



PIERER MOBILITY AG

THE LEADING EUROPEAN POWERED TWO-WHEELER COMPANY.

COMPANY PRESENTATION | 13/01/2022



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THE PIERER MOBILITY DNA

30 YEARS OF TRACK RECORD

CONTINUED GROWTH

~16% sales unit **CAGR** since 1992
resulting in EUR 2,020 – 2,040 million
revenue in 2021



HIGH INNOVATION RATE

Research and Development expenses
are around **9% of revenues**

PREMIUM BRANDS

strong brands secure sustainable
profitability and cash flows

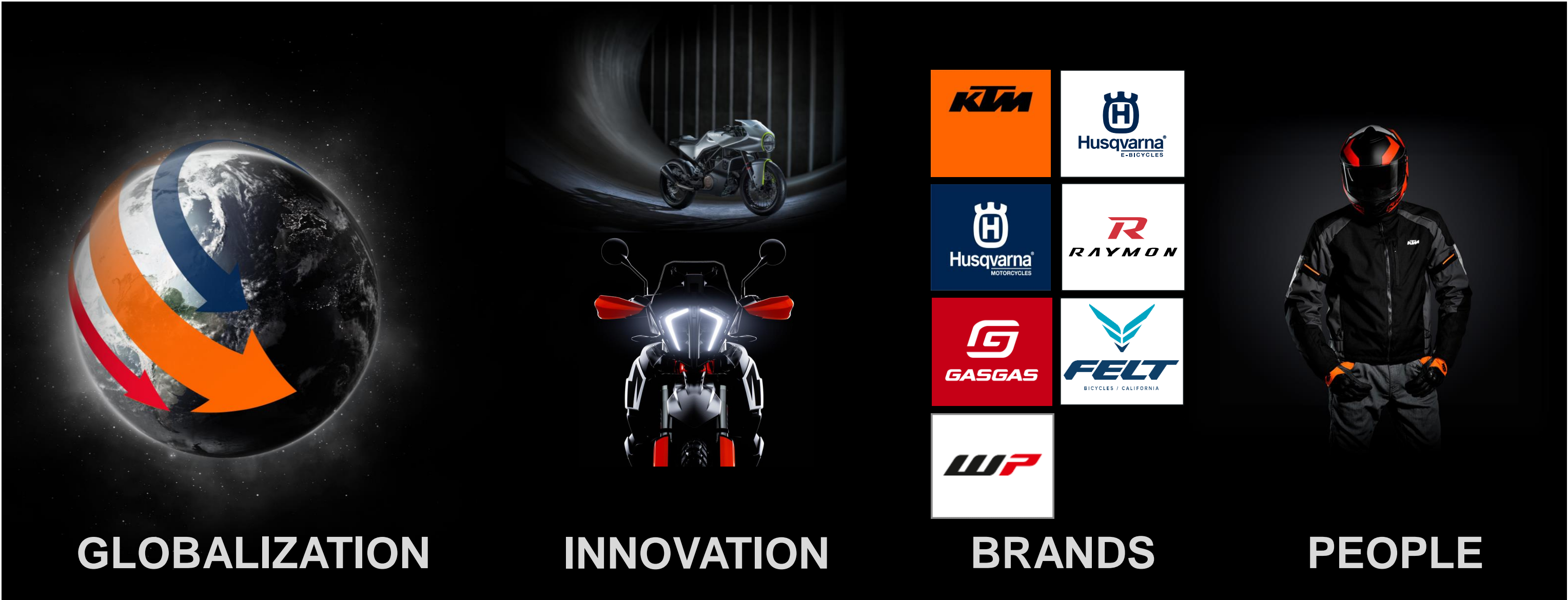


PIONEER IN PTW

(POWERED TWO-WHEELERS)

