



PIERER MOBILITY AG

THE LEADING EUROPEAN POWERED TWO-WHEELER COMPANY.

COMPANY PRESENTATION | HALF YEAR 2021



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BUSINESS HIGHLIGHTS

FIRST HALF YEAR 2021

HIGHEST RESULTS EVER:
THE BUSINESS DOUBLED VS. H1 2020

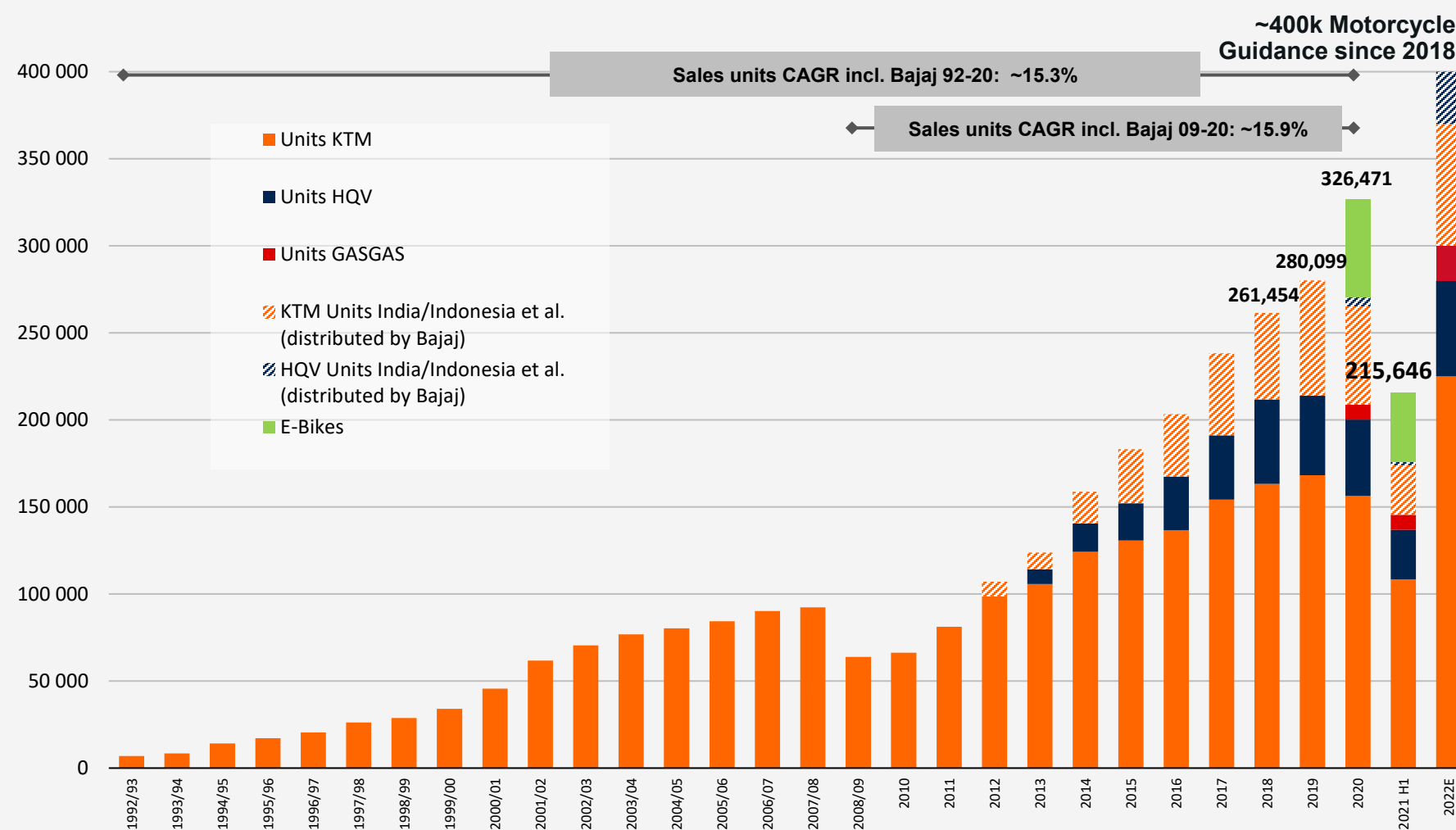
- **MOTORCYCLES SALES:** Extremely strong global growth & market share gains
176,045 units sold (+95% vs. H1 2020)
- **BICYCLE SALES:** High-performing E-Bike business
53,378 E-Bikes and Bicycles sold (+25% vs. H1 2020)
- Implementation of **NEW STRATEGIC PARTNERSHIPS** in E-Mobility sector
- **HEADCOUNT:** Increase by around 560 staff to approximately 4,900 people
- **KEY RESULTS:**

REVENUES:	1,078 m€ (+80% vs. H1 2020)
EBIT MARGIN:	9.5%
EBITDA:	15.9%



TWENTY-EIGHT YEARS OF SUCCESSFUL TRACK RECORD

POWERED TWO-WHEELERS (PTW) UNIT SALES



- **215,646 PTWs sold** in first half year 2021
- Group market share has quadrupled since 2009 to ~13% in Europe and ~12% in North America
- Motorcycle sales unit CAGR of ~15.9% since 2009
- ~400k units motorcycle guidance still valid since 2018
- E-Bike target set to quadruple from 2020 to 2025 to ~250k units

MOTORCYCLE BUSINESS

FIRST HALF YEAR 2021 – RELEVANT MARKET REGISTRATIONS >120CC

NORTH AMERICA

285,000 REGISTRATIONS
+16% dif. to PY
32,100 (+20%) KTM, HQV, GG

EUROPE

427,000 REGISTRATIONS
+25% dif. to PY
48,300 (+21%) KTM, HQV, GG

AR/BR/CO

603,000 REGISTRATIONS
+47% dif. to PY
7,100 (+95%) KTM & HQV

CHINA

50,000 REGISTRATIONS
+84% dif. to PY
4,000 (+72%) KTM

INDIA

421,100 REGISTRATIONS
+59% dif. to PY
29,200 (+47%) KTM & HQV

OCEANIA

36,700 REGISTRATIONS
+10% dif. to PY
6,900 (+17%) KTM, HQV, GG



Source: PIERER Mobility AG | Europe (DE, FR, IT, ES, UK, SE, BE, NL, AT, CH, FI, DN, NO, GR, CEE, BALTIC): national data providers (w/o MX) | US: MIC (incl. MX) | CA: MMIC (incl. MX) AU, NZ: ERG (incl. MX)

IN: Bajaj Market Intelligence (S2 + S3 segment); AR, BR, CO: national data providers, CN: premium importer motorcycle market

Note: Calculations are Registrations Jan - Jun cumulated | Motorcycles >120cc (excl. ATVs, electric motorcycles and scooters) **no P&L impact**

