



**3U HOLDING AG**  
**Success in Megatrends**

Investment Case 3U HOLDING AG	4
Events and results – first nine months of FY 2019	6
Successful in megatrends – cloud computing	12
Successful in megatrends – online trading	18
Successful in megatrends – renewable energies	22
Summary	24
Option: IPO of weclapp	27
Annex	32

**ITC Segment**

Information and  
Telecommunication Technology



- **Cloud Computing**  
**ERP for SME**
- Telecommunications
- DCS
- Software-Licensing

**RE Segment**

Renewable  
Energies



- **Project**  
**Acquisitions and**  
**Disposals**
- **Power Generation**
- Project development

**SHAC Segment**

Sanitary, Heating,  
Air Conditioning



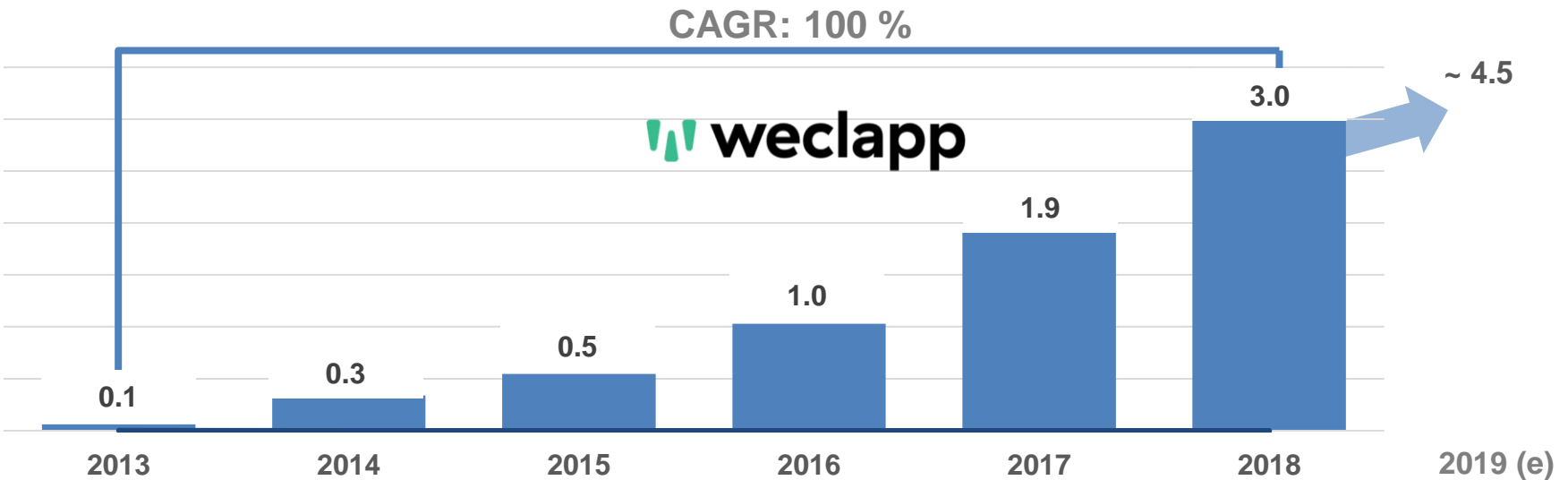
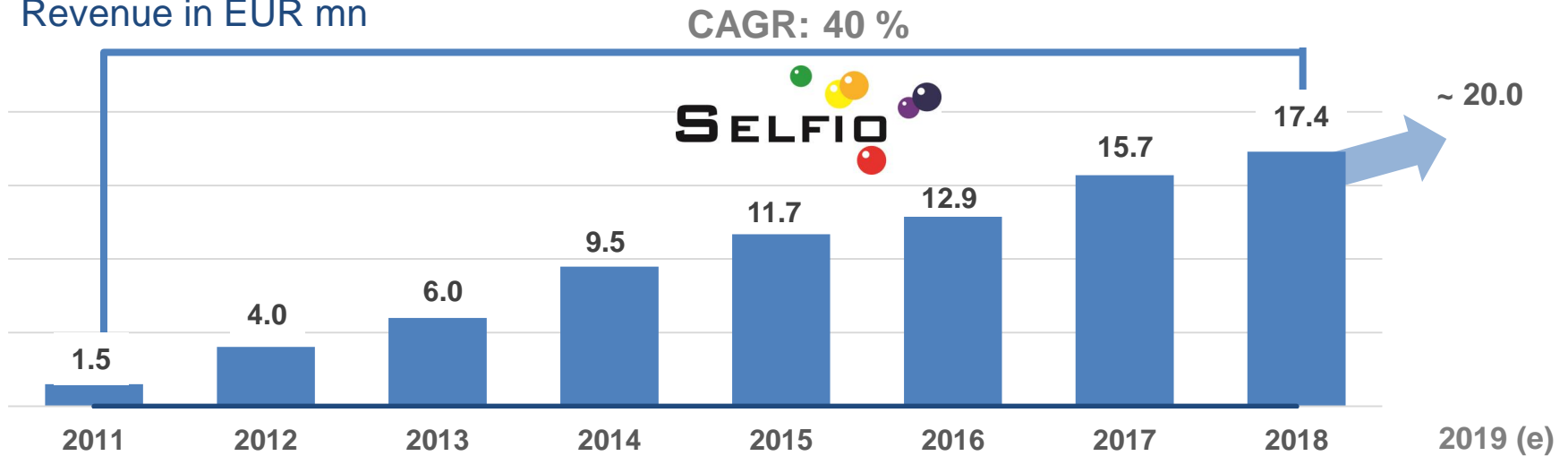
- **E-Commerce**
- Production
- Logistics
- Planning
- Construction

