

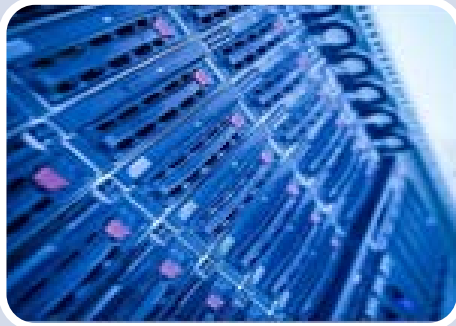


3U HOLDING AG
Success in Megatrends

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ITC Segment

Information and
Telecommunication Technology



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

RE Segment

Renewable
Energies



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

SHAC Segment

Sanitary, Heating,
Air Conditioning



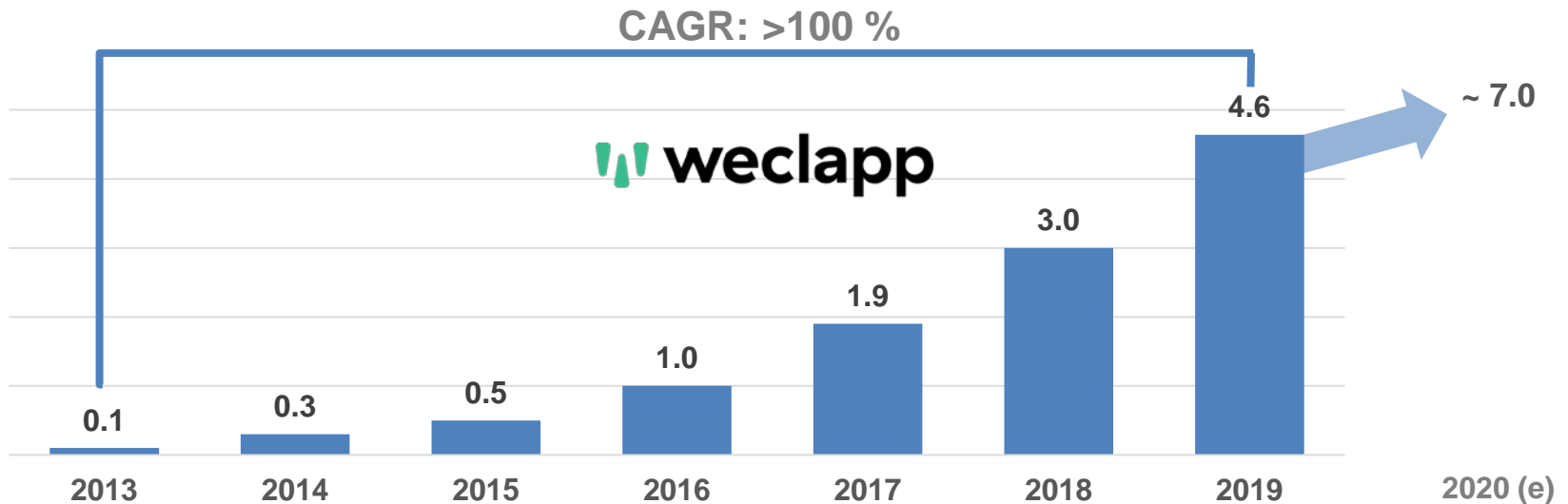
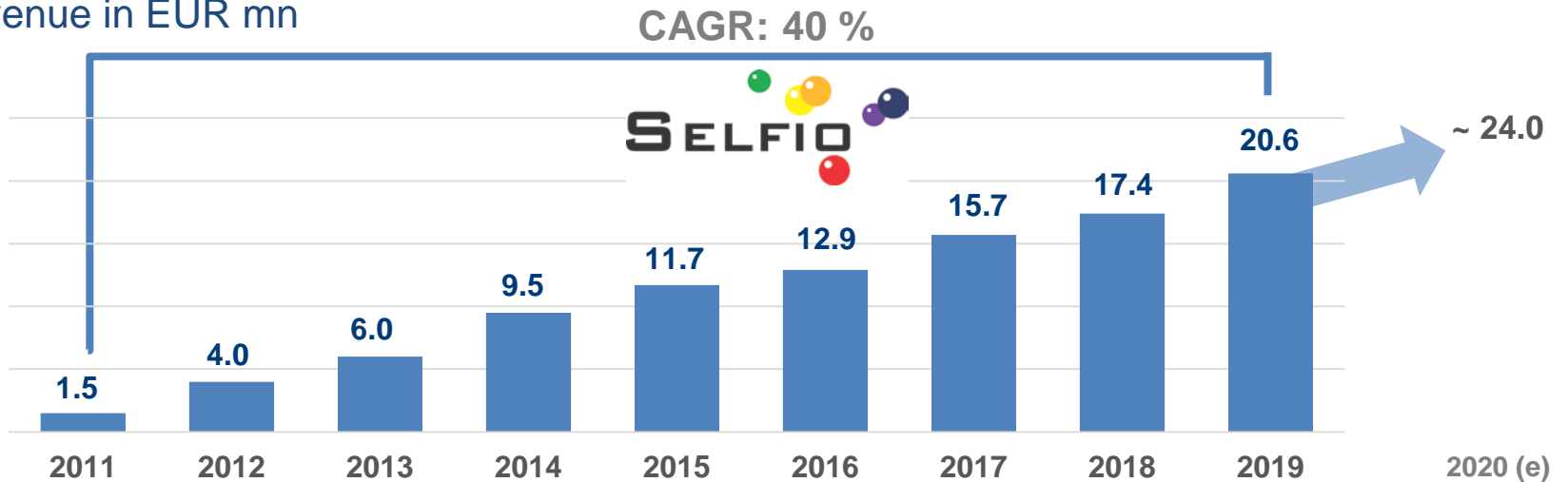
- **E-Commerce**
- Production
- Logistics
- Planning
- Construction

