



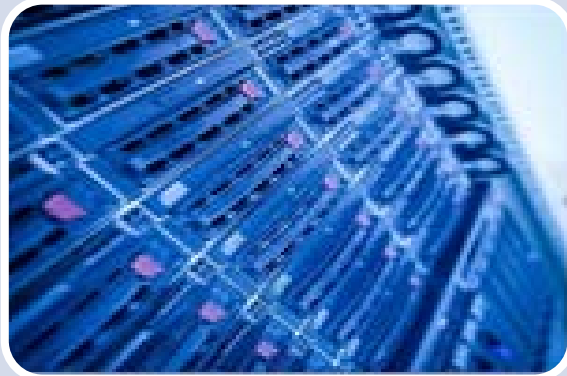
3U HOLDING AG
Success in Megatrends

Events and Results
First Nine Months of FY 2020

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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

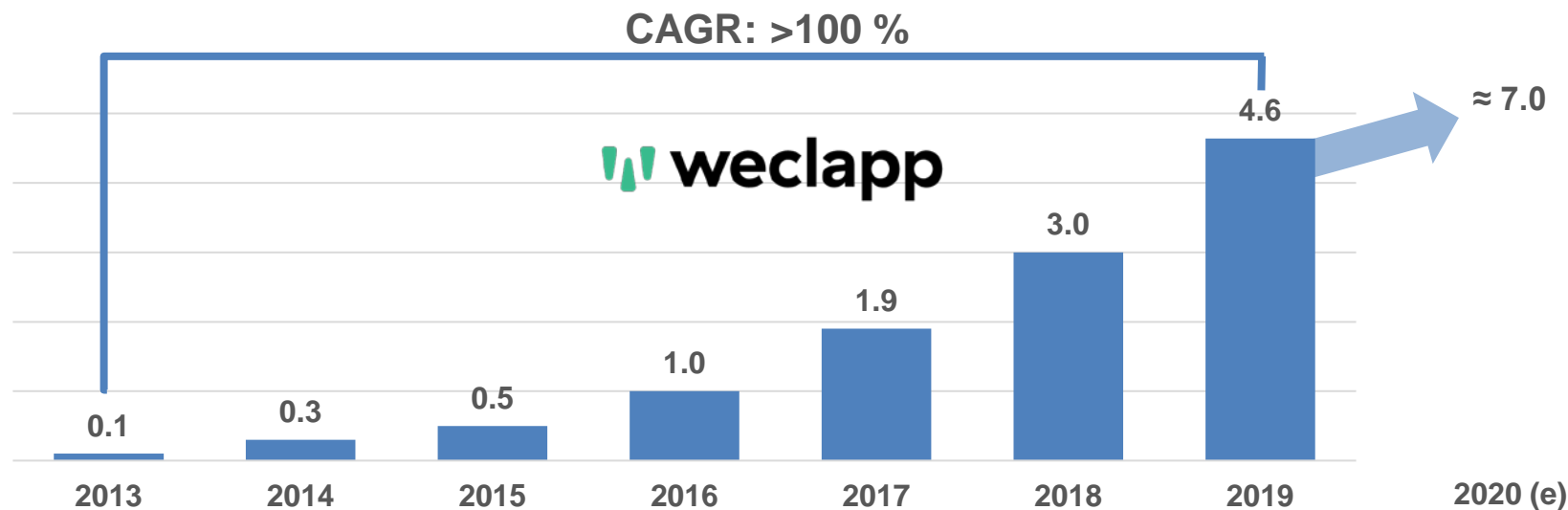
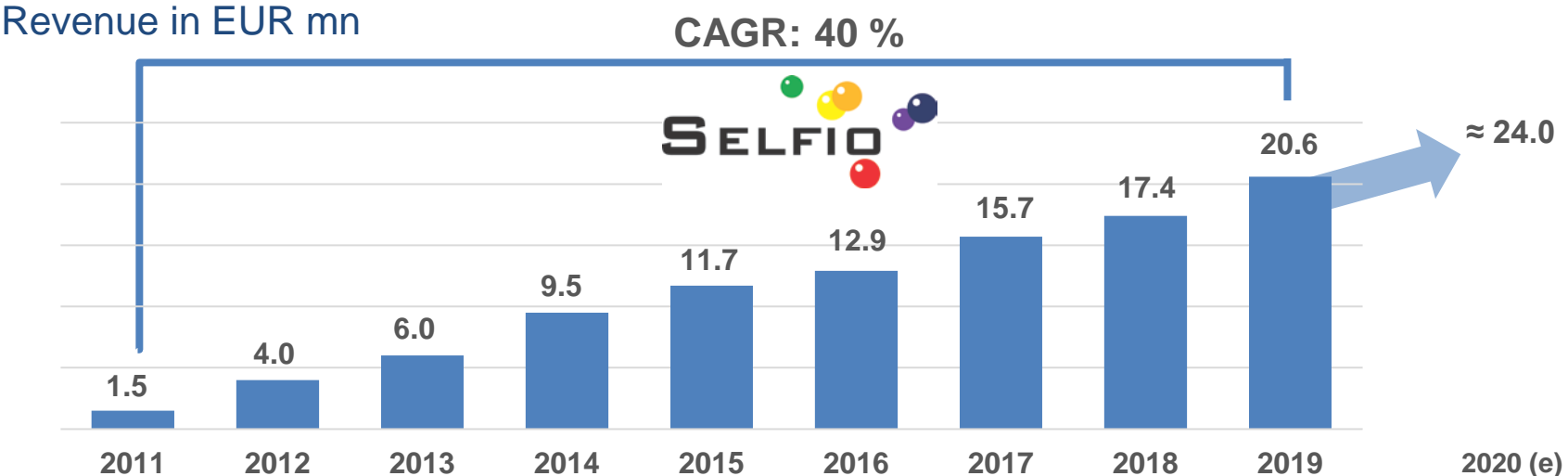
Sanitary, Heating,
Air Conditioning