## **3U Growth Strategy: Enhance Technologies, Overcome Barriers to Growth, Tap Potential**

- ✓ Successful business models in three megatrends:
  - cloud computing
  - e-commerce
  - renewable energies
- ✓ Goal: Market leadership in key business areas
- ✓ Profitable business models in all three segments
- ✓ Net profit and dividend increased for three years in a row
- ✓ Significant revenue growth ahead for 2019 and beyond
- ✓ Development and employment of leading edge technologies from Next Generation Networks in Telecommunications and DCS to Artificial Intelligence in Cloud Computing and E-Commerce
- ✓ Ongoing strategic focussing on the growth areas:  
Cloud Computing and E-Commerce

# KEY GROWTH DRIVERS: E-COMMERCE AND CLOUD COMPUTING

Revenue in EUR mn



Organic Growth Continues – Strategic Acquisitions Ahead



## Events and results of the first nine months of FY 2019

# WECLAPP AND SELFIO CONTINUE THEIR UNCHECKED GROWTH COURSE

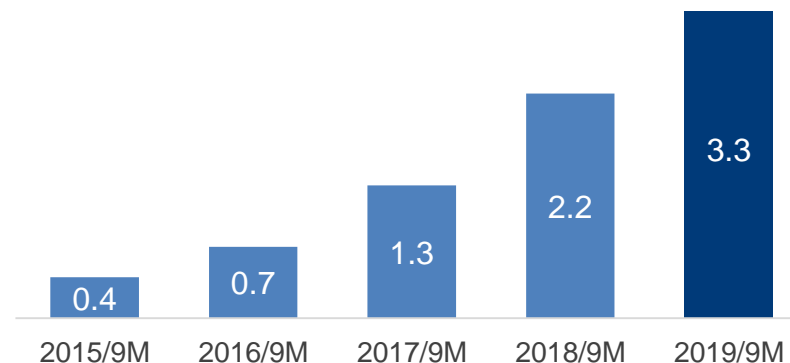
## Revenue development in EUR mn since 2015

### Multi-award-winning cloud-based ERP-System

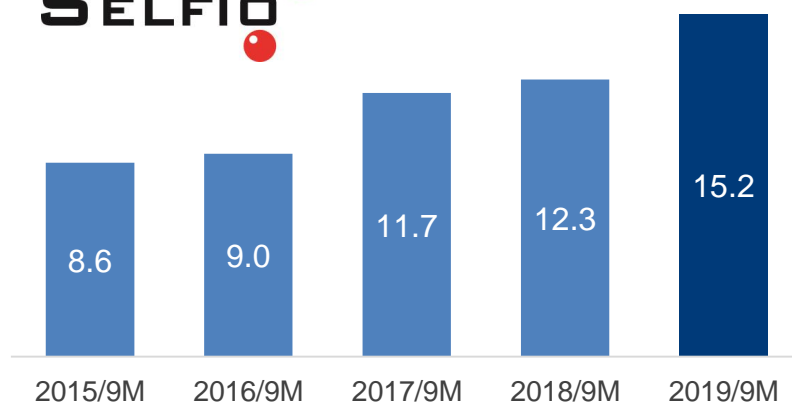
Sustainable organic growth thanks to

- effective online marketing,
- technology and price leadership,
- R & D: Focus on Artificial Intelligence
- genuinely cloud-based platform,
- leading edge user experience,
- universal usability on any mobile devices

 **weclapp**



**SELFIO**



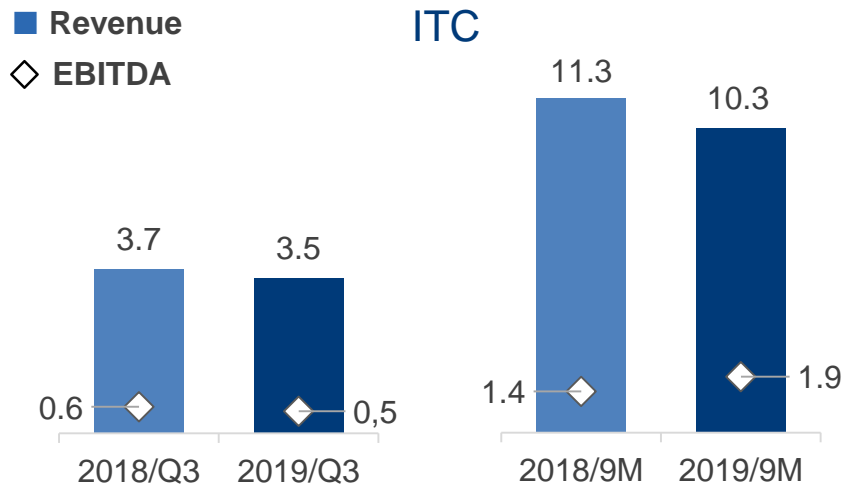
Leading specialised online-shop for sanitary, heating and air conditioning systems