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

- ✓ Successful business models in three megatrends:
 - cloud computing
 - e-commerce
 - renewable energies
- ✓ Ongoing strategic focus on the core growth areas:
Cloud Computing and E-Commerce - Goal: Market leadership positions!
- ✓ Profitable business models in all three segments
- ✓ Net profit and dividend increased for four years in a row
- ✓ Significant revenue growth ahead for 2020 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

KEY GROWTH DRIVERS: E-COMMERCE AND CLOUD COMPUTING

Revenue in EUR mn



Organic Growth Continues – Strategic Acquisitions Ahead



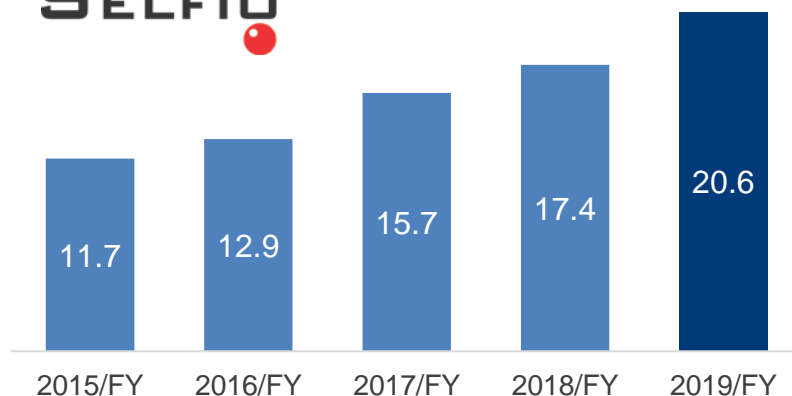
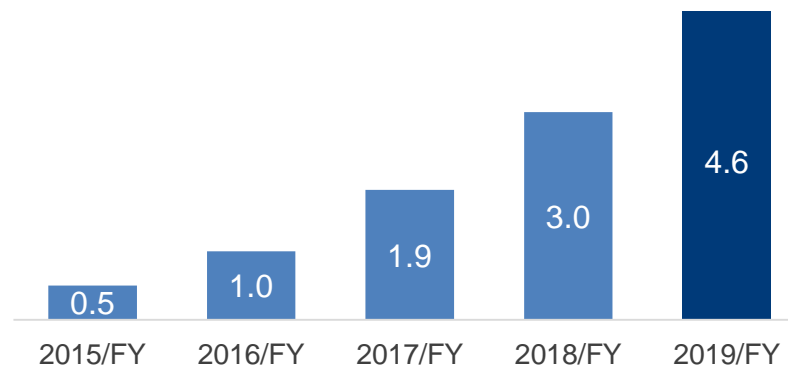
Events and results of the 2019 financial year

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



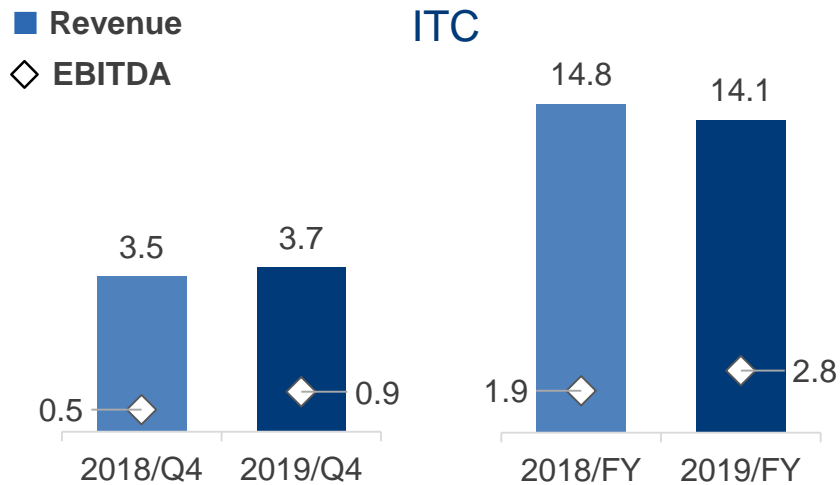
Leading specialised online-shop for sanitary, heating and air conditioning systems