MOTORCYCLE BUSINESS

FIRST HALF YEAR 2021 – RETAILS BY REGION

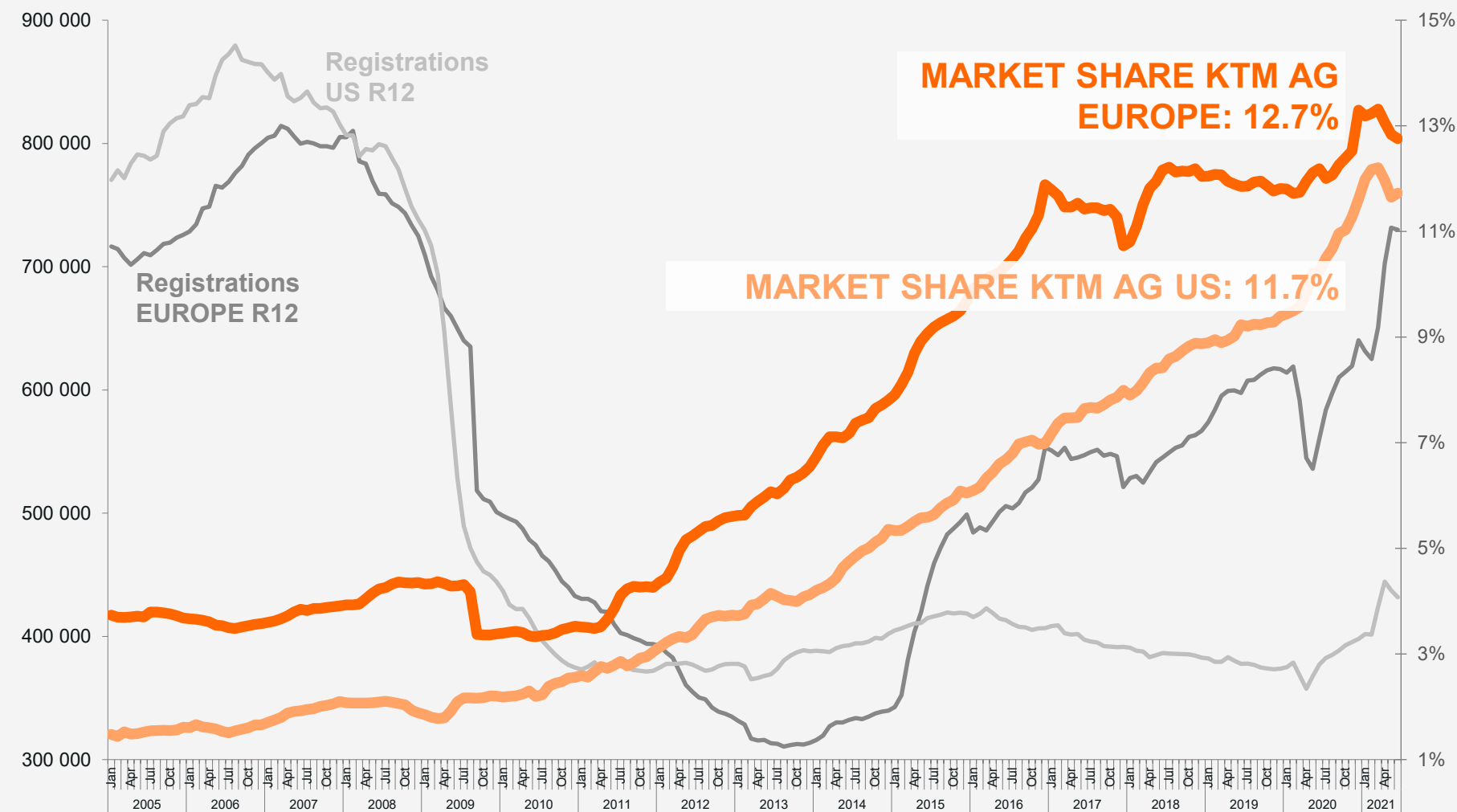
	H1 2021	COMPARED TO H1 2020
EUROPE	59,296	+17% (+8,809)
NORTH AMERICA	38,088	+15% (+5,092)
LATAM	13,990	+85% (+6,445)
AFRICA/MIDDLE EAST	2,164	+19% (+338)
ASIA	10,379	+52% (+3,542)
AUS/NZ	7,854	+13% (+923)
INDIA/INDONESIA	28,952	+37% (+7,778)



160,723 RETAILS
+26% (+32,927)

MOTORCYCLE BUSINESS

FIRST HALF YEAR 2021 – GLOBAL MARKET DEVELOPMENT



STRONG AND SUSTAINABLE
REBOUND OF US POWERED
TWO-WHEELER MARKET

MOTORCYCLE DEMAND IN
EUROPE STEADILY
INCREASING

PIERER MOBILITY:
REINFORCED POSITION AS THE
EUROPEAN LEADING POWERED
TWO-WHEELER GROUP

Source: PIERER Mobility AG | Europe (DE, FR, IT, ES, UK, SE, BE, NL, AT, CH, FI, NO): 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

MOTORCYCLE BUSINESS

FIRST HALF YEAR 2021 – WHOLESALES BY REGIONS

	H1 2021	COMPARED TO H1 2020
EUROPE	71,910	+75% (+30,865)
NORTH AMERICA	30,419	+160% (+18,736)
LATAM	18,483	+300% (+13,862)
AFRICA/MIDDLE EAST	1,519	+68% (+614)
ASIA	15,281	+173% (+9,683)
AUS/NZ	7,872	+25% (+1,553)
INDIA/INDONESIA	30,561	+52% (+10,401)



176,045 WHOLESALES
+95% (+85,716)

MOTORCYCLE BUSINESS

FIRST HALF YEAR 2021

	H1 2021	H1 2020	H1 2019
WHOLESALES	176,045 (+95%)	90,331	135,719
RETAILS	160,723 (+26%)	127,796	133,469
PG&A REVENUE (k€)	157,483 (+34%)	112,010	121,466



BICYCLE BUSINESS

FIRST HALF YEAR 2021

	H1 2021		H1 2020
HUSQVARNA	15,732	(+7%)	14,636
GASGAS	2,245	(- %)	0
R RAYMON	34,637	(+24%)	27,999
BIKES&WHEELS STORES	764	(+156%)	298
Σ UNIT WHOLESALERS	53,378	(+25%)	42,843
E-BIKES	39,601	(+15%)	34,351
BICYCLES	13,777	(+62%)	8,492
REVENUES (k€)	83,645	(+22%)	68,520



BICYCLE BUSINESS

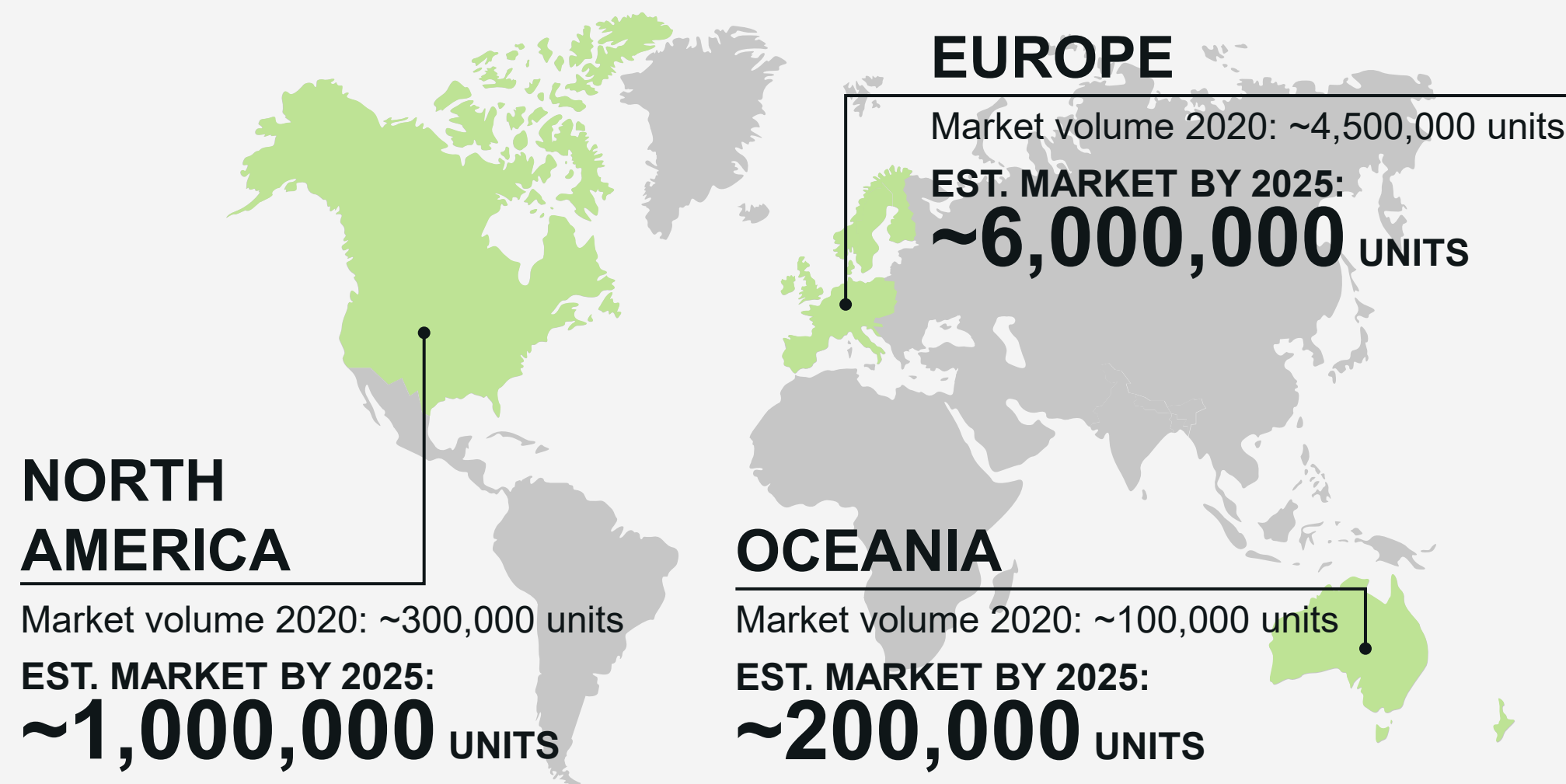
FIRST HALF YEAR 2021 – WHOLESALES BY REGIONS

	H1 2021	COMPARED TO H1 2020
DACH	40,273	+7% (+2,739)
EUROPE REST	12,701	+151% (+7,636)
REST OF THE WORLD	404	+66% (+160)



GLOBAL E-BIKE MARKET POTENTIAL

2025 MARKET VOLUME LEAVES SIGNIFICANT ROOM FOR GROWTH



Sales H1 2021:

- 39,601 E-Bikes (H1 2020: 34,351)