Sustainable organic growth thanks to

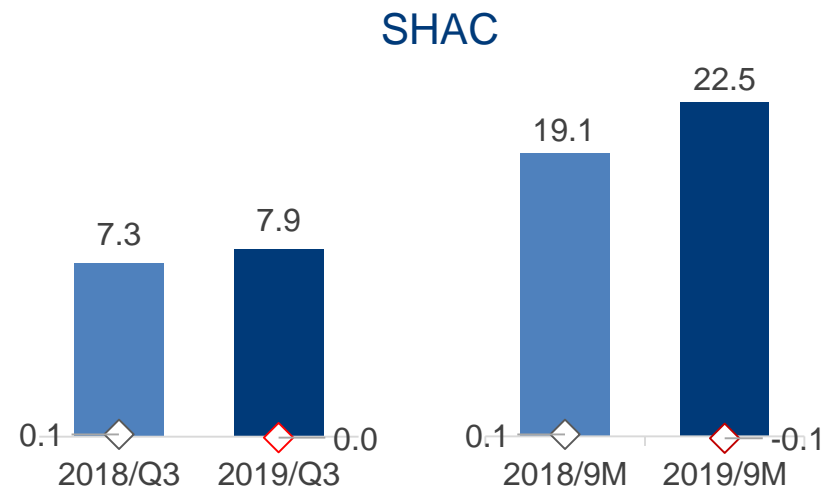
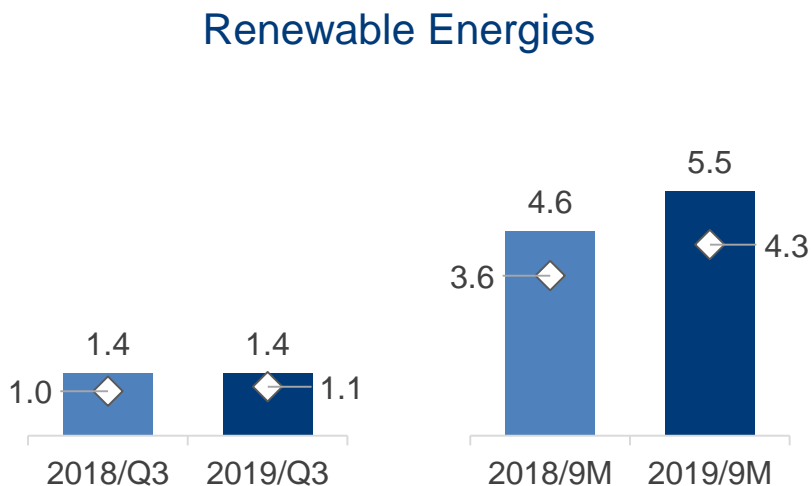
- effective online marketing,
- leading edge expert advice for customers,
- elaborated market intelligence and leading software-based price determining,
- comprehensive product range,
- manifold, reliable supplier relationships

# FIRST NINE MONTHS OF 2019: POSITIVE DEVELOPMENTS IN ALL SEGMENTS

Revenue and EBITDA in EUR mn: Q3/2018 vs. Q3/2019 and 9M/2018 vs. 9M/2019



- ITC: Cloud Computing with high growth and earnings contribution, Voice Retail decreasing as expected
- Renewable Energies: wind yield on a good level
- SHAC: Online trading grows further, higher expense for optimisation, expansion of supply chain management

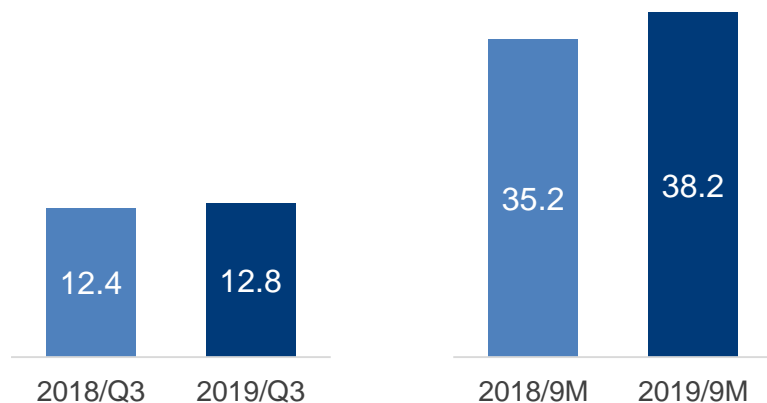




# REVENUE GROWTH IN FIRST NINE MONTHS OF 2019 FURTHER MARKED GROWTH OF GROUP REVENUE

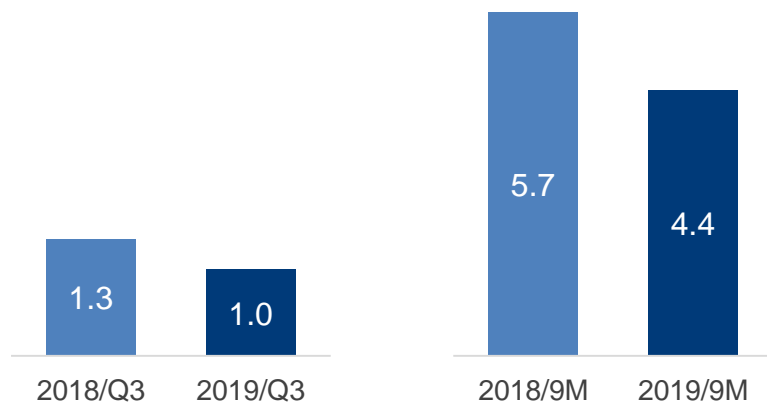
Development in EUR mn (consolidated): Q3/2018 vs. Q3/2019 and 9M/2018 vs. 9M/2019

## Revenue

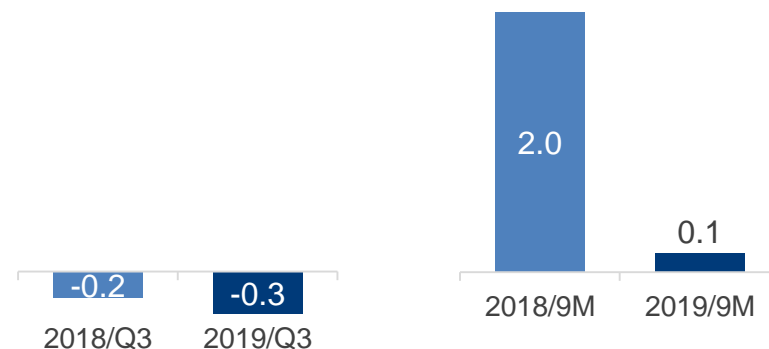


- Operating profitability slightly improved
- In previous year period EBITDA and net earnings came in higher thanks to M&A activities
- Earnings effects from the sale of a property will notably improve Group profits in the fourth quarter