Sustainable organic growth thanks to

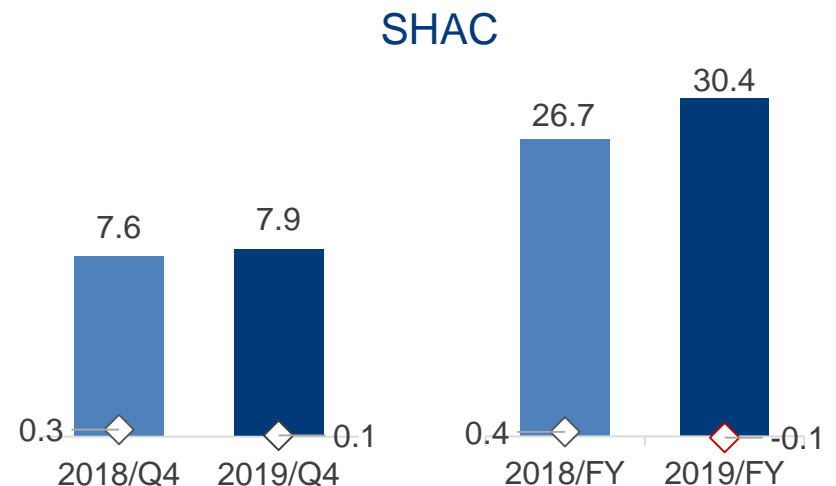
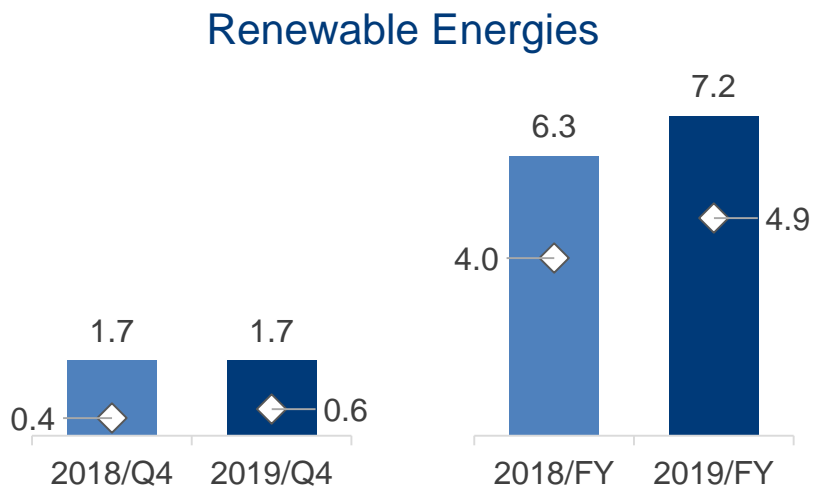
- effective online marketing,
- leading edge expert advice for customers,
- elaborated market intelligence and leading software-based price determining,
- comprehensive product range,
- manifold, reliable supplier relationships

IN 2019 FINANCIAL YEAR: POSITIVE DEVELOPMENTS IN ALL SEGMENTS

Revenue and EBITDA in EUR mn: Q4/2018 vs. Q4/2019 and FY2018 vs. FY2019



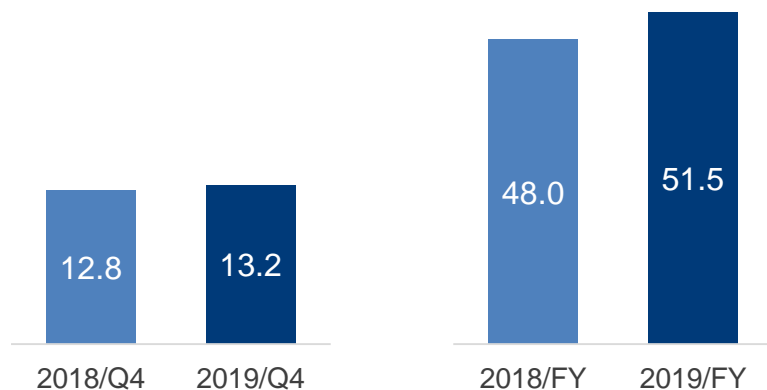
- ITC: Cloud Computing with high growth and earnings contribution, Voice Retail decreasing as expected
- Renewable Energies: wind yield and solar irradiation on a good level
- SHAC: Online trading grows further, higher expense for optimisation, expansion of supply chain management



REVENUE GROWTH IN THE 2019 FINANCIAL YEAR: FURTHER MARKED GROWTH OF GROUP REVENUE

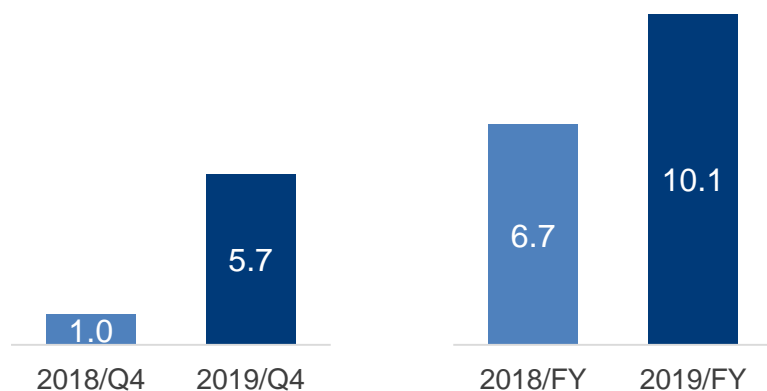
Development in EUR mn (consolidated): Q4/2018 vs. Q4/2019 and FY2018 vs. FY2019