2021 Key activities:

- Pan-European roll out
- Full integration of Motorcycle dealer network
- Introduction of GASGAS as third E-Bike brand

2022 Key activities:

- Global roll-out Market penetration

2025 GUIDANCE:
500 M€ E-BIKE SALES
IN 2025

FINANCIALS

CONSOLIDATED PROFIT & LOSS FIGURES UNDER IFRS

in EURm	H1 2020	H1 2021	Δ 2020/21
Revenues	600.0	1,078.0	+79.7% 1
EBITDA	61.6	171.2	> 100% 2
EBIT	1.7	102.6	> 100% 2
Earnings	-9.6	78.3	> 100%
Earnings after minorities	-4.8	40.2	> 100%
EBITDA margin	10.3%	15.9%	+5.6ppts
EBIT margin	0.3%	9.5%	+9.2ppts
Employees (Headcount)	4,329	4,888	+12.9% 3

- 1**
 - **Sales of 215,646 motorcycles and E-Bikes (+73%)**
 - Despite ongoing challenges in the supply chains, **revenues increased by around 80%**
 - **Strong registration gains** and market share expansion in North America and Australia/New Zealand
 - H1 2021: 59% of revenues in Europe; 21% in North America
- 2**
 - Driven by high demand for PTWs, a **record half-year operating result** was achieved
 - Previous year's figures significantly negatively impacted due to COVID lockdown and **two-month production stop** in motorcycle segment **in the first half of 2020**
- 3**
 - Further increase in headcount: **+559 employees**
 - **Apprentice offensive:** 70 more apprentices will start their training in the new year. PIERER Mobility is currently training around 200 apprentices
 - Around 900 of the total employees work in **Research & Development**

FINANCIALS

BUSINESS SEGMENTS UNDER IFRS

in EURm	GROUP	MOTOR- CYCLES	E-BIKES	OTHERS	
Revenues	1,078.0	992.4	83.6	2.0	1
EBITDA	171.2	165.1	7.3	-1.2	2
EBIT	102.6	100.3	5.1	-2.8	2
Earnings	78.3	78.3	3.7	-3.7	
EBITDA margin	15.9%	16.6%	8.7%	-	3
EBIT margin	9.5%	10.1%	6.1%	-	3

- 1
 - Sales of 176,045 KTM, Husqvarna and GASGAS motorcycles (+95%) and 39,601 Husqvarna and R Raymon E-Bikes (+15%)
 - **Motorcycle business** segment in first half of 2021 higher by around € 462 million than in the same period of 2020
 - **E-Bike segment** revenues increased by around 22%
- 2
 - **Strong operating results** in both segments
 - A change in consumer behavior have led to an increased demand for powered two-wheelers
 - As a reaction to the corona crisis, PIERER Mobility already reacted immediately in the previous year with a cost efficiency program and **preparing supply chain for higher volumes**
- 3
 - **Pleasing EBIT margin** of around 10% and EBITDA margin >16% in the motorcycles segment

FINANCIALS

CONSOLIDATED BALANCE SHEET AND CASH FLOW FIGURES UNDER IFRS

in EURm	12/31/2020	6/30/2021	Δ 2020/21	
Balance sheet total	1,686.0	1,937.3	+14.9%	1
Equity	654.1	725.5	+10.9%	2
Total interest-bearing debt	530.7	538.1	+1.4%	
Working capital employed	181.5	224.9	23.9%	3
Net debt	312.4	255.8	-18.1%	
Equity ratio	38.8%	37.4%	-1.4ppts	2
Working capital as % of sales ¹⁾	11.9%	11.2%	-0.7ppts	
Gearing	47.8%	35.3%	-12.5ppts	4
Net debt / EBITDA ¹⁾	1.3x	0.8x	-0.5x	4

in EURm	H1 2020	H1 2021	Δ 2020/21	
Free Cash flow	-26.6	66.6	> 100%	
Capex ²⁾	-66.8	-76.0	-13.8%	5
Capex right-of-use/Leasing (IFRS 16)	-6.1	-6.8	-11.5%	
Cash flow from investing activities	-68.2	-84.1	-23.3%	
Depreciation	59.8	68.6	+14.7%	

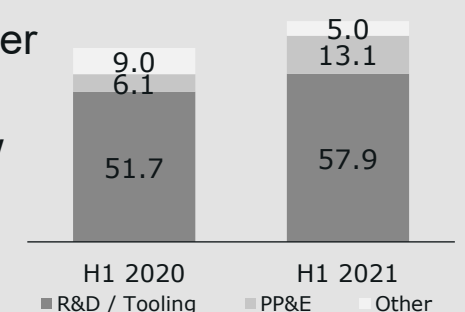
- **Growth-related increase** in trade receivables
 - Liquidity strengthening

- Equity increased as a result of the **strong result**
 - **Equity ratio** reduced to **37.4%** due to balance sheet extension

- Due to **strong increase of retail turnover**
 - Inventories only slightly increased

- Financial key ratios clearly better due to the **outstanding free cash-flow**

- **CAPEX driven by R&D** to support high innovation rate
 - **Low level of PP&E investments** after intensive investment program at the sites in last years. Extraordinarily low prior-year figure due to lockdown
 - Decrease in other due to brand acquisition GASGAS



Source: PIERER Mobility AG

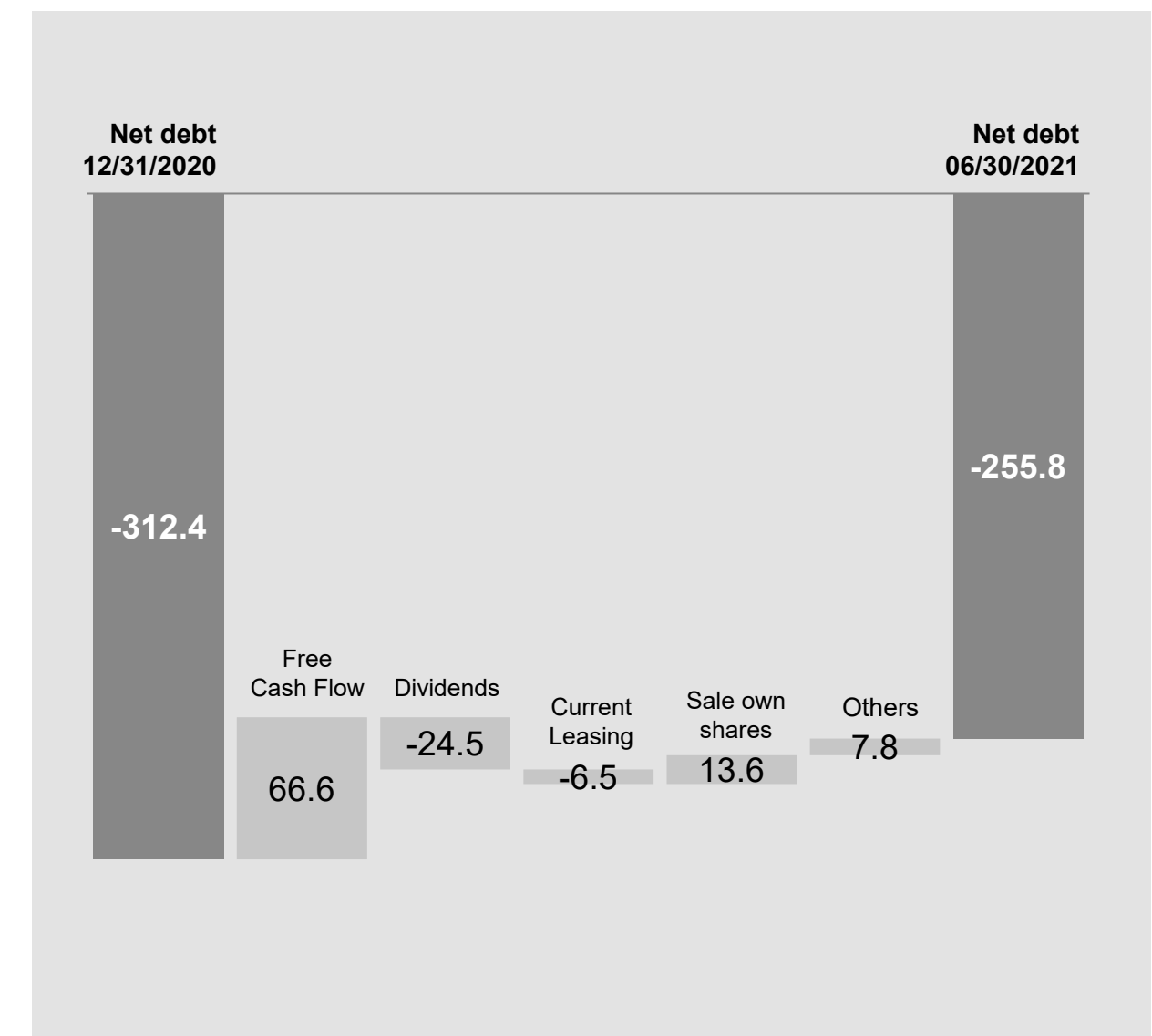
1) Calculated dynamically for the last 12 month