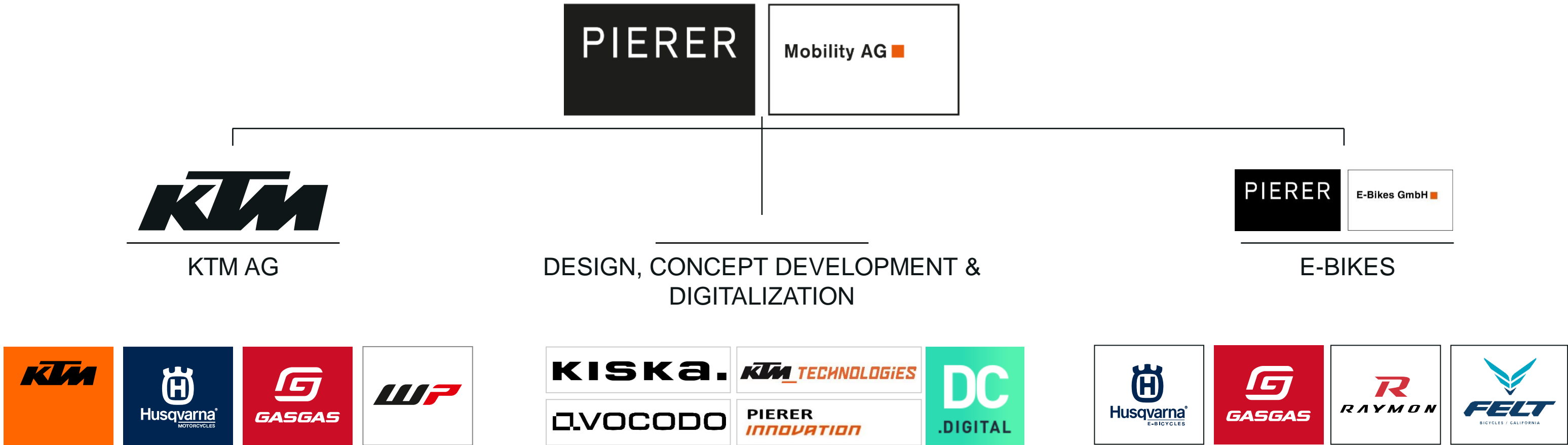
ELECTRIFICATION

THE 4 PILLARS OF SUCCESS



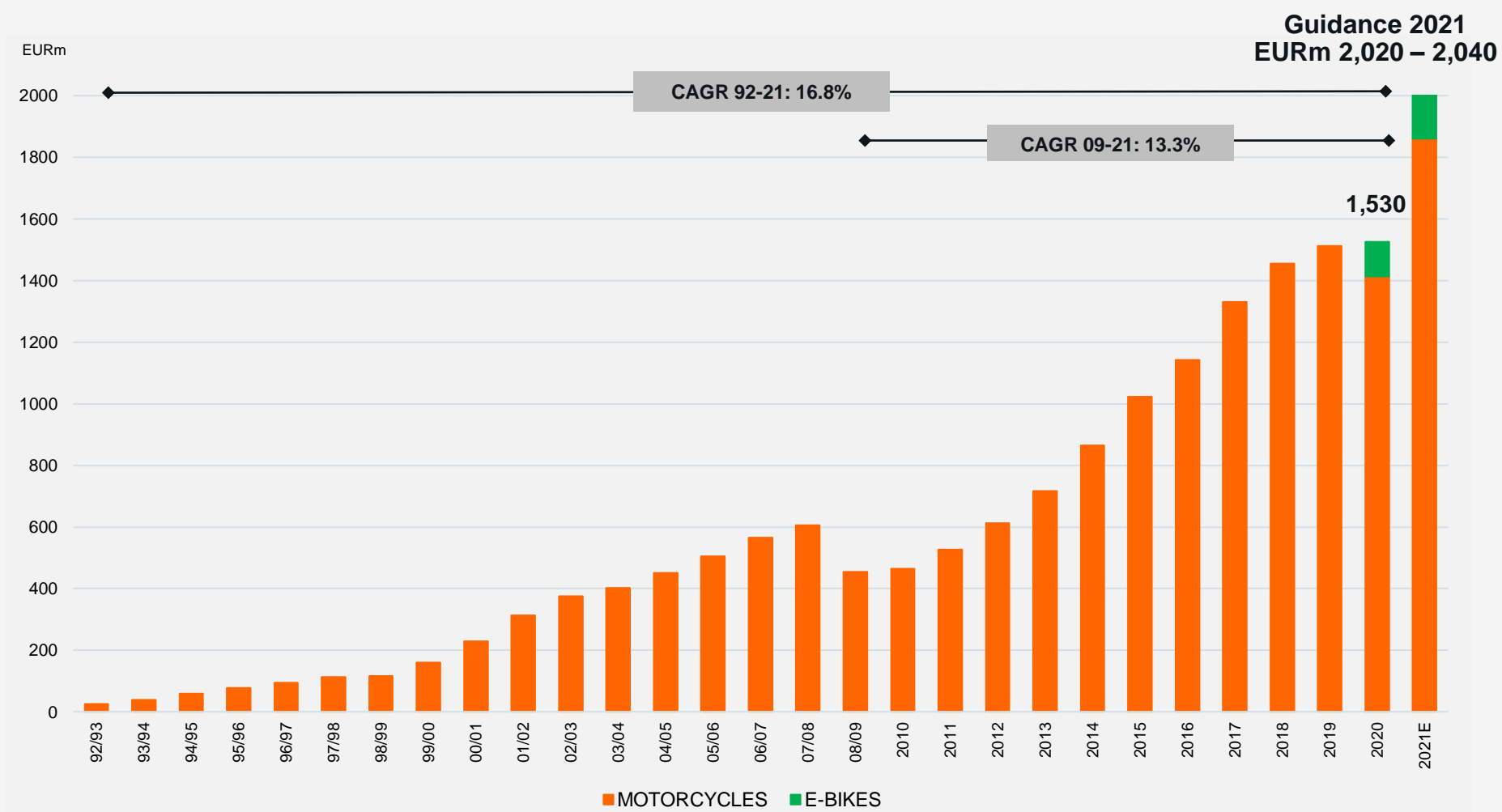
THE LEADING EUROPEAN POWERED TWO-WHEELER GROUP