Revenue

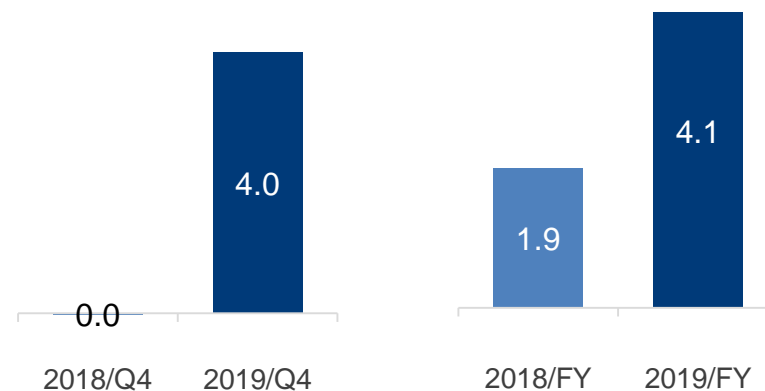


- Increased revenue and earnings forecast fully reached
- Positive earnings effects thanks to sale of two real estate properties
- Higher expense for optimisation, expansion of supply chain burdens Group operating earnings

EBITDA



Net Income



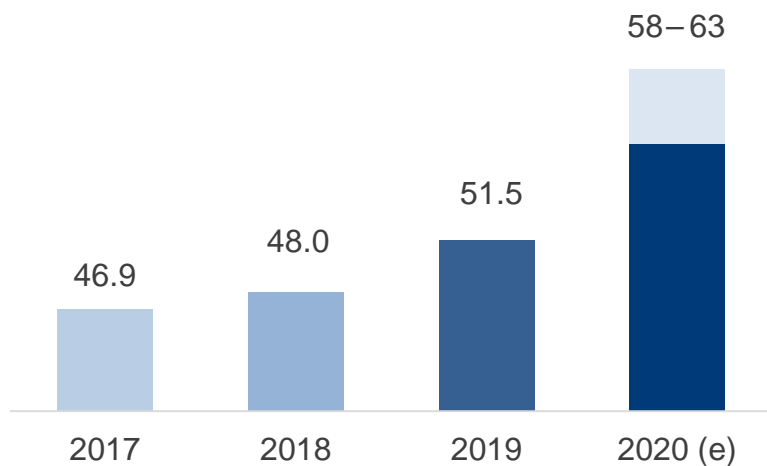
3U GROUP: STRONG BALANCE SHEET AND SOLID CASH FLOW

in EUR mn / %	31 December 2019	31 December 2018
Total assets	80.5	74.5
Inventory	7.8	7.0
Cash and cash equivalents	20.6	12.3
Shareholders' equity	46.5	41.4
Equity quota	57.8 %	55.6 %
Debt ratio (financial liabilities/equity)	73.0 %	79.7 %
Net debt (liabilities–cash and cash equivalents)	-2.8	10.9
Free cash flow (Op. CF + Inv. CF)	13.9	8.7

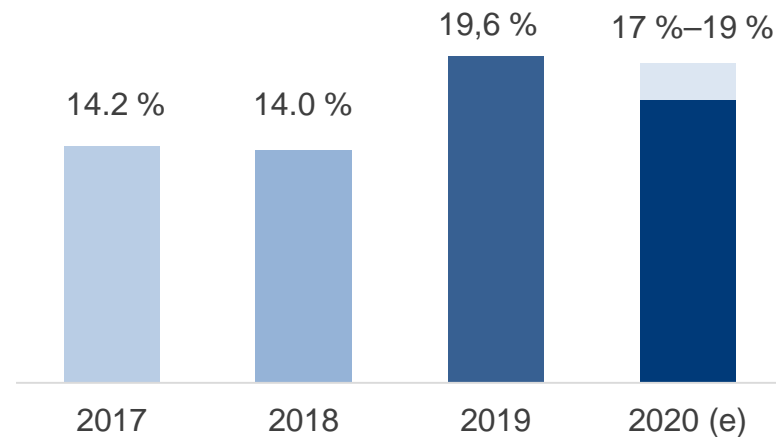
FORECAST 2020: SIGNIFICANT GROWTH, STABLE EARNINGS

Development in EUR mn: 2017 – 2020 (e)