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

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

- ✓ Group purpose: Increase shareholder value to the benefit of customers, suppliers, staff, and stakeholders
- ✓ 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 / Machine Learning* in Cloud Computing and E-Commerce



Organic Growth Continues – Strategic Acquisitions Intended



Events and results of the first nine months of the 2020 financial year

COVID 19 measures only selectively affect 3U / positive special effects in some business areas / revenue growth of 16 % / profitability mostly improved

- ✓ In November 2020, staff was requested to work from home again; return to two-shift operation in distribution centre
- ✓ Cloud Computing (weclapp) is persistently driving growth with high contribution to earnings
- ✓ COVID-19 measures are leading to a further surge in digitisation and even stronger demand for cloud computing
- ✓ Telecommunications business area back on growth track, also ex COVID-19-caused special demand for telephony
- ✓ After strong wind yield in the first quarter: wind and sun in Q2 at a satisfactory level in line with the season, slack Q3
- ✓ Roge wind farm consolidated for the first time (+ revenue, EBITDA, depreciation, minority interests)
- ✓ Sale of the externally used parts of the Adelebsen property – closing of transaction still pending
- ✓ 12-point-plan in place to increase profitability in SHAC segment: focus on purchasing, product mix, marketing efficiency
- ✓ Optimization of SHAC supply chain is progressing
- ✓ Building projects Würzburg, Koblenz on schedule

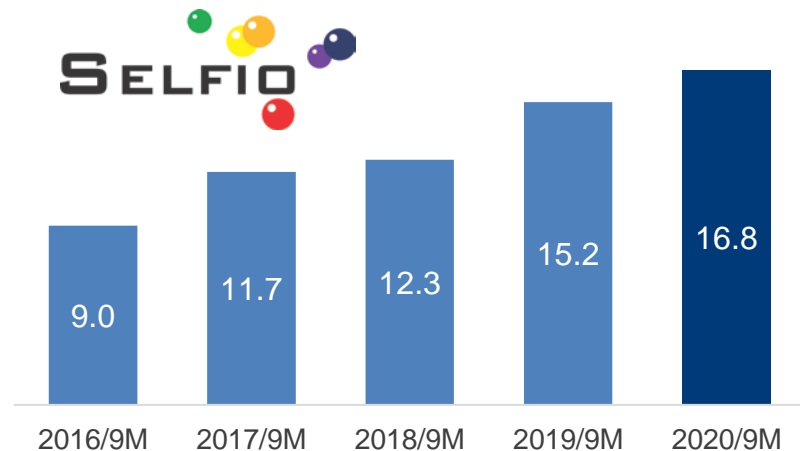
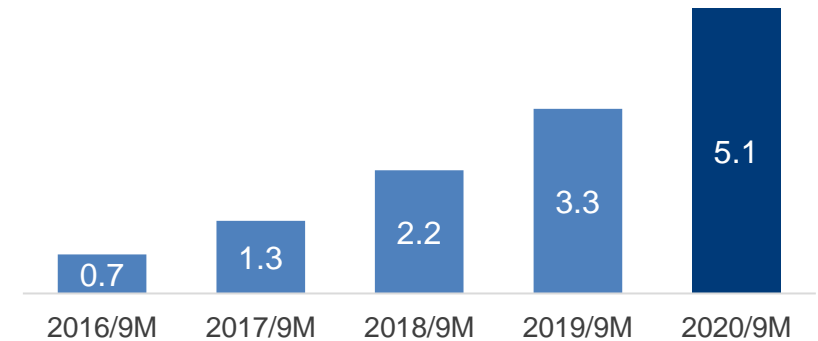
9M revenue development in EUR mn since 2016