## EBITDA



## Net Income

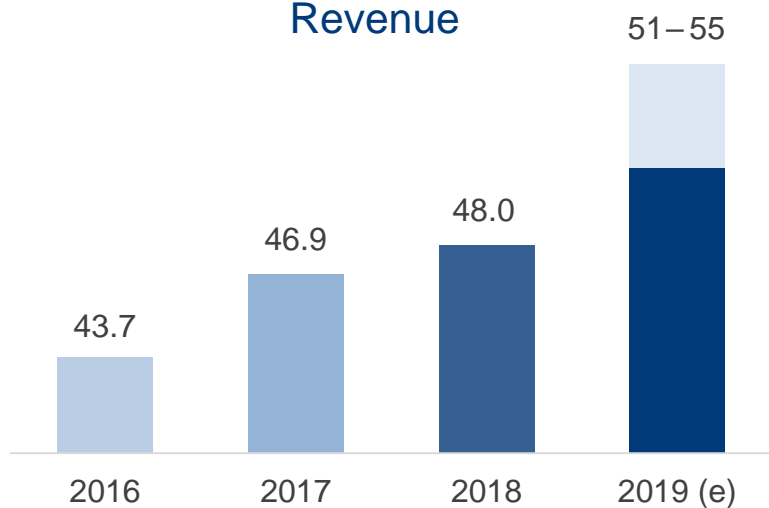


in EUR mn / %	30 September 2019	31 December 2018
Total assets	75.1	74.5
Inventory	8.3	7.0
Cash and cash equivalents	11.6	12.3
Shareholders' equity	40.8	41.4
Equity quota	54.3 %	55.6 %
Debt ratio (financial liabilities/equity)	84.3 %	79.7 %
Net debt (liabilities–cash and cash equivalents)	8.9	10.9
Free cash flow (Op. CF + Inv. CF)	3.4 (9 months)	8.7 (FY)

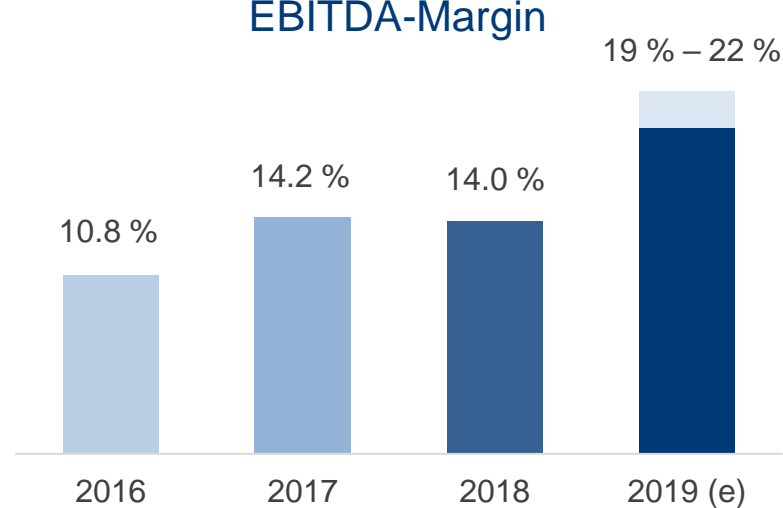
# FORECAST 2019 RAISED: TRANSACTION PROVIDES MARKED EARNINGS UPSWING

Development in EUR mn: 2016 – 2019 (e)