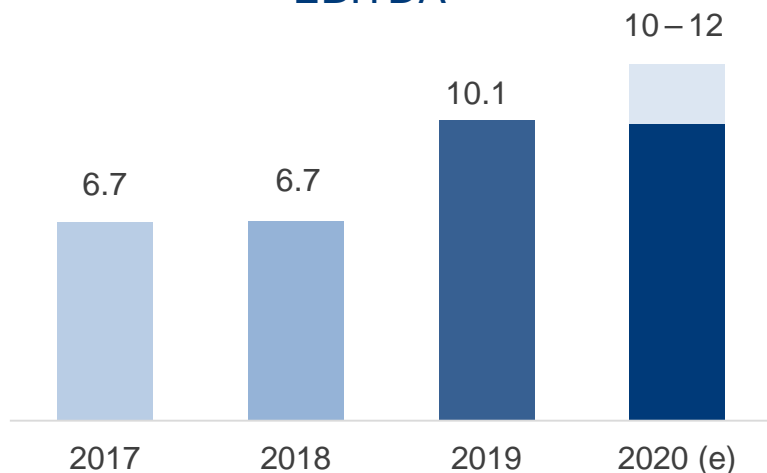
Revenue



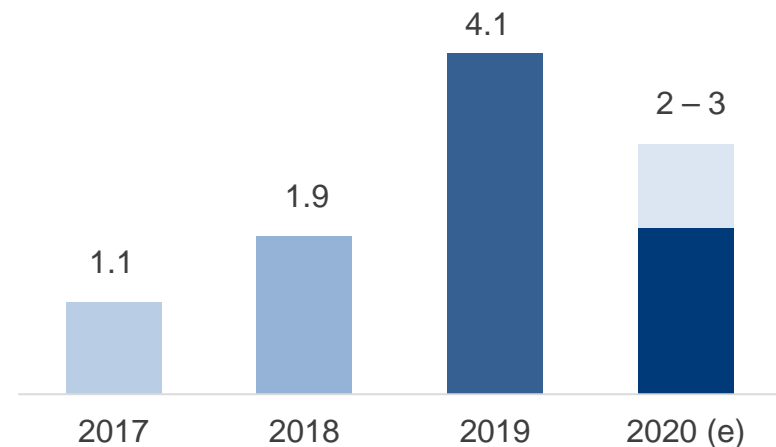
EBITDA-Margin



EBITDA





Net result





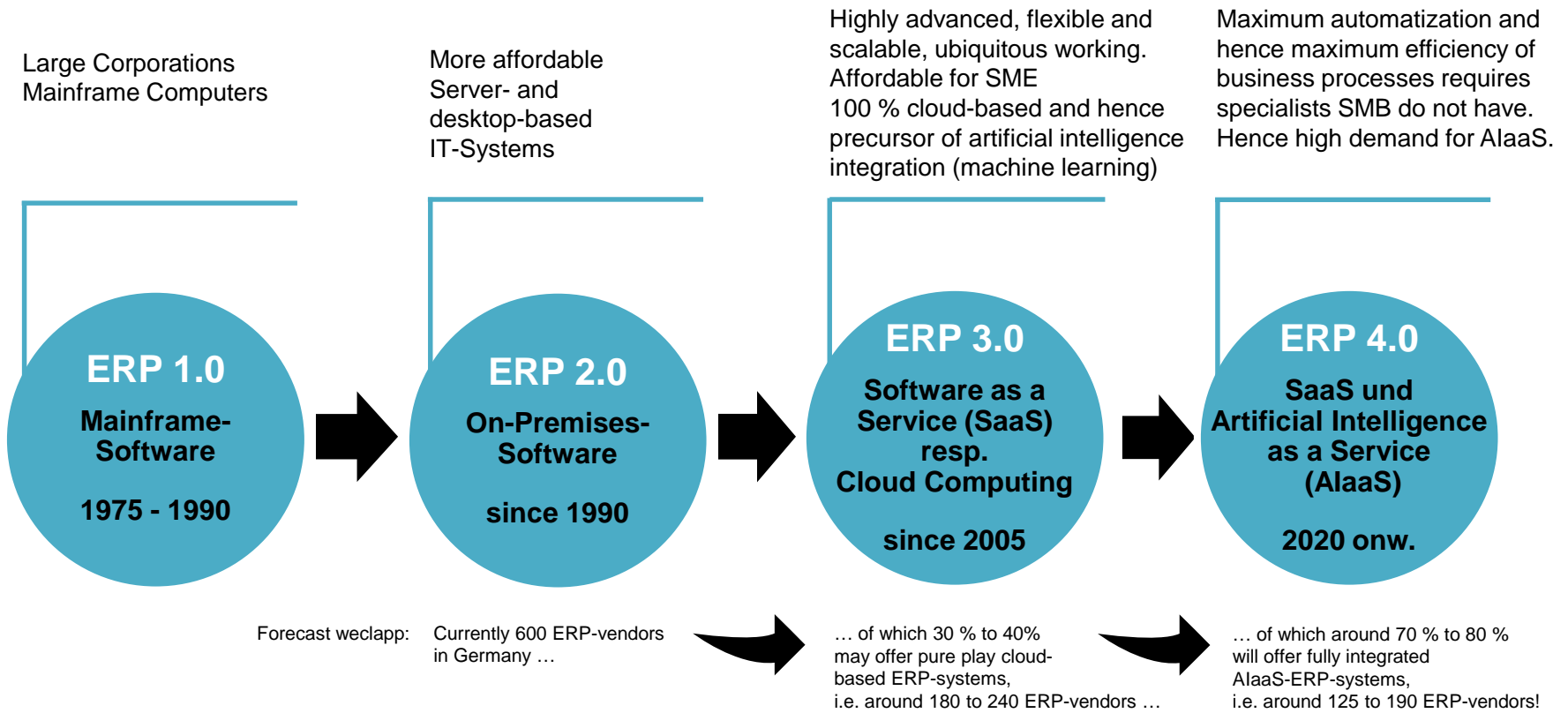
weclapp:

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

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

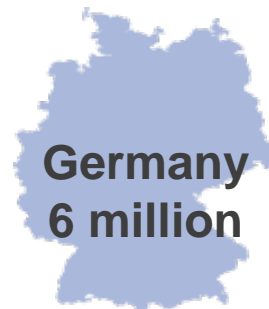


- Cloud computing as a megatrend: growth of 25 % p.a. in Germany

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

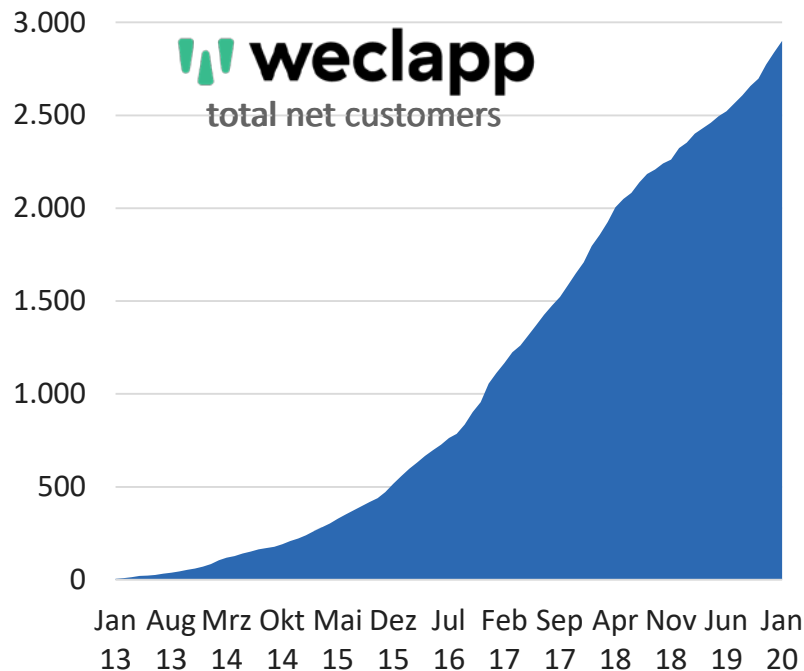
- Trend away from on-premises solutions towards cloud solutions for CRM and ERP

- 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:

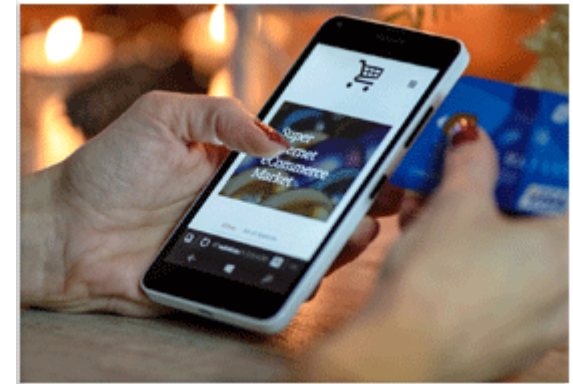
Successful in online trading
thanks to high quality of advice
and sales

- Founded in 2011, Selfio operates an online shop (www.selfio.de) for professional DIY products, including well-known brands such as Buderus, Wilo, Grundfos, Biral, Junkers, Viessmann and Wolf.
- Over 120,000 paying customers in FY 2019
- USP: high quality of advice – online and personal
- Over 6 million video clicks on our YouTube channel *SelfioTV* – more than 80 videos with installation instructions and tips
- Over 6,000 YouTube subscribers over 20,000 followers on Facebook
- Over 1.3 million unique visitors to the website each month
- 90% end customers, 10% business customers