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)

FINANCIALS

FREE CASH FLOW AND NET DEBT ANALYSIS

in EURm	H1 2020	H1 2021	Δ 2020/21
EBITDA	61.6	171.2	109.6
(+) Interest receipts and (-) payments	-8.3	-5.7	2.6
(-) Taxes	0.0	-5.7	-5.7
(+) Non cash expenses and (-) income	-28.2	1.6	29.8
Gross Cash Flow	25.1	161.4	136.3
+ / - Change Working Capital employed	-6.3	-42.8	-36.5
+ / - Change Non-Working Capital	22.7	32.1	9.4
Cash Flow operating activity	41.5	150.7	109.2
Cash Flow investing activity	-68.2	-84.1	-15.9
Free Cash Flow	-26.6	66.6	93.2
in % of revenue	-4.4%	6.2%	



FINANCIAL GUIDANCE 2021

FINANCIAL OUTLOOK

	GUIDANCE 2021	KEY FIGURES 2020	KEY FIGURES 2019
Revenues in m€	1,900 – 2,000	1,530.4	1520.1
EBIT margin	8 – 9%	7.0%	8.7%
EBITDA margin	>15%	15.3%	15.8%

Source: PIERER Mobility AG
 Previous BY 2021 revenues guidance announced in April 2021: EUR 1,850 million – EUR 1,950 million



SIMPLIFICATION OF THE SHAREHOLDING STRUCTURE WITH BAJAJ STARTED

SECOND HALF YEAR 2021

- Contribution of the Bajaj shares of 46.5% in KTM AG to PIERER Mobility AG
- Capital increase through contribution in kind from the existing authorized capital of the company under exclusion of subscription rights by up to 50% of the existing share capital
- After completion of the transaction, PIERER Mobility AG shareholding in the operating KTM AG will increase from 51.7% to about 98.2%



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



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



THE ELECTRIC POWERED TWO-WHEELER VISION

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



PIERER

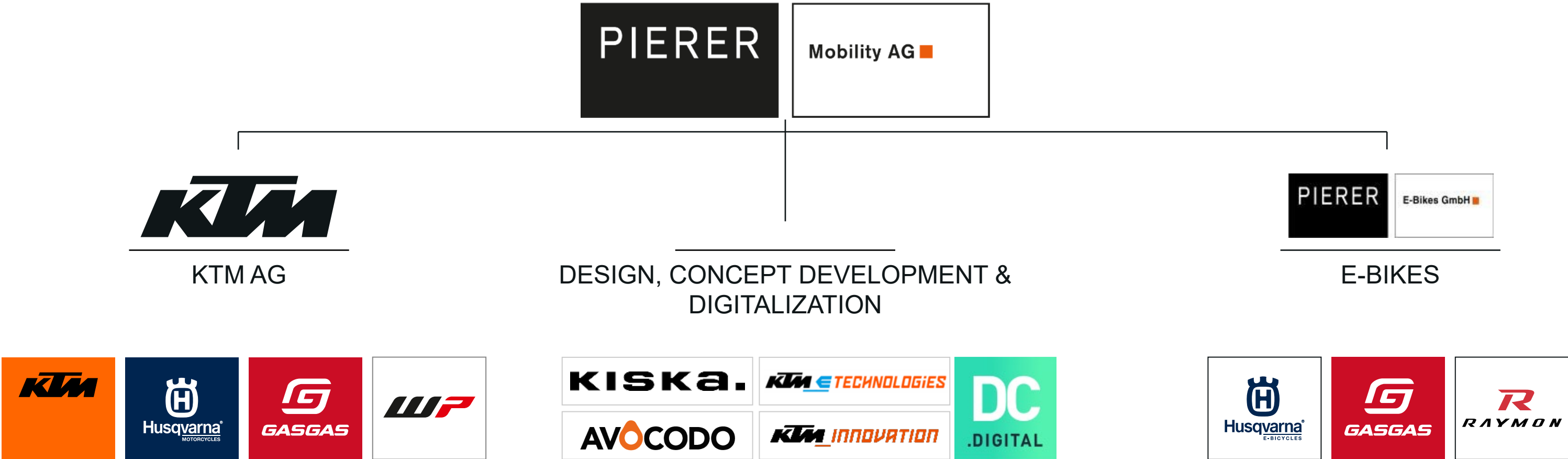
Mobility AG ■

PIERER MOBILITY AG AT A GLIMPSE



THE LEADING EUROPEAN POWERED TWO-WHEELER GROUP

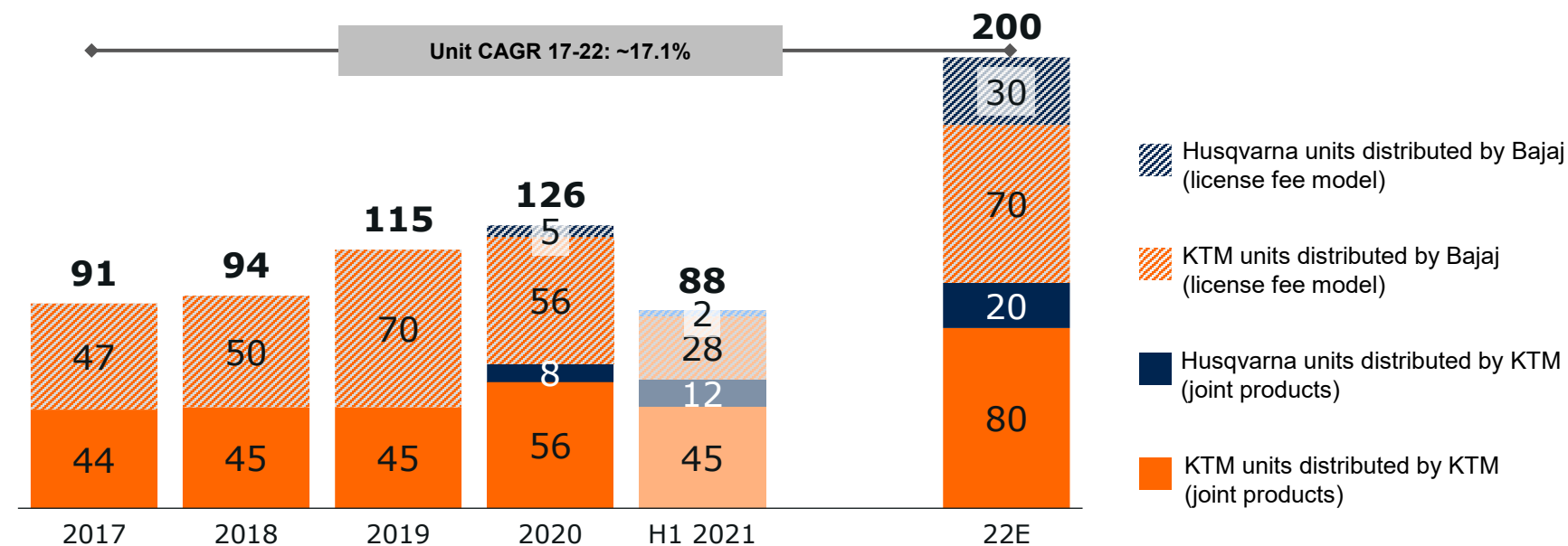
3 PILLARS OF VALUE CREATION



COOPERATION WITH BAJAJ

KEY MILESTONE: 850,000 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



RC 390



JOINT VENTURE WITH CFMOTO |

THE HIGH-END CHINESE MOTORCYCLE MARKET GREW BY 85% IN H1 2021 VS. 2020

- CFMOTO is sole distributor for KTM in China
- Production capacity of around 50k motorcycles
- Sales H1 2021: 5,374 units (vs. H1 2020: 2,278 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