3 PILLARS OF VALUE CREATION



TWENTY-NINE YEARS OF SUCCESSFUL TRACK RECORD

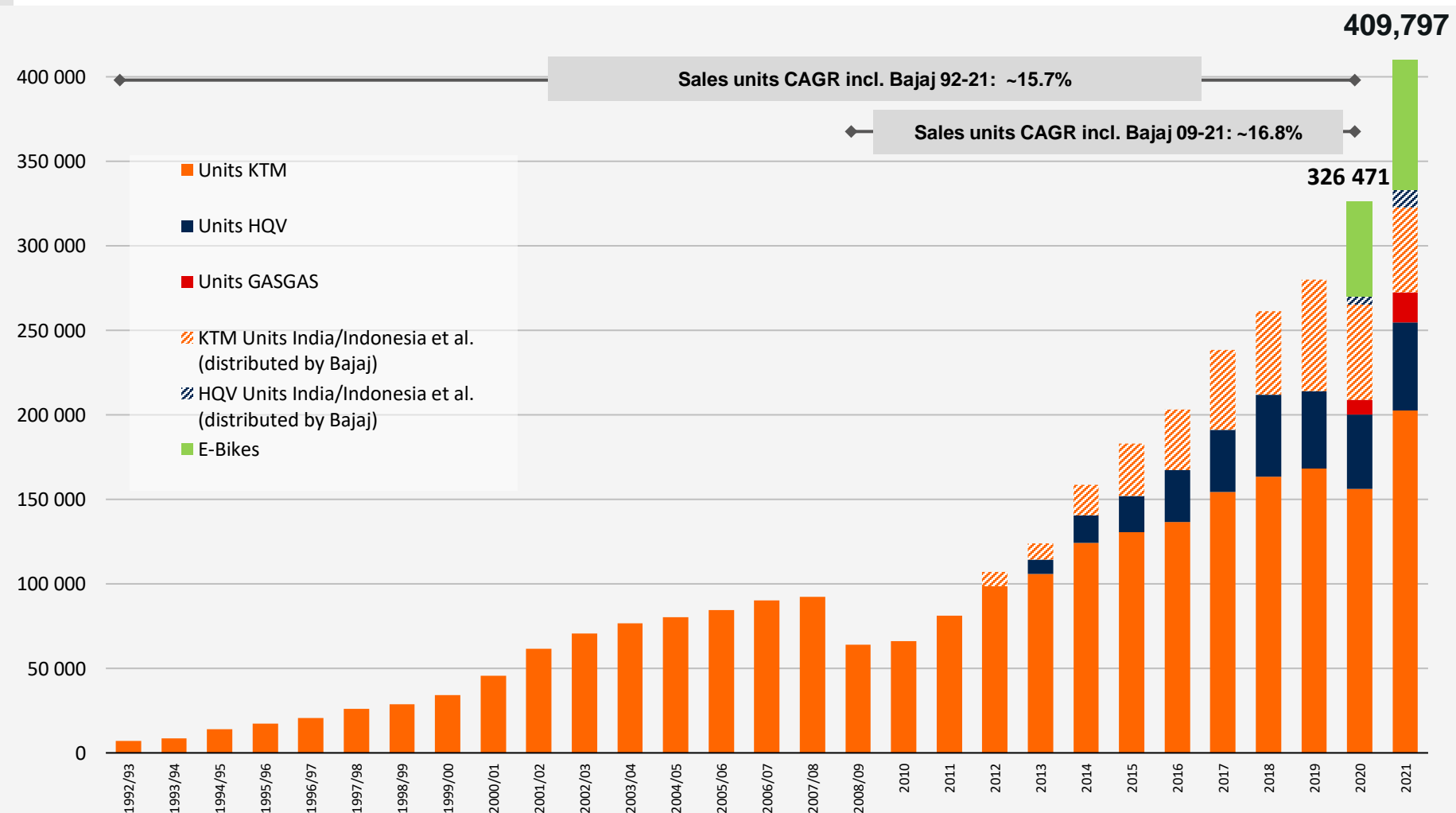
REVENUE SALES MOTORCYCLES & E-BIKES



- On track for **11th consecutive record year**
- **BY 2021** revenue of EURm between EURm 2,020 – 2,040 (+ ~30%)
- Revenue sales **more than tripled from 2009 to 2021**
- Revenue sales **CAGR ~13% since 2009**

TWENTY-NINE YEARS OF SUCCESSFUL TRACK RECORD

POWERED TWO-WHEELERS (PTW) UNIT SALES



- **409,797 PTWs sold** in the Business Year 2021
- Group market share has quadrupled since 2009 to ~12% in Europe and ~12% in North America
- Motorcycle sales unit CAGR of ~16.8% since 2009
- E-Bike target set to quadruple from 2020 to 2025 to ~250k units

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

STRONG (E)-BICYCLE PRODUCT PORTFOLIO



FOR | PIONEERS



GET ON THE GAS!



Ride here. Ride now.