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**



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

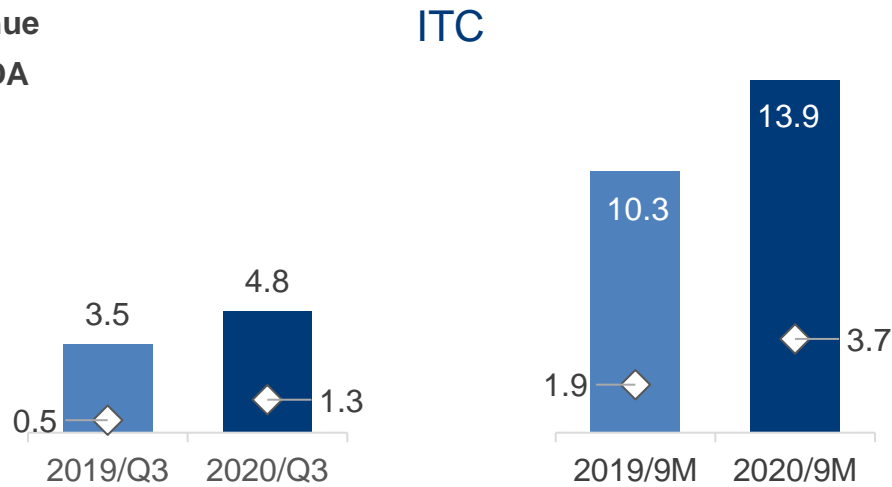
Sustainable organic growth thanks to

- 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

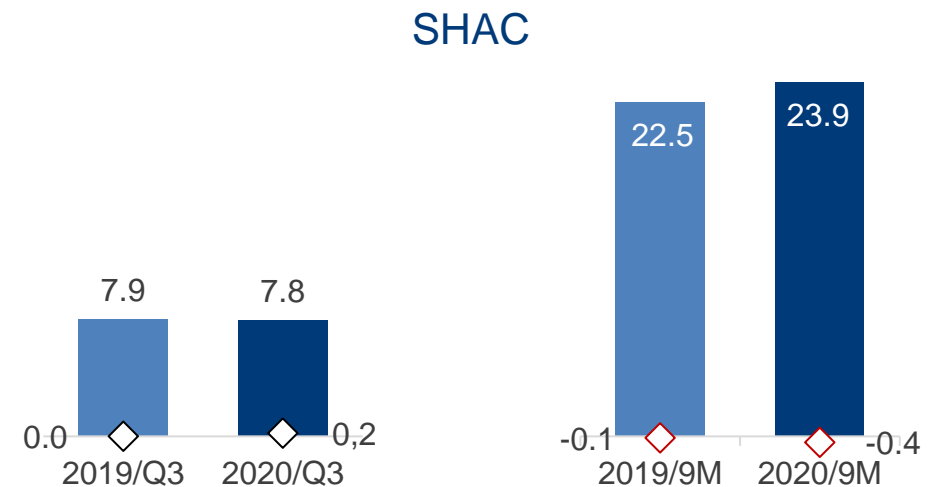
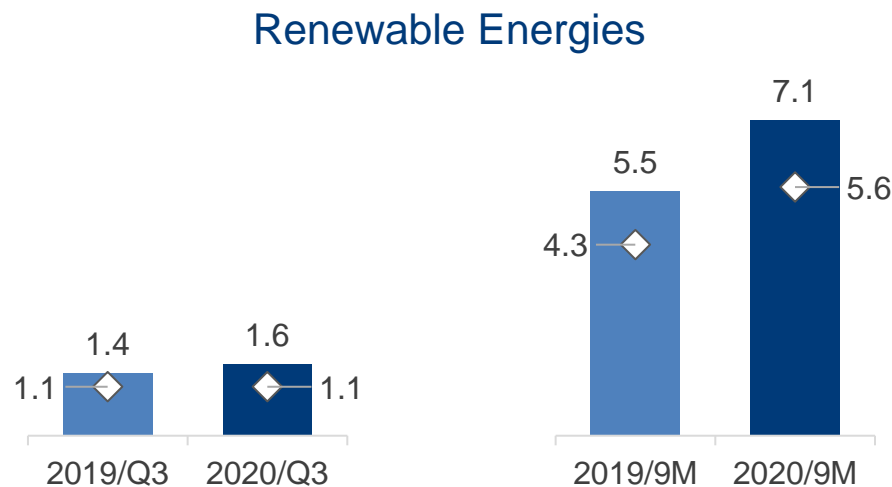
9M/2020 – DESPITE ANTI-COVID-19-MEASURES: POSITIVE TRENDS IN ALL THREE SEGMENTS