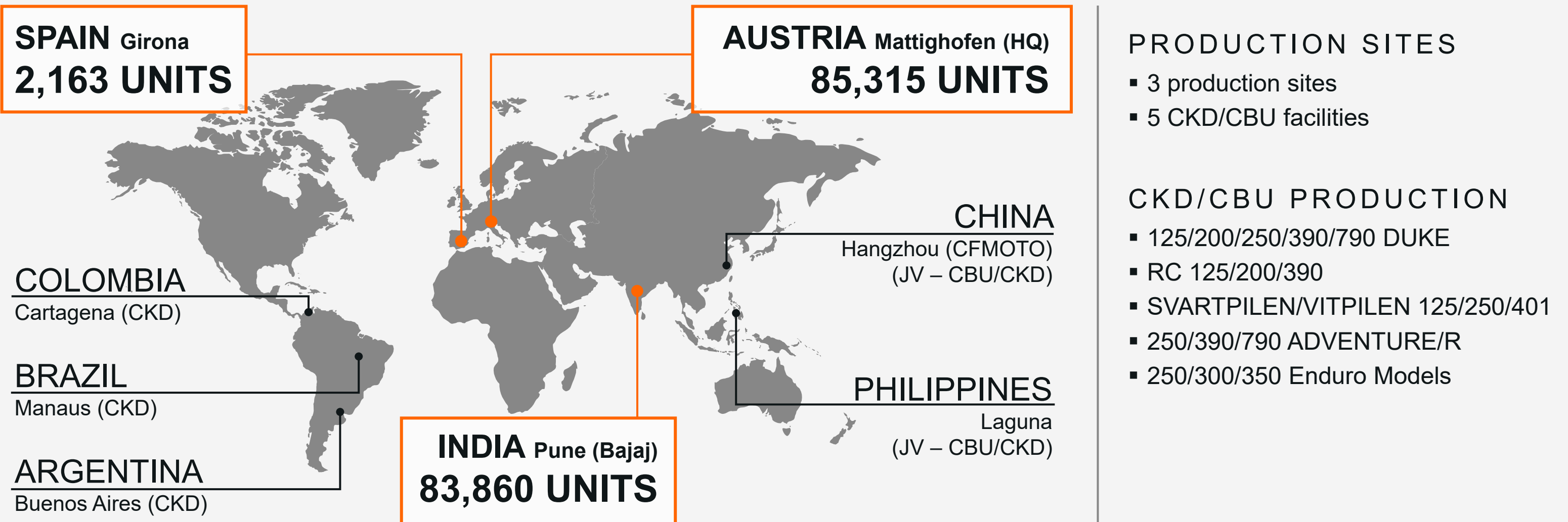


790 DUKE



GLOBAL MOTORCYCLE PRODUCTION FACILITIES

FIRST HALF YEAR 2021

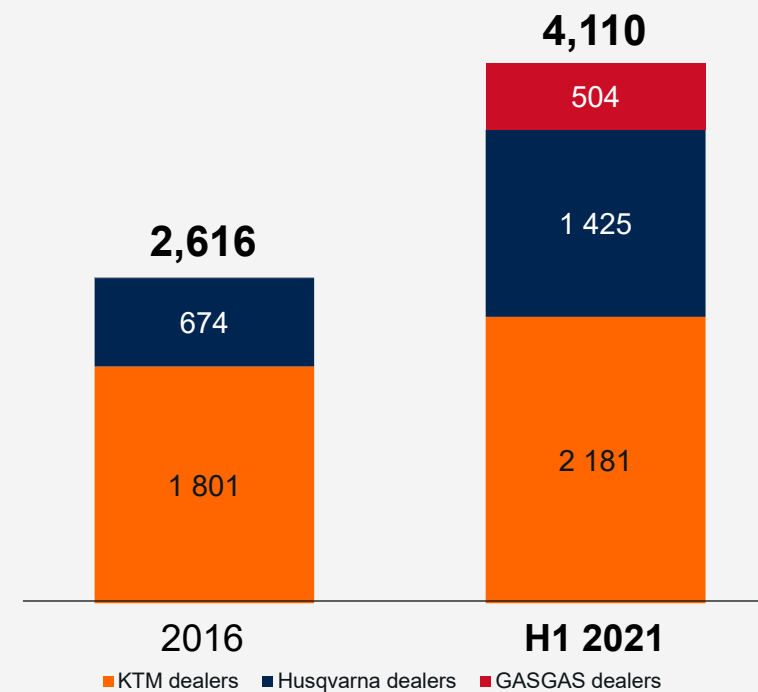


BUSINESS GROWTH DRIVER – DEALERS & SHOWROOMS

MORE THAN 4,100 MOTORCYCLE DEALERS & 1,400 BICYCLE DEALERS

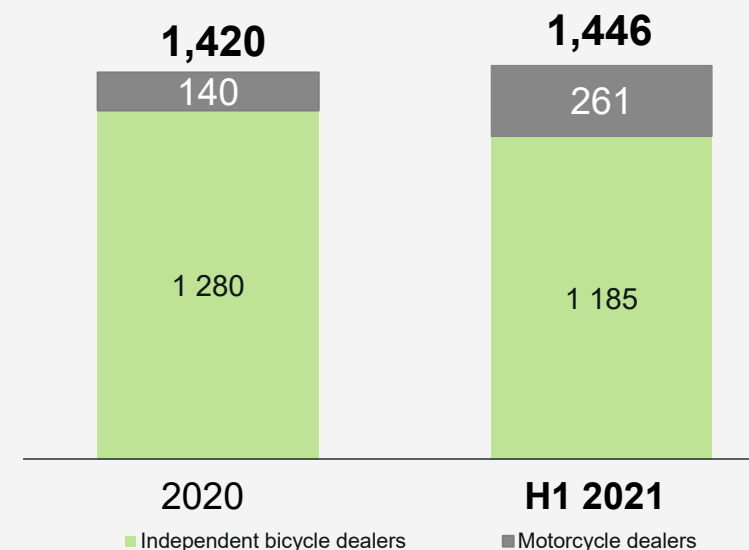
4,110 MOTORCYCLE DEALERS

- more than 300 dual brand dealers
- Europe: ~1,500 Dealers
- North America: ~780 Dealers
- India/Indonesia: ~1,000 Dealers



1,446 BICYCLE DEALERS

- 1,185 independent bicycle dealers
- 261 motorcycle dealers



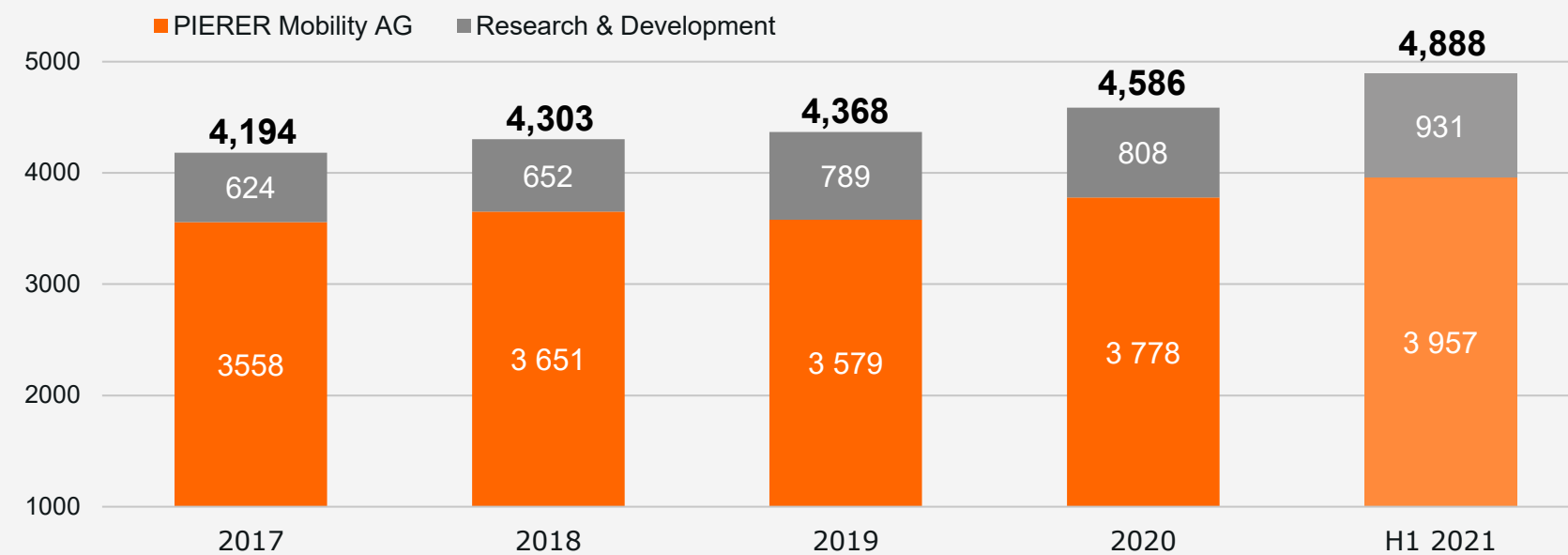
Flagship Store: Wiesing / Austria

DEVELOPMENT OF EMPLOYEES

AS OF 30.06.2021

KEY FACTS

- **4,888 employees**, incl. around 200 apprentices
- Increase by **559 staff** in H1 2021 (compared to H1 2020)
- High-quality approach in **Apprentice Training** – Investment of 2.5 m€ in our training workshop
- 37 years average age, **~24% female share**