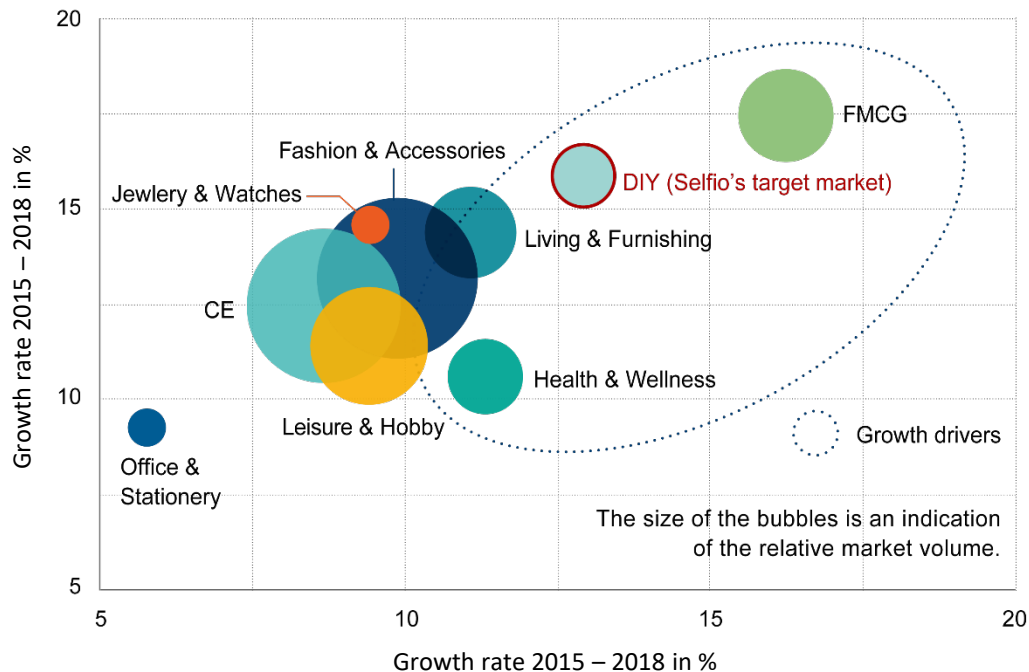


➤ Strategy

- 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



GOALS

Gain market share
⇒ Top 100 Online Vendors

International expansion

Profitability

GROWTH DRIVERS

Content, Visibility, Traffic

Wider scope of products and services

Enhanced value creation through cooperations

CONTINUOUS IMPROVEMENT

Logistics optimisation and enhancement

Optimisation data usage/algorithms/software



Renewable Energies: Wind and solar power

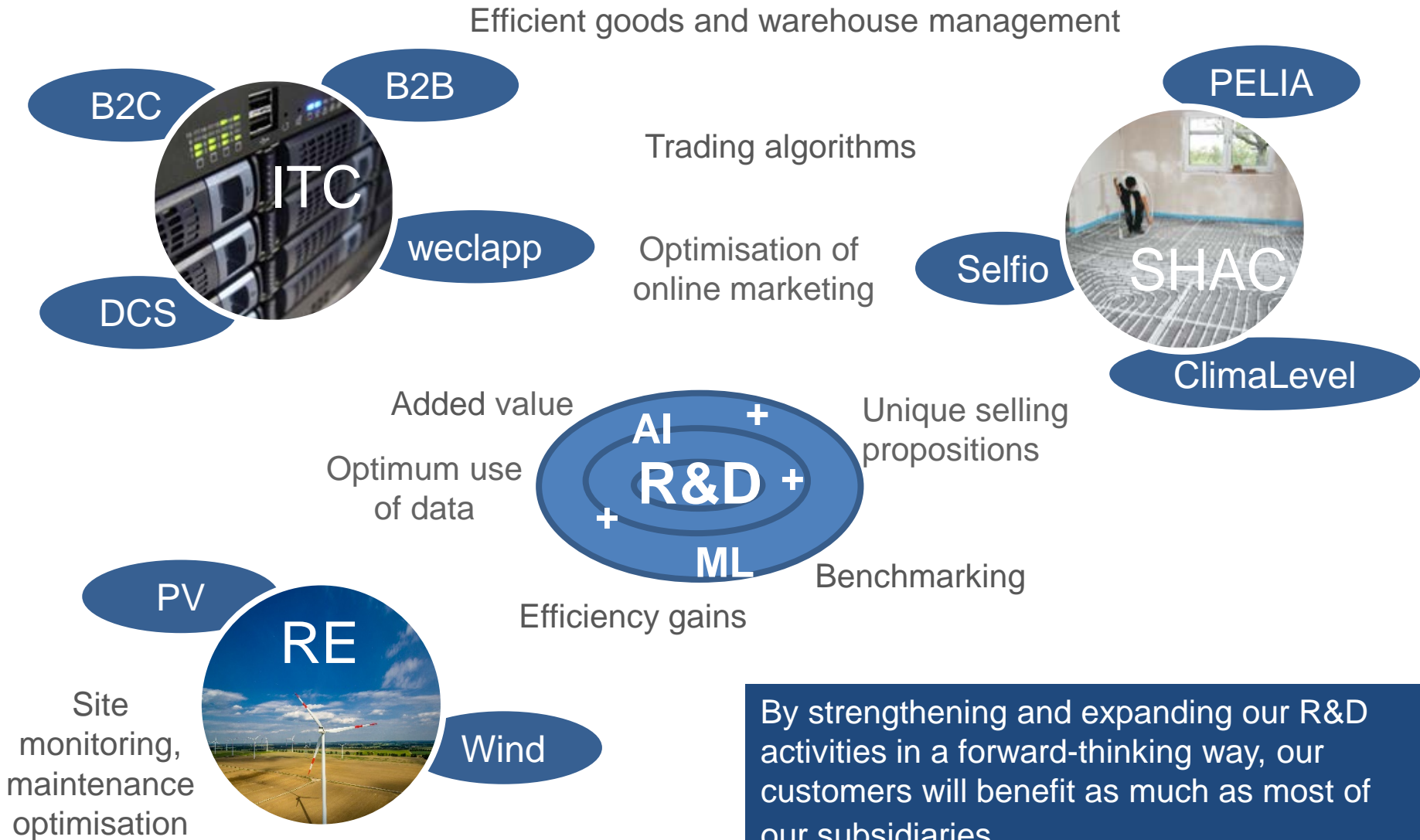
➤ **Successful project manager in the field of renewable energy**

- 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 60 MW





Summary



- 2019 was a successful year and 2020 will be even better.
- 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