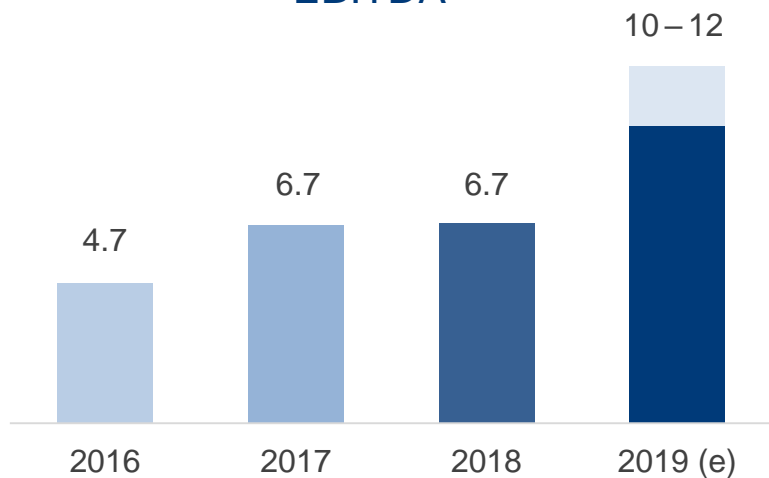
### Revenue



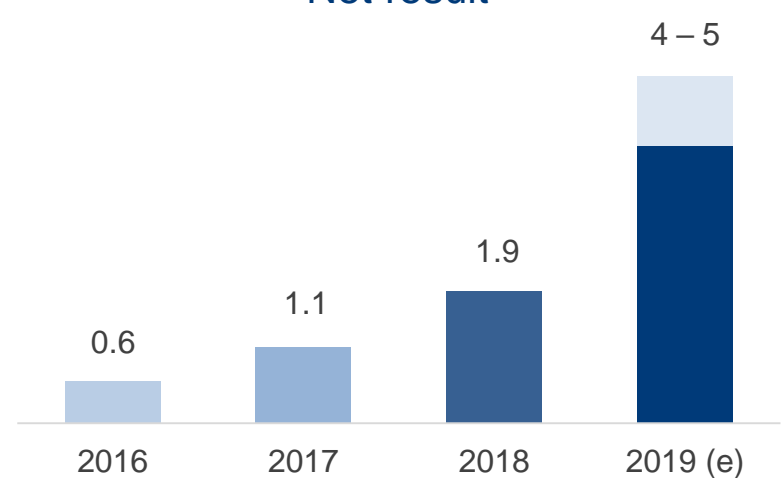
### EBITDA-Margin



### EBITDA



### Net result





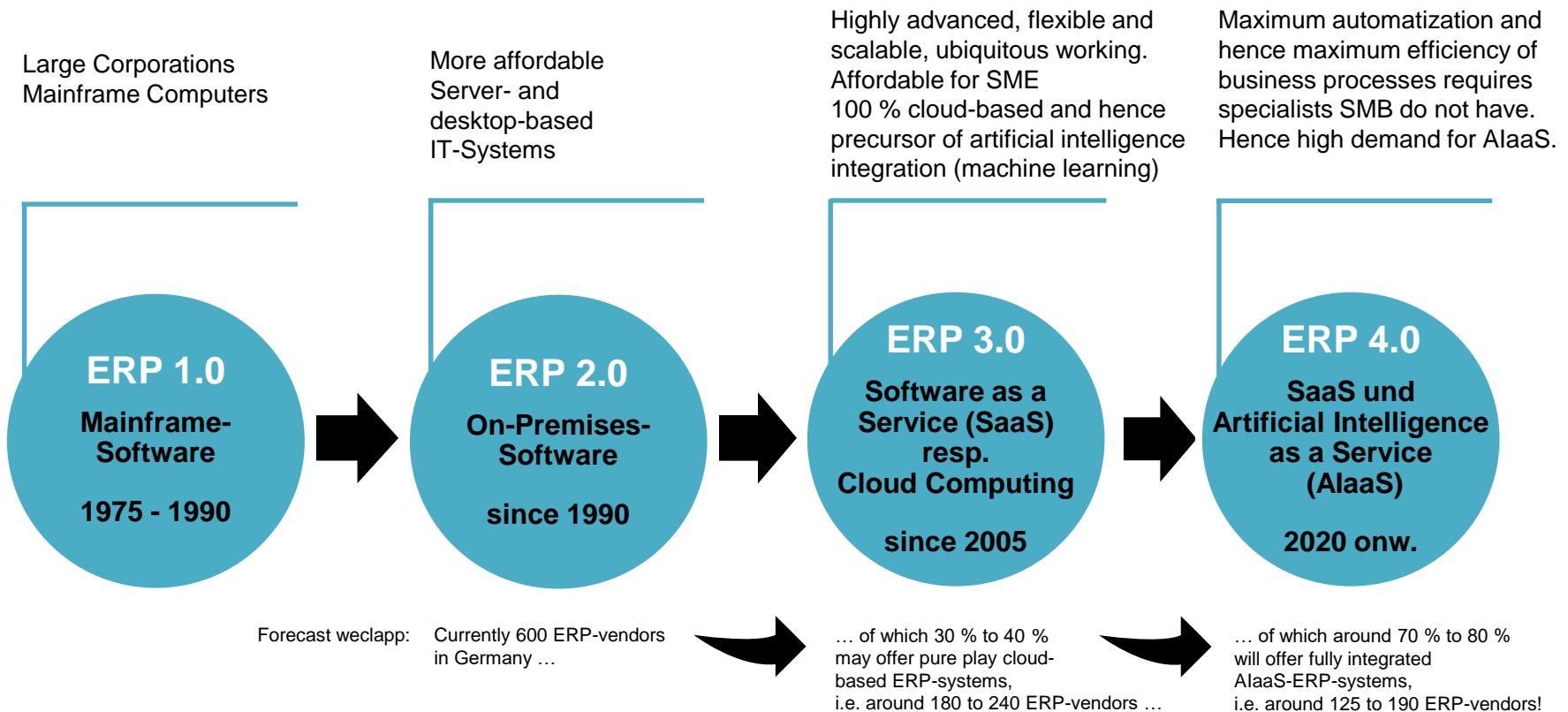
weclapp:

- ✓ Technology leader
- ✓ Price leader
- ⇒ Goal: Market leader!

 <p><b>CRM</b></p> <p>Easily manageable customer and contact management tool</p>	 <p><b>Sales</b></p> <p>Smooth order processing to boost your sales</p>	 <p><b>Purchase</b></p> <p>Smart supplier administration and control over incoming goods</p>	 <p><b>Projects</b></p> <p>Coordinate projects with transparent task and team management</p>	 <p><b>Invoices</b></p> <p>Create professional invoices in your company's own design</p>	 <p><b>Accounting</b></p> <p>Efficient online finance management with valuable evaluations</p>
 <p><b>Warehouse</b></p> <p>Convenient stock monitoring through inventory postings and evaluations</p>	 <p><b>Production</b></p> <p>Powerful features to optimize the production cycle of an article</p>	 <p><b>Logistics</b></p> <p>Useful administration with interfaces to shipping service providers</p>	 <p><b>Shop Interfaces</b></p> <p>Bidirectional interfaces keep all your e-commerce data in sync</p>	 <p><b>weclappPOS</b></p> <p>Flexible, intuitive and web-based POS system for retailers</p>	 <p><b>Helpdesk</b></p> <p>Professional and time-saving handling of customer inquiries</p>

## Unique selling proposition:

- Joy of use
- Genuinely cloud-based: consistent, scalable, expendable, universal, low price
- International:
  - focus on materials management (not accounting!)
  - multi-lingual, multi-currency, multi-location
- Platform: Java EE kernel, many extensions, partly open source
- Active community of developers, users and technology partners



**Bottom Line: With a mature, viable, 100 % cloud-based, comprehensive ERP-system and the potential of a fully fledged Artificial Intelligence enhancement now in development, the growth opportunities for weclapp are brilliant – in Germany and abroad!**

## Market potential

Number of SMB

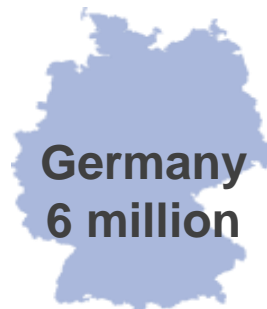
Cloud software spending  
(2015, 18 % CAGR)