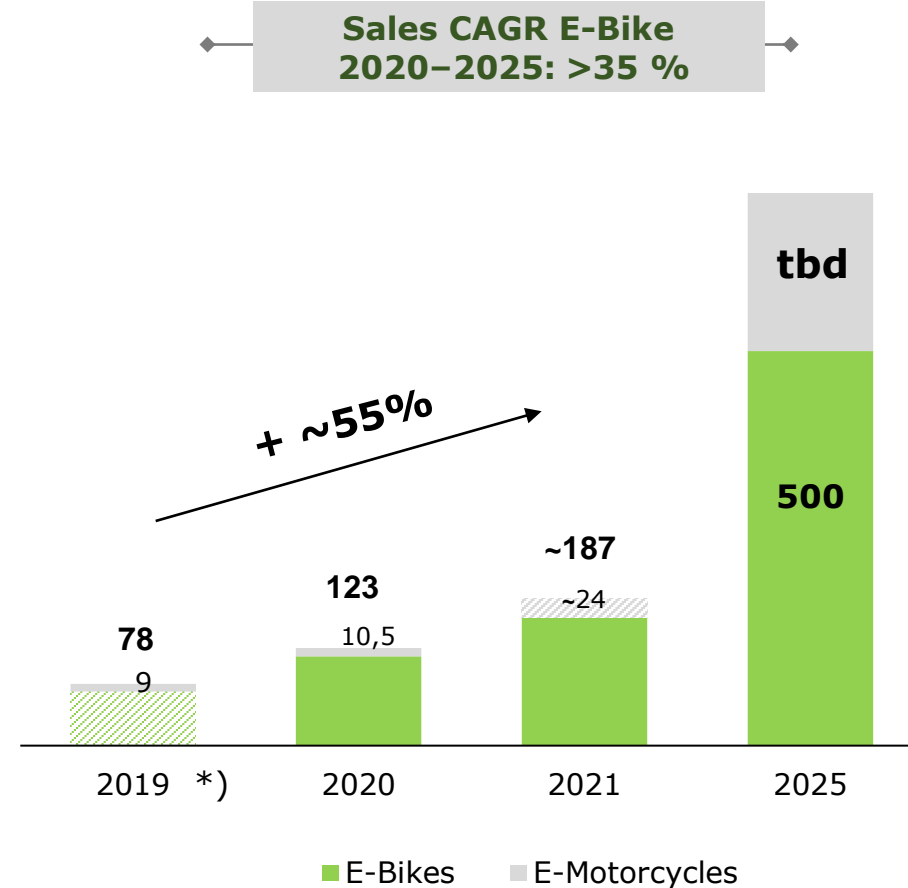
FELT IS FAST



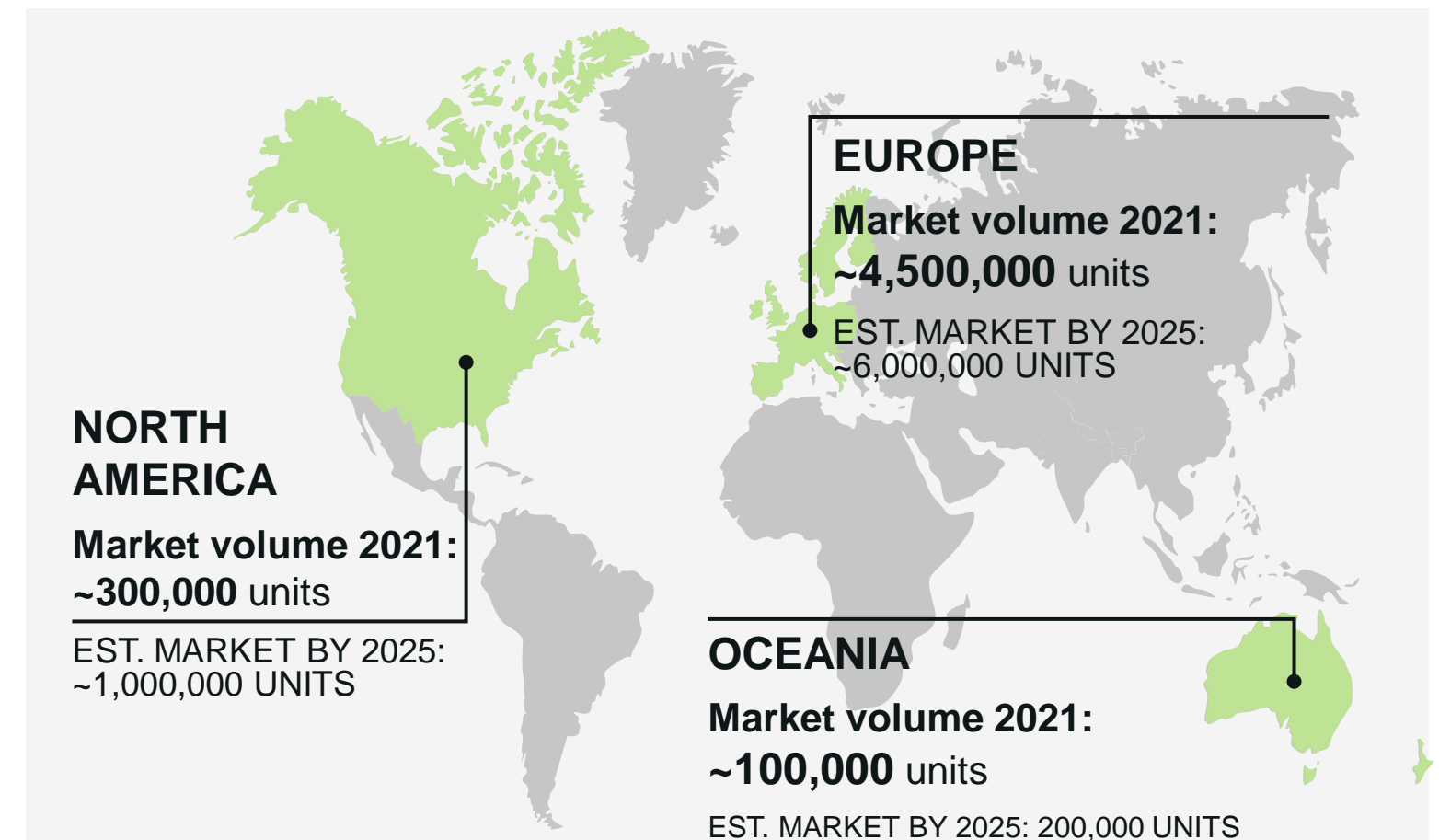
THE ELECTRIC PTW OPPORTUNITY

REVENUES OF PIERER MOBILITY AND MARKET OPPORTUNITY

Revenues PIERER Mobility (mEUR)



