAN E-MOBILITY TRAVEL NAKED **DUAL-PURPOSE** 125/250/401 250/401 125/250/401

up to 11kW





HUSQVARNA Product Portfolio - OFFROAD



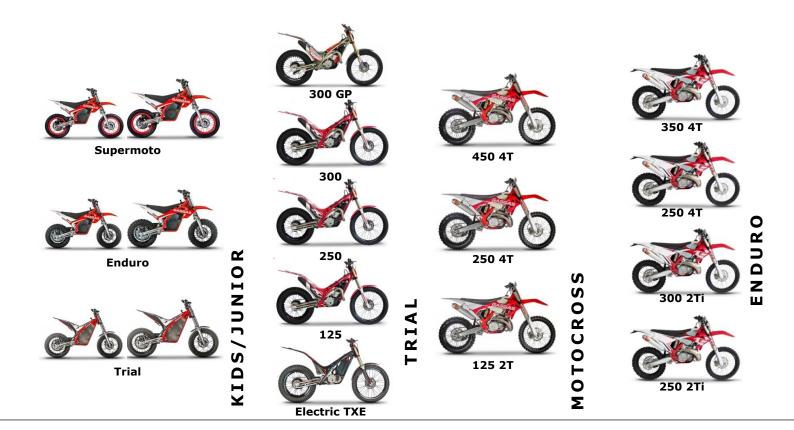




GASGAS Product Portfolio

OFFROAD E-MOBILITY

OFFROAD FULL-SIZE











Appendix

Data sources for motorcycles market information and intelligence

Sources by market

Europe	Reported countries: Data source: Motorcycles:	AT, BE, CH, DE, DK, ES, FI, FR, IT, NO, SE, UK National data providers >120cc & electric, no MX available
North America	Data source: Motorcycles:	MIC (US), MMIC (CA) >120cc, incl. MX
South Africa	Data source: Motorcycles:	eNaTis >120cc, incl. MX
Australia	Data source: Motorcycles:	ERG >120cc, incl. MX
India	Data source: Premium motorcycles:	Bajaj Market Intelligence >120cc, MSRP >~EUR 2,500 Market share partly extrapolated due to data availabilty









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