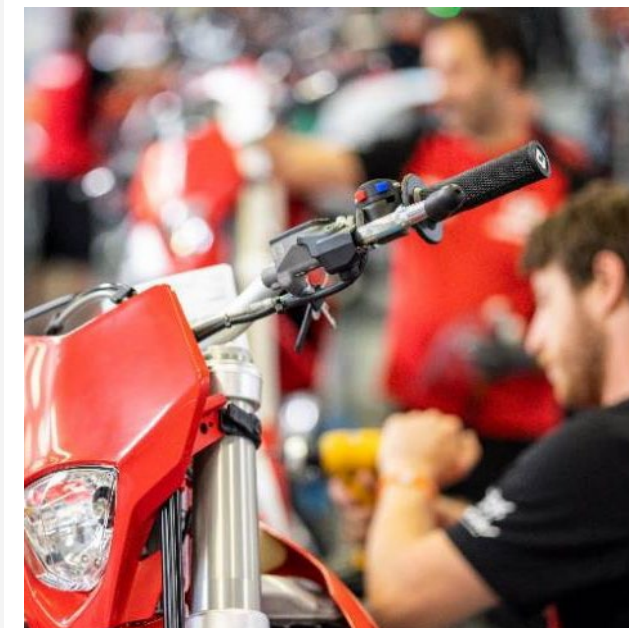
Source: PIERER Mobility AG, 2017 w/o Pankl



SUSTAINABILITY ACTIVITIES (1/2)

MAIN TOPICS AND CURRENT MEASURES

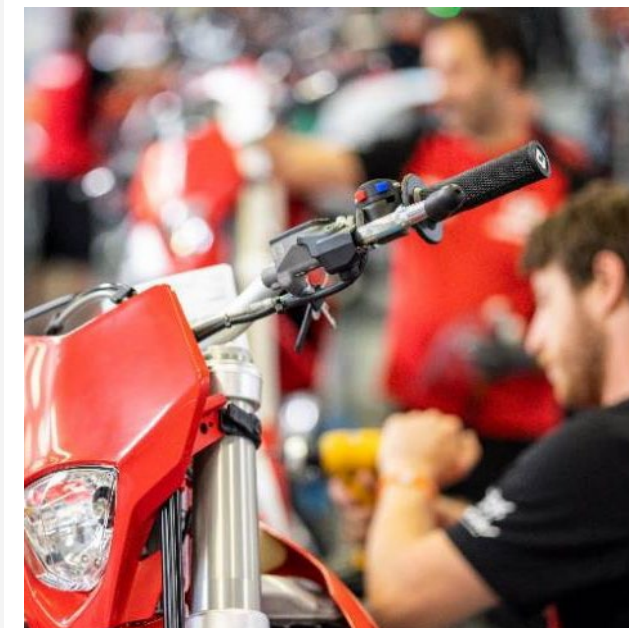
- Reporting in accordance with “GRI Standards”: “Core” option, achieved for the first time
- External assurance for the first time (conformity with the International Standard on Assurance Engagements ISAE 3000)
- Identify new material topics by surveying a broad, internal and external stakeholder group and conducting a materiality analysis
- **Implementation of ISO 14001:2015** (environmental management system) **completed mid-2021**
- Expansion of waste management
- **Revision of the Code Conduct (CoC)**; The CoC in its current version will be rolled out from September 2021
- **Implementation of a whistleblower system in stages for employees** by mid-December 2021



SUSTAINABILITY ACTIVITIES (2/2)

MAIN TOPICS AND CURRENT MEASURES

- Successful series transition to the new Euro 5 emissions standard
- Construction of a photovoltaic system on the roof of the KTM logistics center (electricity for the public grid, total area 40,000 m², in 2021 commissioning of the first modules on an area of 24,000 m²)
- Completion of the **new competence and development center for electromobility** in Anif near Salzburg, **up to 300 people will be employed here**
- Launch of KTM Riders Academy: a special training program for test riders, developed by R&D
- COVID-19 measures to protect employees (among other things own test station, ongoing testing and **vaccination option implemented**)



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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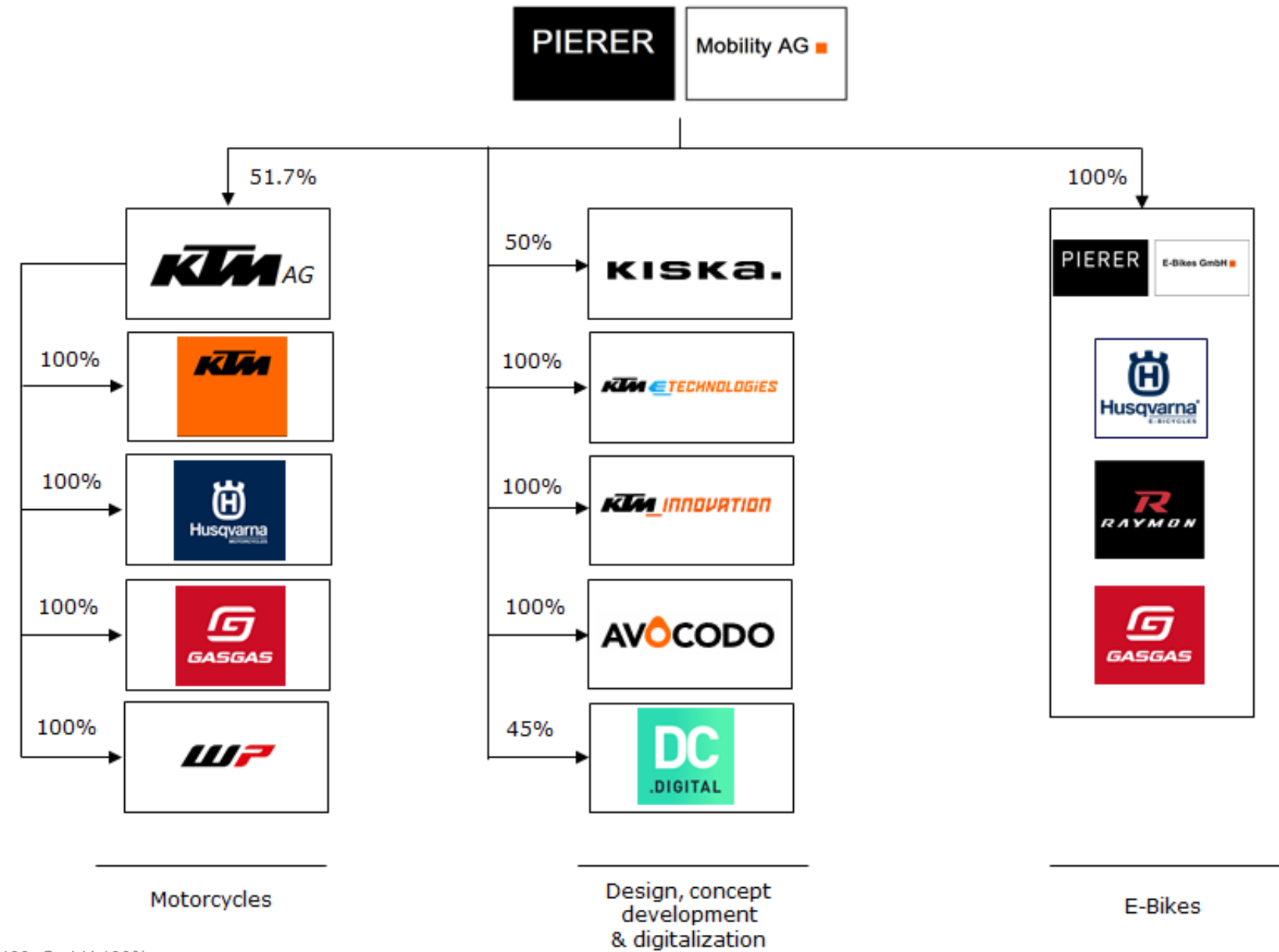
E-Mail: ir@pierermobility.com
Phone: +43 7242 / 69 402

APPENDIX



THE LEADING EUROPEAN POWERED TWO-WHEELER GROUP

SIMPLIFIED GROUP STRUCTURE AS OF 30.06.2021



Other shareholdings: ACstyria Mobilitätscluster GmbH 12.3%; Platin 1483. GmbH 100%
Source: PIERER Mobility AG | DC.DIGITAL already increased to 75.5%

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



PREMIUM IN TECHNOLOGY
& COMPONENTS

KTM PRODUCT PORTFOLIO
136,950 UNITS IN H1 2021



HUSQVARNA MOTORCYCLE PRODUCT PORTFOLIO

30,589 UNITS IN H1 2021



GASGAS MOTORCYCLE PRODUCT PORTFOLIO

8,506 UNITS IN H1 2021



MARKET AND COMPETITIVE ENVIRONMENT 06/2021 (CUMULATED)

POSITIONING (MC >= 120CC WITHOUT ATVS AND SCOOTERS)