Revenue and EBITDA in EUR mn: Q3/2019 vs. Q3/2020 and 9M/2019 vs. 9M/2020

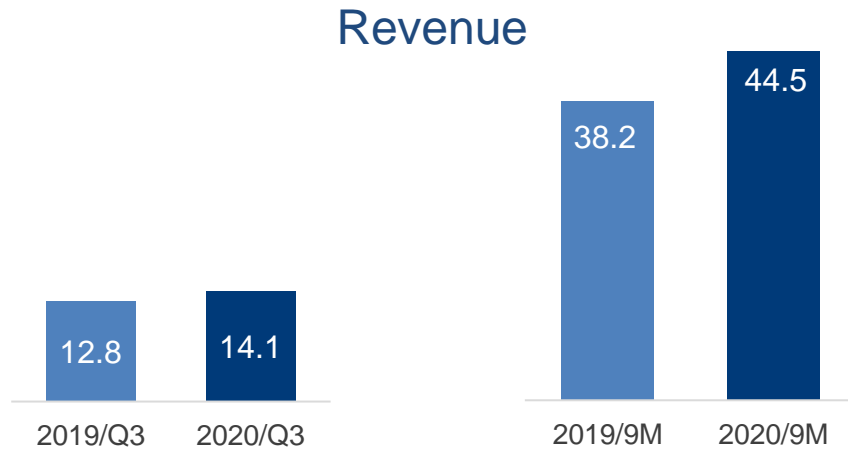
■ Revenue
◇ EBITDA



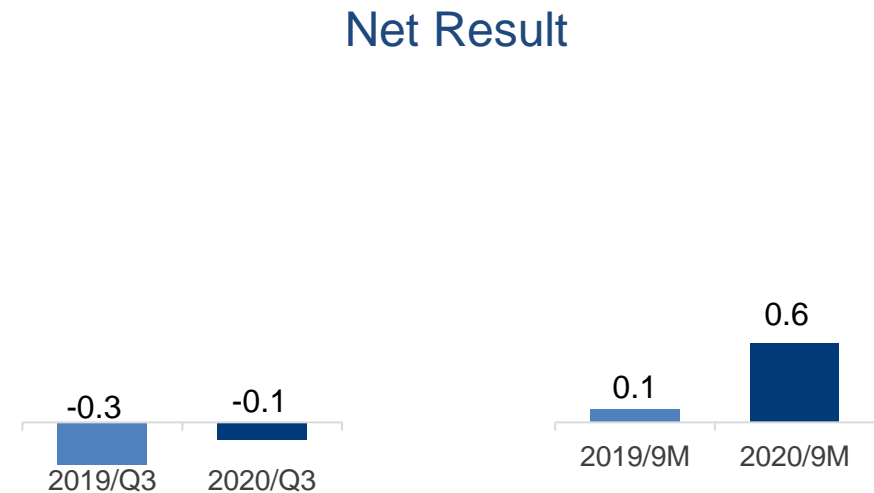
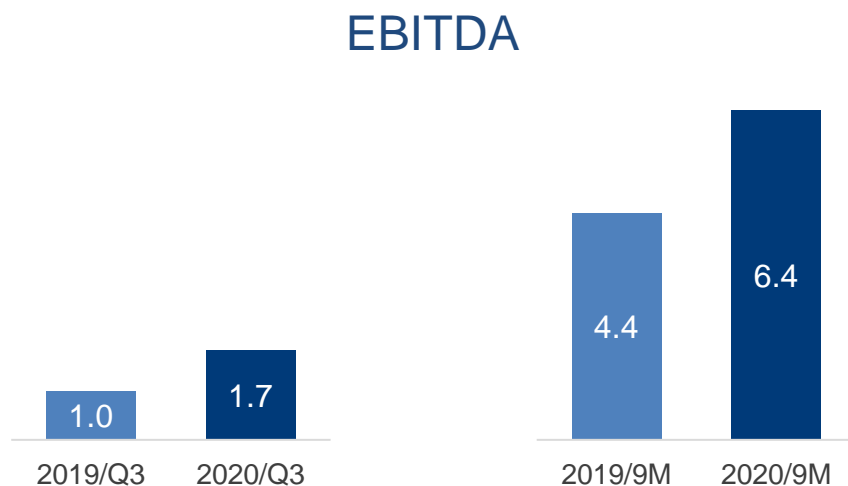
- ITC: Strong growth in Cloud Computing; increased demand for telephony and value added services
- Renewable Energies: Roge wind farm included for the first time; wind yield in Q3 not satisfactory
- SHAC: Still higher expenses due to COVID-19-measures, supply chain optimisation; 12-point-plan in place for increased profitability