- Cloud computing as a megatrend: growth of 25 % p.a. in Germany



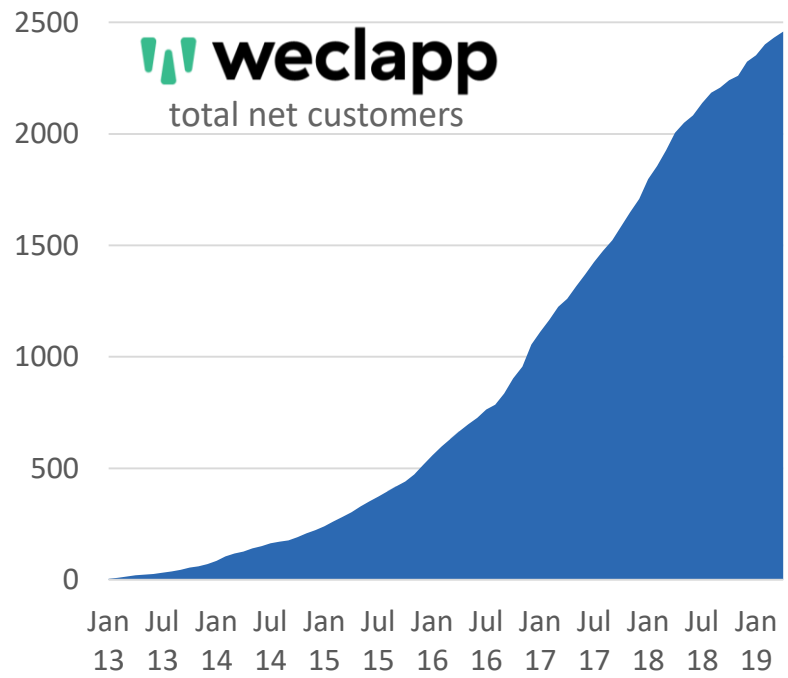
- Above-average potential at small and medium-sized companies



- Trend away from on-premises solutions towards cloud solutions for CRM and ERP
- Market still highly fragmented at present, with a multitude of providers



- Sales growth of over 100 % p.a. in the past 3 years
- Now more than 2,500 corporate customers and more than 12,000 users per day in 35 countries, 7 languages with a focus on Germany
- EBITDA sustainably > 20 %



➤ **Medium and long-term goals**

- Grow faster than the market: CAGR > + 100 % (organic and through acquisitions)
- weclapp to become one of the leading cloud CRM and ERP providers in Germany (in Europe, and worldwide)





**GOALS**

Market leadership

International expansion

IPO

**GROWTH DRIVERS**

Enhance functionalities

New sales concepts

M&A: acquisition of customers/competitors

**CONTINUOUS IMPROVEMENT**

Ensure profitability, invest in the future

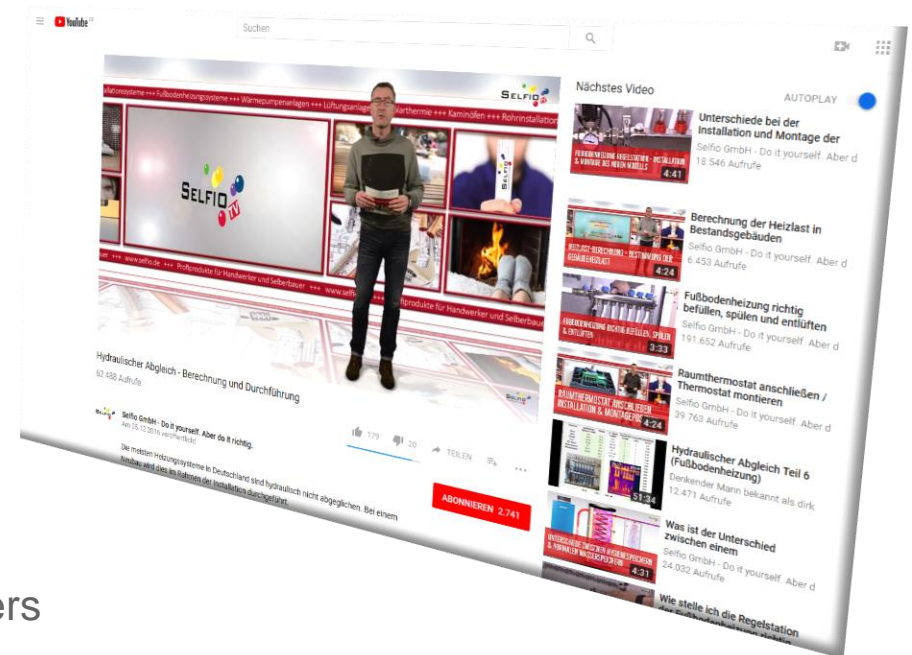
Increase pace and developer capacity (internal and external)



Selfio:

Successful in online trading  
thanks to high quality of advice  
and sales

- Founded in 2011, Selfio is an online trader ([www.selfio.de](http://www.selfio.de)) of professional DIY products, including well-known brands such as Buderus, Wilo, Grundfos, Biral, Junkers, Viessmann and Wolf.
- Approx. 300,000 customers, currently with approx. 6,000 new customers each month
- USP: high quality of advice – online and personal
- Over 6,000,000 video clicks on our YouTube channel *SelfioTV* – more than 80 videos with installation instructions and tips
- Over 5,200 YouTube subscribers over 18,000 followers on Facebook
- 120,000–140,000 visitors to the website each month
- 90% end customers, 10% business customers