BRAND PERFORMANCE

	PERFORMANCE RANKING BY BRAND			
	2020	2021	Diff. to PY	Change
HONDA	315,531	415,653	100,122	31.7%
YAMAHA	171,534	211,264	39,730	23.2%
BMW	64,640	87,237	22,597	35.0%
KTM AG	78,621	97,593	18,972	24.1%
HARLEY-DAVIDSON	82,314	97,489	15,175	18.4%
BENELLI	8,816	21,579	12,763	144.8%
KTM	62,100	72,833	10,733	17.3%
TRIUMPH	28,056	37,298	9,242	32.9%
DUCATI	19,519	28,459	8,940	45.8%
SUZUKI	46,903	54,748	7,845	16.7%
KAWASAKI	94,072	101,019	6,947	7.4%
GASGAS	276	5363	5,087	1843.1%
ROYAL ENFIELD	8,306	12,715	4,409	53.1%
APRILIA	5,555	9,056	3,501	63.0%
HUSQVARNA	16,245	19,397	3,152	19.4%
MOTO GUZZI	5,073	7,261	2,188	43.1%
BETA	3,279	4,980	1,701	51.9%

KTM AG 24.1% UP

RELATIVE MARKET POSITION AND MOMENTUM

	UNITS RANKING BY BRAND			
	2020	2021	Diff. to PY	Change
HONDA	315,531	415,653	100,122	31.7%
YAMAHA	171,534	211,264	39,730	23.2%
KAWASAKI	94,072	101,019	6,947	7.4%
KTM AG	78,621	97,593	18,972	24.1%
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MOTO GUZZI	5,073	7,261	2,188	43.1%
GASGAS	276	5,363	5,087	1843.1%
BETA	3,279	4,980	1,701	51.9%

KTM AG ABOVE HARLEY-DAVIDSON

REGISTRATIONS JUNE C

	TOTAL REGISTRATIONS			KTM AG REGISTRATIONS		
	2020	2021	Diff. to PY	2020	2021	Diff. to PY
DE	82,879	87,306	5.3%	12,572	12,808	1.9%
FR	62,586	80,134	28.0%	5,257	7,235	37.6%
IT	48,305	73,978	53.1%	4,141	6,227	50.4%
UK	32,763	42,574	29.9%	3,500	4,348	24.2%
ES	29,386	41,349	40.7%	3,319	4,555	37.2%
SE	7,094	6,438	-9.2%	1,192	1,027	-13.8%
BE	9,921	11,740	18.3%	1,107	1,275	15.2%
NL	7,719	8,604	11.5%	784	953	21.6%
AT	10,538	12,869	22.1%	2,813	3,143	11.7%
CH	19,709	24,583	24.7%	1,593	2,232	40.1%
FI	2,249	2,254	0.2%	398	476	19.6%
DN	2,058	2,191	6.5%	127	124	-2.4%
NO	5,604	6,697	19.5%	990	1,258	27.1%
GR	2,601	3,876	49.0%	196	299	52.6%
CEE	16,516	20,468	23.9%	1,692	1,942	14.8%
BALTIC	1,356	1,722	27.0%	322	413	28.3%
EUROPE	341,284	426,783	25.1%	40,003	48,315	20.8%
US	214,830	248,610	15.7%	22,522	26,900	19.4%
CA	30,239	36,365	20.3%	4,173	5,191	24.4%
NORTH AMERICA	245,069	284,975	16.3%	26,695	32,091	20.2%
OCEANIA	33,492	36,747	9.7%	5,926	6,940	17.1%
Japan	32,392	39,607	22.3%	1,151	1,474	28.1%
ZAF	4,018	5,583	38.9%	1,201	1,665	38.6%
Argentina	46,613	61,201	31.3%	1,208	2,496	106.6%
Brazil	251,500	360,475	43.3%	786	442	-43.8%
Colombia	112,236	181,530	61.7%	1,651	4,170	152.6%
TOTAL	1,066,604	1,396,901	31.0%	78,621	97,593	24.1%

KTM AG MARKET SHARE	
2020	2021
15.2%	14.7%
8.4%	9.0%
8.6%	8.4%
10.7%	10.2%
11.3%	11.0%
16.8%	16.0%
11.2%	10.9%
10.2%	11.1%
26.7%	24.4%
8.1%	9.1%
17.7%	21.1%
6.2%	5.7%
17.7%	18.8%
7.5%	7.7%
10.2%	9.5%
23.7%	24.0%
11.7%	11.3%
10.5%	10.8%
13.8%	14.3%
10.9%	11.3%
17.7%	18.9%
3.6%	3.7%
29.9%	29.8%
2.6%	4.1%
0.3%	0.1%
1.5%	2.3%
7.4%	7.0%



Source: PIERER Mobility AG | Europe DE, FR, IT, UK, ES, SE, BE, NL, AT, CH, FI, DN, NO, GR, CEE, BALTIC): national data providers (w/o MX) | US: MIC (incl. MX) | CA: MMIC (incl. MX) AU, NZ: ERG (incl. MX)

IN: Bajaj Market Intelligence (S2 + S3 segment); AR, BR, CO: national data providers, CN: premium importer motorcycle market Note: Calculations are Registrations Jan - Jun cumulated | Motorcycles >120cc (excl. ATVs, electric motorcycles and scooters) **no P&L impact**

ELECTRIFICATION OF URBAN MOBILITY

SHORT DISTANCE MOBILITY SHARE IS FORECASTED TO GROW FROM 5-10% TO 20-30% BY 2030 IN URBAN CITIES LIKE MUNICH

EXAMPLE: MICROMOBILITY IMPACT MUNICH BY 2030



80,000

tons of CO₂ emissions reduced;
the equivalent of the yearly CO₂
emissions of 10,000-15,000
Germans



130

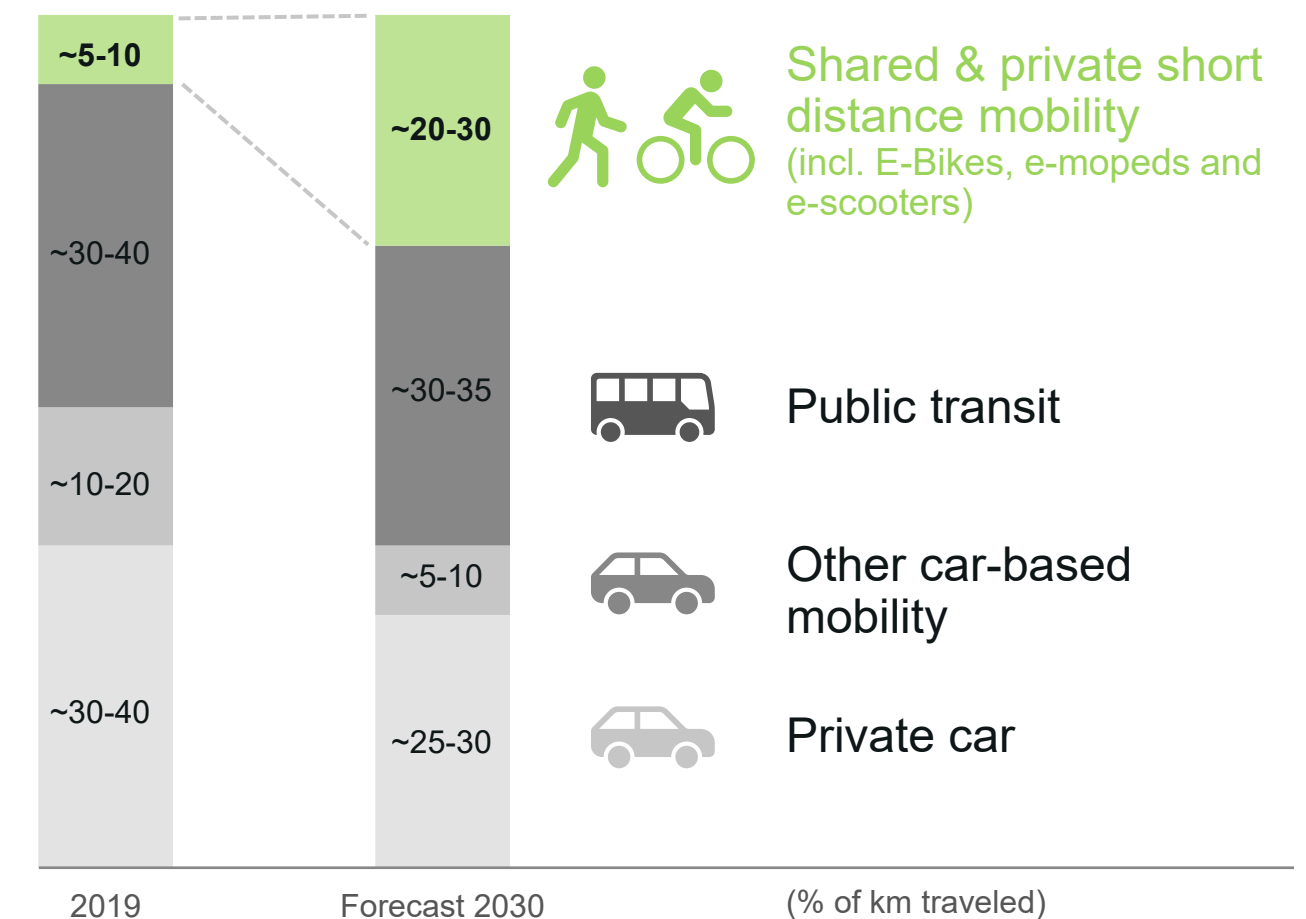
Hectares of green areas added;
the equivalent of 180 football fields