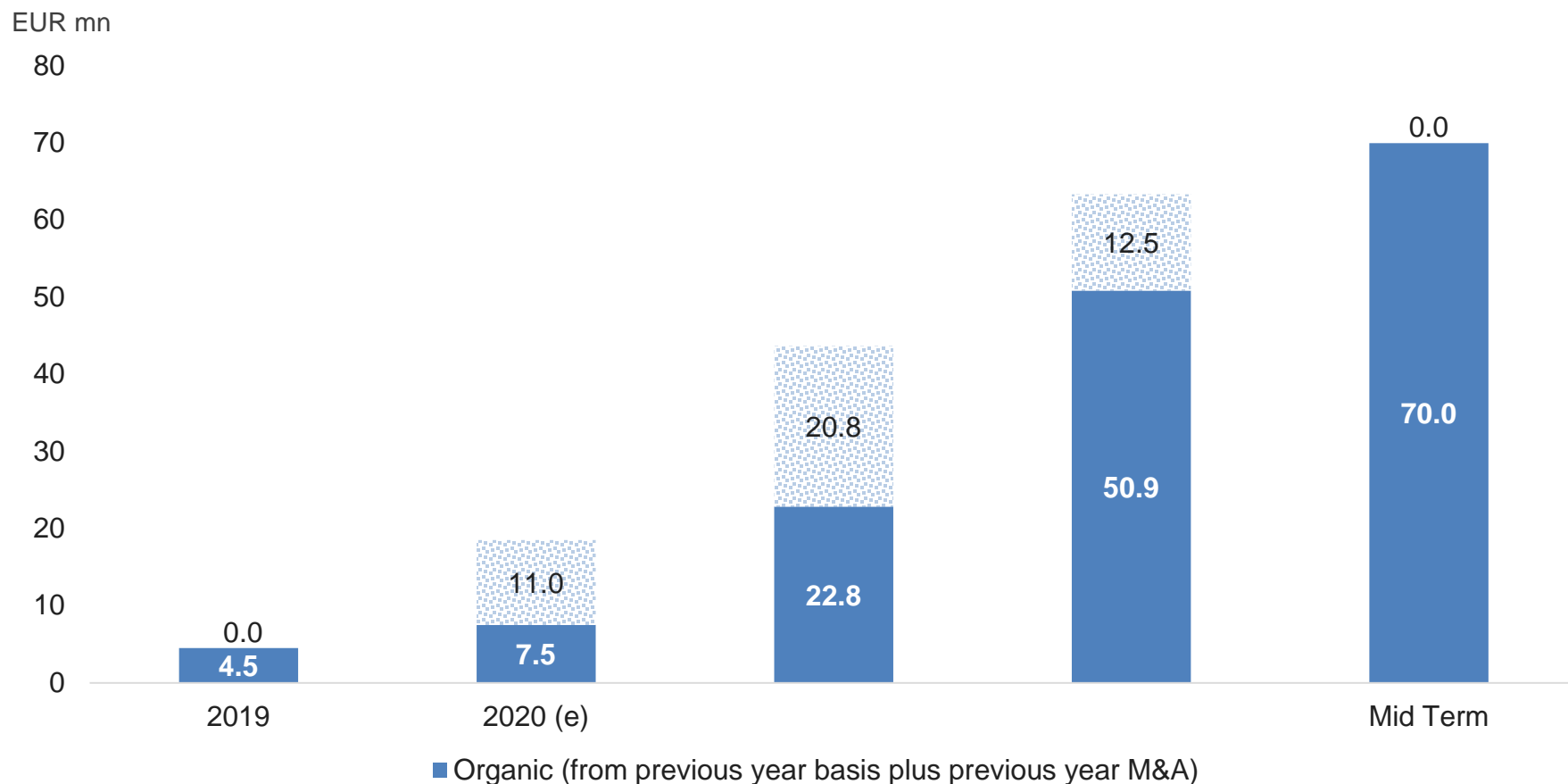
Option:
IPO of weclapp

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

Ambitious Goals

- 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

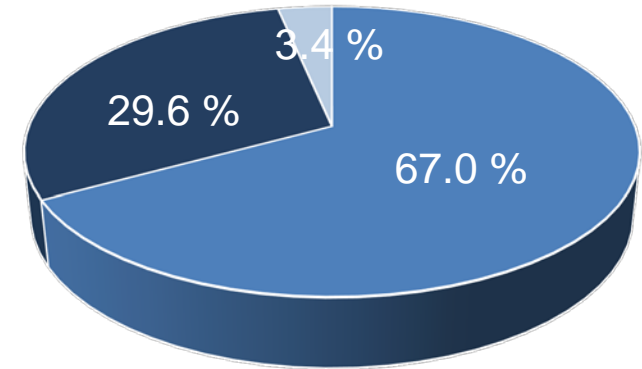


Annex

Share price performance (12 months)



Shareholder Structure



Dividend policy:

- Roughly half of the consolidated net profit shall be distributed in the form of dividends

Dividend for 2019

- For the 2019 financial year, a dividend of EUR 0.04 is likely (depending on AGM approval)
- The dividend is to be paid without deducting capital gains tax (payment out of the tax deposit account)

Information on the share

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

Date	Event
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 (Frankfurt)
11 November 2020	Publication of Quarterly Announcement Q1 2020
16-18 November 2020	Participation in German Equity Forum (Frankfurt)

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