Global E-Bike Market Potential



EUR 500 MILLION ELECTRIC BIKES BY 2025

THE ELECTRIC POWERED TWO-WHEELER VISION

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



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



GLOBAL MOTORCYCLE PRODUCTION FACILITIES

BUSINESS YEAR 2021

SPAIN Girona
~2,500 UNITS

AUSTRIA Mattighofen (HQ)
~179,000 UNITS

CHINA Hangzhou
~10,000 UNITS
(CFMOTO, JV)

COLOMBIA
Cartagena (CKD)

BRAZIL
Manaus (CKD)

ARGENTINA
Buenos Aires (CKD)

INDIA Pune (Bajaj)
~142,500 UNITS

PHILIPPINES
Laguna
(JV – CBU/CKD)

PRODUCTION SITES

- 4 production sites
- 4 CKD/CBU facilities

CKD/CBU PRODUCTION

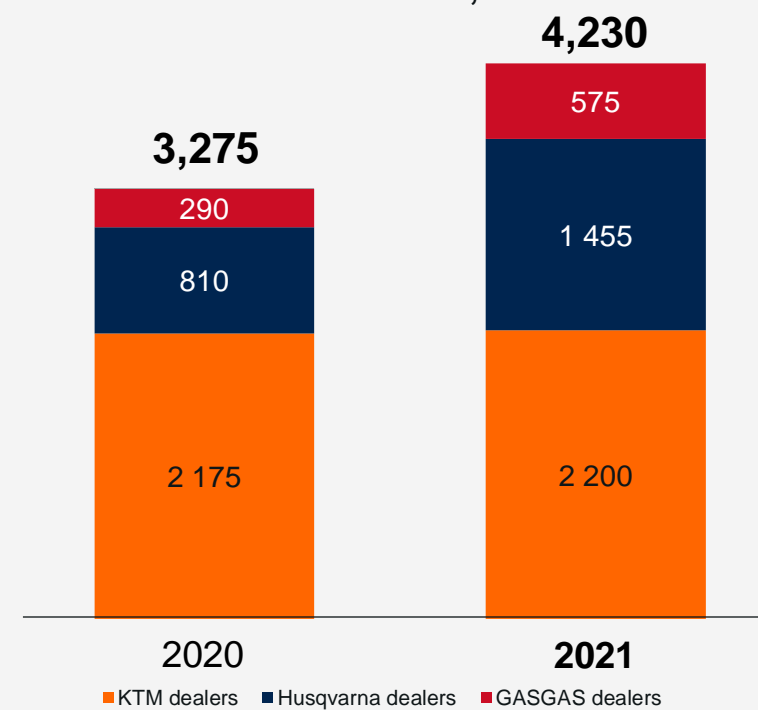
- 125/200/250/390/790 DUKE
- RC 125/200/390
- SVARTPILEN/VITPILEN 125/250/401
- 250/390/790 ADVENTURE/R
- 250/300/350 Enduro Models