4

Hours saved per passenger per
year; the equivalent of half an
average working day per
passenger

DISTRIBUTION OF PASSENGER-KILOMETERS TRAVELED IN MUNICH



ELECTRIFICATION – OFFROAD & URBAN E-MOBILITY

NEW E-MOBILITY STRATEGY SERVES ALL CUSTOMER GROUPS WITH LEADING ELECTRIC MARKET SHARE

ELECTRIC MOTORBIKES

- KTM is the pioneer in the industry with the **only successful moto cross electric based product launch**, having increased the range by 50% over the least years
- Joint series development project with Bajaj suggests significant potential with a common **48 Volt electric two-wheeler platform** for planned serial production in India
- KTM E-Technologies GmbH provides **in-house E-mobility expertise** at the highest level including the development of **proprietary electric drive systems & battery platforms**
- New product launches & updates including **KTM FREERIDE E and electric minicycles**

ELECTRIC BICYCLES

- The **E-Bike market** is expected to grow double digit annually until 2025
- PIERER Mobility AG, through Husqvarna E-Bicycles (incl. its latest integration of PEXCO GmbH) as well as R Raymon & GASGAS brand is **intending to become a major player in its field** offering all product categories with in-house development expertise

"AS A GLOBAL PLAYER WITH STRONG BRANDS IN THE E-MOBILITY SEGMENT, WE AIM TO COMPREHENSIVELY EXPLOIT INNOVATION AND DEVELOPMENT POTENTIALS, PARTICIPATE IN SHAPING THE GROWING MARKET AND SECURE MARKET SHARE."



Source: PIERER Mobility AG

SUSTAINABILITY AT THE CENTER

WITH OUR BUSINESS ACTIVITIES, WE CONTRIBUTE TO THE ACHIEVEMENT OF THE GLOBAL SUSTAINABLE DEVELOPMENT GOALS.



RELIABLE EMPLOYER

Our employees are the fourth pillar of success alongside globalization, innovation and brands. As one of the largest employers in Upper Austria, we have a special responsibility towards them.



SUSTAINABLE MOBILITY

We secure our role as an innovation company through constant development work. As a primary goal, we focus on the highest quality and security for our customers and drive product and technology development in the area of sustainable mobility concepts.



ENVIRONMENTALLY CONSCIOUS PRODUCTION

As a manufacturing company, we are aware of our environmental impact and rely on the safe and efficient use of resources. Our recycling strategy focuses on material cycles and high recycling quotes.



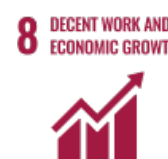
FAIR BUSINESS PRACTICE

We contribute to sustainable economic growth. We operate in compliance with legal provisions and ethical principles in doing so. We are interested in long-term and trusting business relationships with business partners (especially suppliers) and are strongly anchored in the region.



SDGs with biggest impact for PIERER Mobility Group

Source: PIERER Mobility AG



rated by



SUSTAINABILITY HIGHLIGHTS 2020

KEY FIGURES

111 M€
INVESTED IN
PRODUCT
DEVELOPMENT

78.44
G/KM
FLEET
EMISSIONS¹⁾

9%
R&D EXPENSES
FROM REVENUE

27,225
HOURS OF
FURTHER
TRAINING
OF EMPLOYEES IN
AUSTRIA DESPITE
COVID-19

-16.7%
EMISSIONS
PER VEHICLE
SOLD²⁾

EMPLOYEES
IN R&D
17.6%
OF TOTAL
EMPLOYEES

86%
PROCUREMENT
VOLUME WITHIN
EUROPE
FOR SERIES
PRODUCTION

COMPLIANCE
CASES,
INCIDENTS^{WITH}
FINE OR PENALTY
AFTER
RECALLS
0

22.4%
FEMALE SHARE

-7%
WASTE³⁾







1) Reduction in energy demand for products: Ø Emission in g/km (around -1% compared to the previous year); 2) t-CO2-e compared to the previous year, based on Scope 1 + 2 emissions "location based";

3) Total waste in kg compared to the previous year with values from the KTM Group's manufacturing sites in Mattighofen and Munderfing;

Source: PIERER Mobility AG

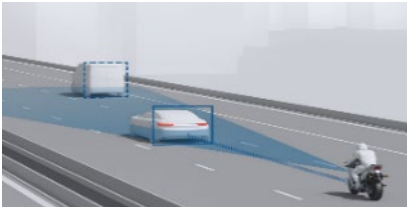
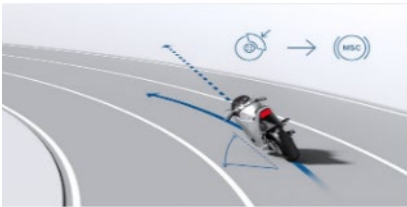
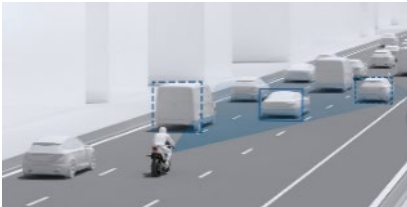


ELECTRIC POWERED TWO-WHEELERS

LEGAL CLASSIFICATION

	LOW VOLTAGE (48 Volt)					HIGH VOLTAGE
Category (Technical & Performance)	Electric Bicycle	L1eA S-Pedelec	L1eC* S-Pedelec	L1e-B Moped up to 50cc	L3e-A1 Motorcycle/Scooter up to 125cc	L3e-A2, L3e-A3 Motorcycle/Scooter
						
Max. Performance (rated)	250 W	1 kW	1 kW	2 – 4 kW	4 – 11 kW	>10 – 35 kW
Max. Speed	25 km/h (15.5 mph)	45 km/h (28 mph)	45 km/h (28 mph)	45 km/h (28 mph)	Not Specified	Not Specified
Required License	No License Required	Moped (AM), Street homologation	Moped (AM)	Moped (AM)	A1 Motorcycle	A2, A

*in discourse with the European Cyclists' Federation CONEBI
Source: PIERER Mobility AG

SAFETY & DIGITAL INNOVATION AT THE CORE FOR SUSTAINABLE TWO-WHEEL TRANSPORTATION

	SAFETY			TECHNOLOGY	
					
Trend and challenge	Connectivity in traffic Vehicle-to-vehicle (V2V) communication, especially for early detection of approaching vehicles	Electronic assistance systems Electronic systems focusing on lean-angle-dependent break and traction control	Adaptive cruise control (ACC) & radar signals Electronic, radar-based aids warn about hazards such as a vehicle approaching in the rider's blind spot	Optimization of drivetrains Improvement of performance and compliance with environmental law standards	Electric drive Zero emission for two-wheelers and light-weight vehicles
Partner	Bosch	Bosch	Bosch	Pankl	KTM
Achievements	<ul style="list-style-type: none"> Car industry is leading the development It will take several more years before V2V will become relevant for motorcycle manufacturers Important future safety feature for P2W by making other road users aware of approaching motorcycles 	<ul style="list-style-type: none"> Cornering Brake Control (CBS) introduced by KTM and integrated in all KTM models Motorcycle Stability Control system (MSC) integrated in KTM flagship models 	<ul style="list-style-type: none"> ACC, a Among the systems included here is ACC adaptive cruise control, which can automatically adjust the bike's speed to maintain a safe following distance 	<ul style="list-style-type: none"> Compliance with EURO 4 (2016/17) and 5 (2020/21) Continuous introduction of new light-weight components 	<ul style="list-style-type: none"> Introduction of KTM E-Ride series (Freeride E-XS, E-XC, E-SM) Growth will depend on development of efficient, light-weight and low-cost batteries

- **Technology** will remain a dominant differentiating factor for the foreseeable future
- As for cars, the **drivetrain** is the most expensive component and the most important area enabling differentiation
- While KTM manufactures all key elements of the drivetrain in-house, it relies on **partnerships** with prime partners in other innovation areas such as batteries or V2V technology

APPENDIX

DATA SOURCES FOR MOTORCYCLES MARKET INFORMATION AND INTELLIGENCE

Sources by market		
Europe	Reported countries: Data source: Motorcycles:	DE, FR, IT, ES, UK, SE, BE, NL, AT, CH, FI, NO, BALTIC 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 / New Zealand	Data source: Motorcycles:	ERG >120cc, incl. MX
India	Data source: Premium motorcycles:	Bajaj Market Intelligence S2 + S3 Segment