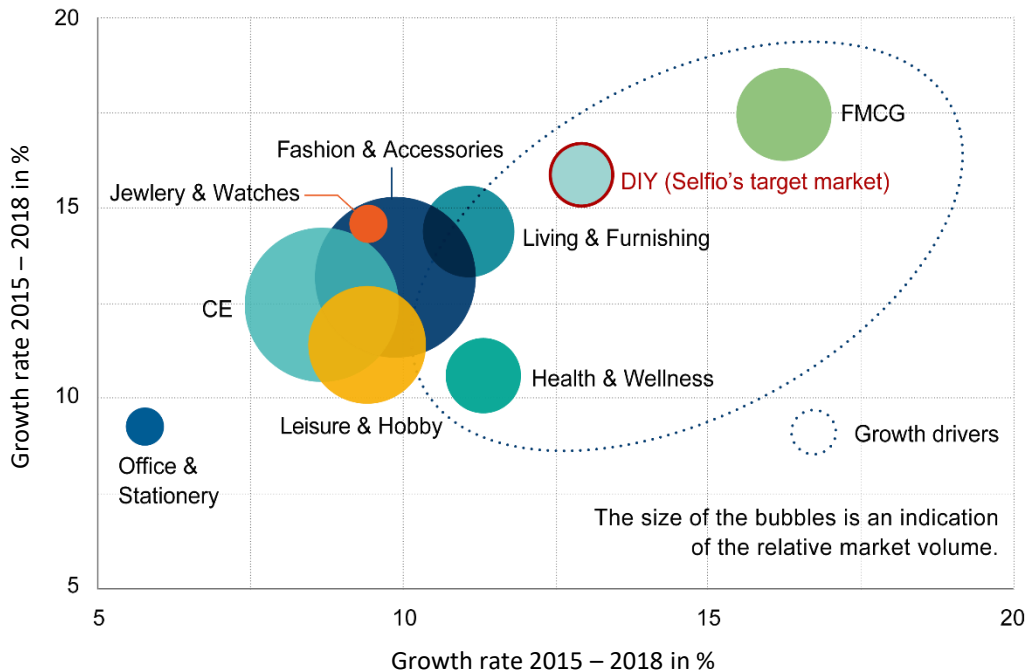


## ➤ Strategy

- Expansion of 3U's online trading activities into a leading, profitable trading platform for sanitary, heating and air conditioning technology (SHAC) by means of internal and external growth
- Improvement in profitability



## Growth rate German online trading per industry



- E-commerce demand in the SHAC sector set to rise at an above-average rate of over 10% p.a. up to 2030
- Shift in demand for SHAC towards online trading has only just begun
- 3U playing an active role in consolidation of the market



Content, Visibility, Traffic

Wider scope of products and services

Enhanced value creation through cooperations

**GROWTH DRIVERS**

Gain market share  
⇒ Top 100 Online Vendors

International expansion

Profitability

**GOALS**

**CONTINUOUS IMPROVEMENT**

Logistics optimisation and enhancement

Optimisation data usage/algorithms/software



## Renewable Energies: Wind and solar power

➤ **Successful project manager in the field of renewable energy**

- Cash flow is generated from income from power generation
- 3U Group as buyer and seller of already constructed wind farms
- Power generation capacity currently at around 45 MWp





# Summary





By strengthening and expanding our R&D activities in a forward-thinking way, our customers will benefit as much as most of our subsidiaries.

- 2019 will be another successful year.
- Raised guidance confirmed
- We see strong potential for further sales growth and increased earnings in the following years.
- We create value
  - thanks to the rapid growth story in cloud computing
  - thanks to the dynamic expansion of our online trading activities in the SHAC segment to achieve a market-leading position
  - thanks to the power generation from renewable energy with strong earnings and cash contributions