BUSINESS GROWTH DRIVER – DEALERS & SHOWROOMS

MORE THAN 4,200 MOTORCYCLE DEALERS & 1,340 BICYCLE DEALERS

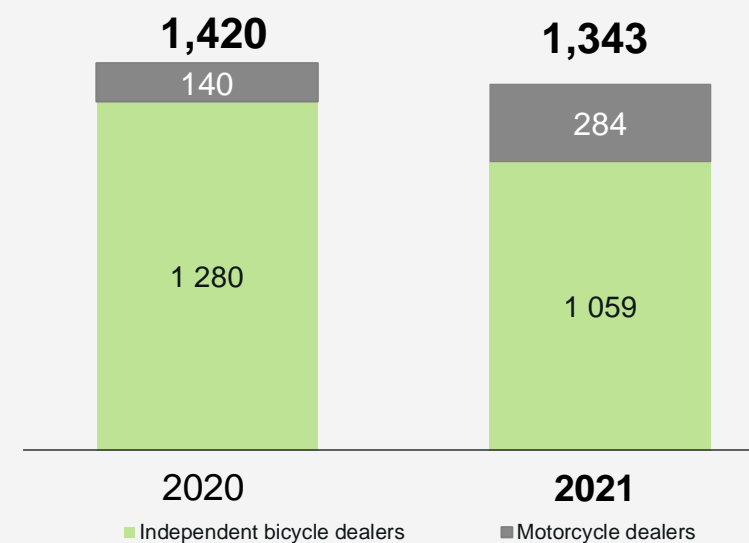
4,230 MOTORCYCLE DEALERS

- more than 350 dual brand dealers
- Europe: ~1,570 Dealers
- North America: ~800 Dealers
- India/Indonesia: ~1,300 Dealers



1,343 BICYCLE DEALERS

- 1,059 independent bicycle dealers
- 284 motorcycle dealers
- Focus on premium high performance dealers





REPORTING GUIDELINES AND ESG RATINGS

■ Reporting Guidelines 2021

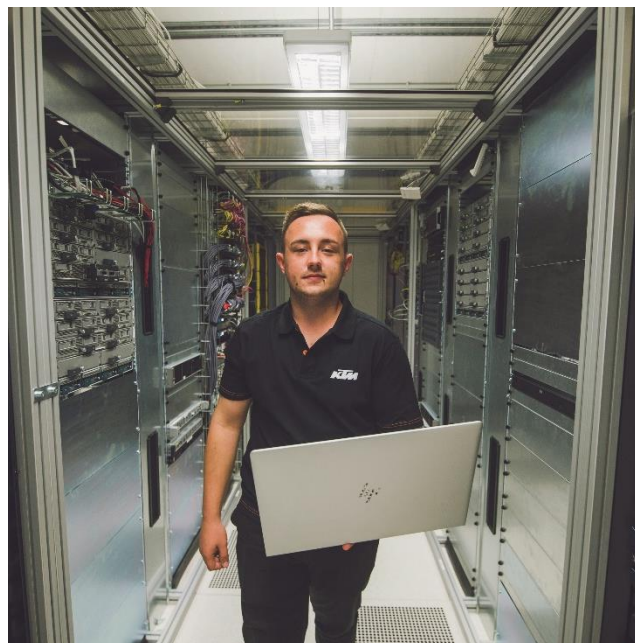
- Sustainability Reporting in accordance with “**GRI Standards**”: “Core” option and Directive 2014/95/EU (in Austria “NaDiVeG”)
- **External assurance** (conformity with the International Standard on Assurance Engagements ISAE 3000)
- **Climate reporting** with the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD)
- Measures in line with the UN SDGs, Definition of the **focus SDGs**
- In preparation: **EU taxonomy**



■ Ratings 2021

rated by





SUSTAINABILITY ACTIVITIES

MAIN TOPICS AND CURRENT MEASURES 2021

- **COVID-19:** Measures to protect employees (among other things ongoing testing and vaccination option), vaccination bonus of EUR 750 as a one-time voluntary benefit for all employees
- **Supplier survey** on social and environmental criteria (Supplier Self-Disclosure): Survey of 23% of series suppliers, Implementation of **ESG platform for supplier assessment** in Q2 2022; New process for supplier auditing with focus on supply chain and purchasing
- **New department with Focus on “Health & Safety”:** The topics of occupational safety, health and sports are managed by the Group HR
- **Vehicle Security:** Started implementation of a Cybersecurity Management System (CSMS) in accordance with **ISO 21434**, since the beginning of 2021
- **Another expansion of waste management;** training courses on environmental management for production employees started
- **Further improvement in quality control:** New testing laboratory for CE testing at the Anif site

FINANCIAL GUIDANCE 2021

FINANCIAL OUTLOOK

	GUIDANCE 2021	KEY FIGURES 2020	KEY FIGURES 2019
Revenues in m€	2,020 – 2,040	1,530.4	1,520.1
EBIT margin	9.0 – 9.5%	7.0%	8.7%
EBITDA margin		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



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

CONTACT DETAILS

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