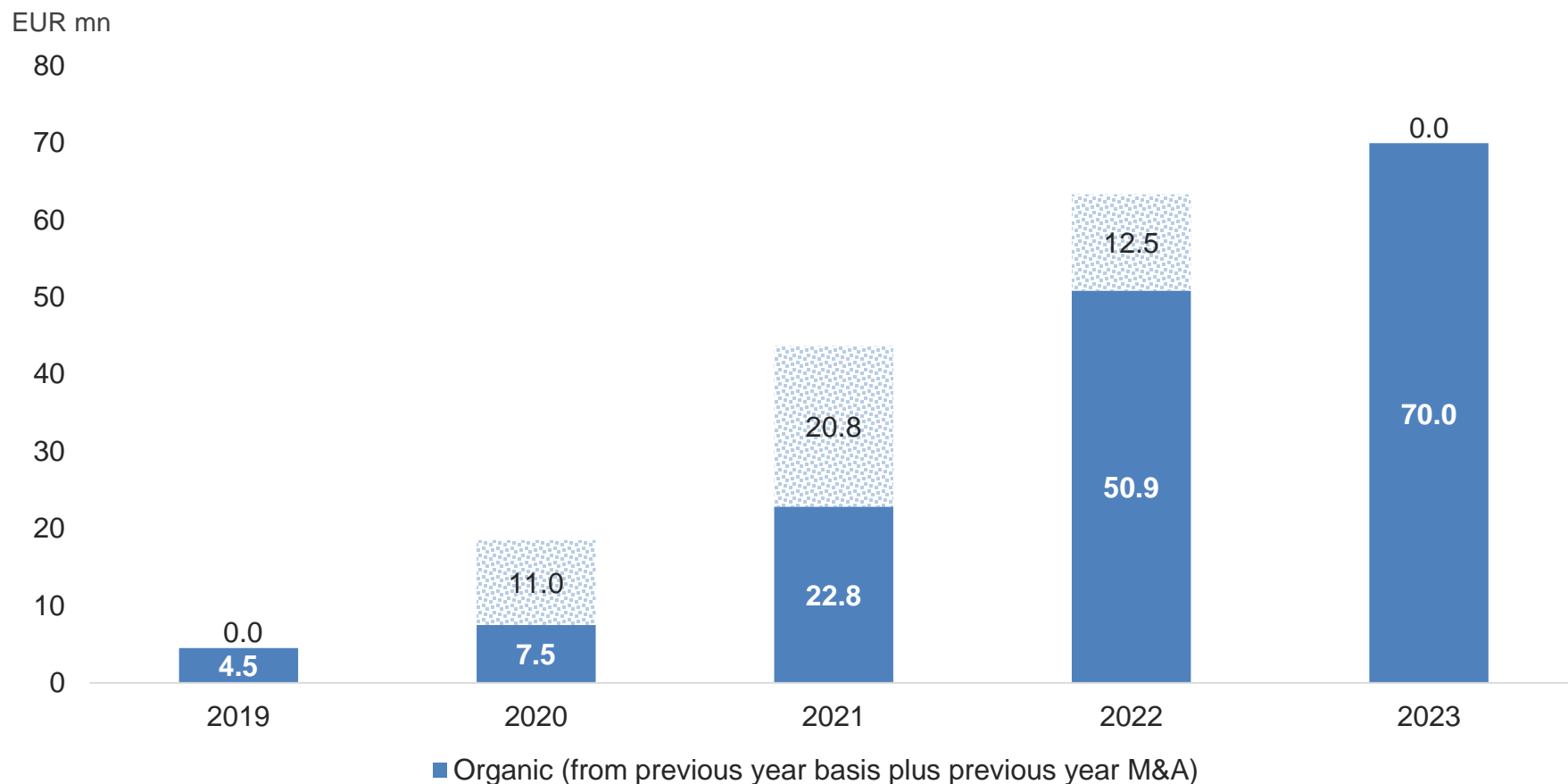
Option:  
IPO of weclapp

## Medium and long-term strategy

- Accelerated growth, partly by means of increasing focus on bigger customers
- Internationalisation of the online marketing strategy, gradual expansion of the online marketing strategy that we have applied very successfully so far in the D-A-CH region
- Establishment and expansion of internationally positioned partner sales, organic and non-organic
- Establishment and expansion of an internationally broadened organisational and IT infrastructure
- Stepping up research & development activities: artificial intelligence (AI) with focus on machine learning
- Repeated acquisition of competitors' customer bases, i.e. acquisitions of ERP producers and full-service IT service providers/IT systems companies as suitable sales partners, initially within the D-A-CH region and then internationally

## weclapp potential: ambitious goals for 2019 – 2023

- Organic revenue growth CAGR 2019 – 2023: approx. 50 % (planning assumptions)
- Revenue growth M&A: strategic assumptions dependent on financing and opportunities
- EBITDA-margin: sustainably 20 – 30 %



### **Investment criteria for cloud computing**

- ERP on-premises software
- “Functional fit” as high as possible
- Degree of standardisation as high as possible (customisation for each customer as low as possible)
- Number of customers as high as possible
- Number of employees as low as possible
- Number of sales partners as high as possible
- Goal: full migration of customers to the weclapp SaaS in the short to medium term; no inefficient parallel operation of multiple ERP systems in the long term!

### **Approach and measures**

- Consultancy mandate with renowned institution, partly for the purpose of creating a qualified target list, exposés, approach, etc.
- Collaboration with sector-specific M&A consultants/boutiques
- Ongoing review of offers received

### **Option: IPO of weclapp SE in 2020/2021**

- In view of weclapp's excellent international growth prospects, with significant investments required
  - in internationally effective online and offline marketing
  - in establishing and expanding internationally positioned partner sales
  - in establishing and expanding an internationally broadened organisational and IT infrastructure
  - in stepping up R&D and artificial intelligence activities in the future
  - and particularly in acquiring competitors' customer bases

we are continuously seeking support from the capital market and aiming for high issue proceeds of > EUR 100 million



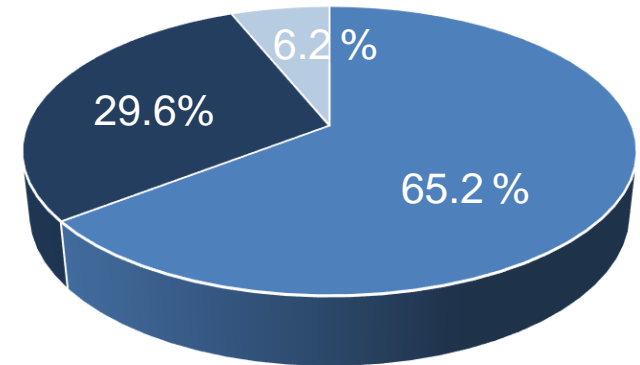
# Annex



## Share price performance (12 months)



## Shareholder structure



- Free float
- Management and Supervisory Board
- Treasury shares

## Information on the share

Market segment	Prime Standard
Number of shares outstanding	35.31 million
ISIN	DE0005167902
Bloomberg ticker	UUU

## Dividend policy:

- Roughly half of the consolidated net profit is distributed in the form of dividends
- For the 2018 financial year, a dividend of EUR 0.03 was paid out
- The dividend was paid without deducting capital gains tax (payment out of the tax deposit account)

Date	Event
25 March 2020	Publication of Annual Report for the FY 2019
13 May 2020	Publication of Quarterly Announcement Q1 2020
20 May 2020	Annual General Meeting of Shareholders
12 August 2020	Publication of Half Year Financial Report H1 2020
2 September 2020	Participation in Equity Forum Fall Conference
11 November 2020	Publication of Quarterly Announcement Q1 2020

**Contact:**

Dr Joachim Fleißing  
Head of Investor Relations  
3U HOLDING AG  
Frauenbergstraße 31-33  
35039 Marburg  
Tel. +49 6421 / 999 1200  
Fax +49 6421 / 999 1222  
ir@3u.net  
www.3u.net

# Disclaimer

The information in this presentation does not constitute an offer to sell or an invitation to submit an offer to purchase or subscribe for shares of 3U HOLDING AG but rather is intended exclusively for information purposes.

## **German legal framework**

The information contained in this presentation is aimed exclusively at individuals whose residence/place of business is in Germany. Access to the above information is permitted only for these interested parties. The publication of this information on the Internet does not constitute an offer to individuals whose residence/place of business is in another country particularly the United States of America, the United Kingdom of Great Britain and Northern Ireland, Canada or Japan. The shares of 3U HOLDING AG are publicly offered for purchase and subscription only in the Federal Republic of Germany.

The information contained in this presentation may be distributed in other jurisdictions only in accordance with the applicable legal requirements there, and individuals who gain possession of this information must inform themselves of the applicable legal requirements there and comply with these.

## **Errors and omissions excepted.**

## **Forward-looking statements**

Any forecasts, estimates, opinions or expectations that are expressed or forward-looking statements that are made in the information contained in this presentation may be associated with known and unknown risks and uncertainties. The actual results and developments may therefore differ significantly from the stated expectations and assumptions.

**Contact:**

3U HOLDING AG

Joachim Fleißing

Head of Investor Relations

Frauenbergstraße 31-33

35039 Marburg

Tel. +49 6421 / 999 1200

Fax +49 6421 / 999 1222

[ir@3u.net](mailto:ir@3u.net)

[www.3u.net](http://www.3u.net)