Group revenue and earnings in EUR mn: Q3/2019 vs. Q3/2020 and 9M/2019 vs. 9M/2020

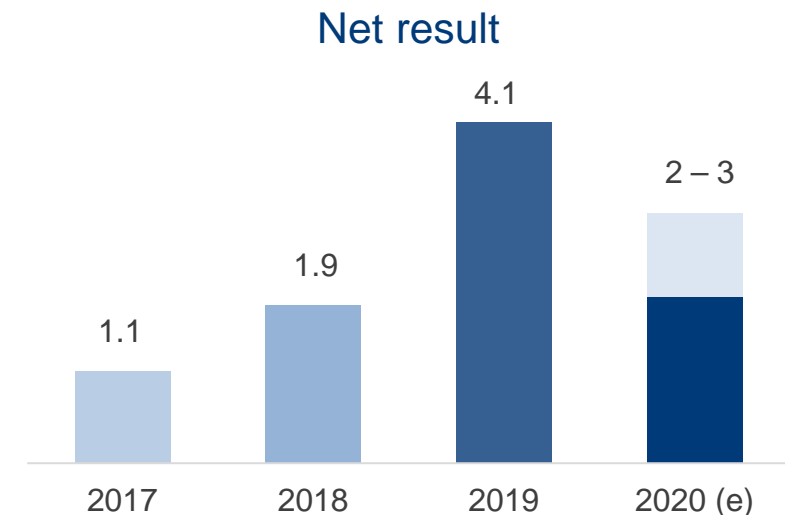
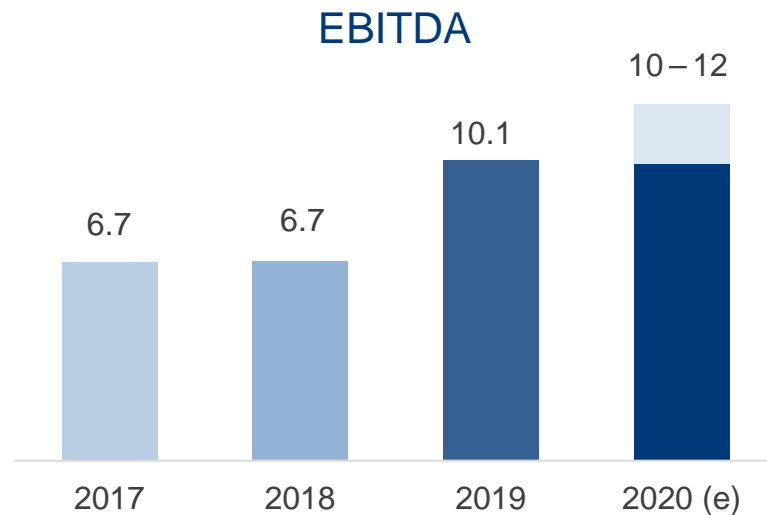
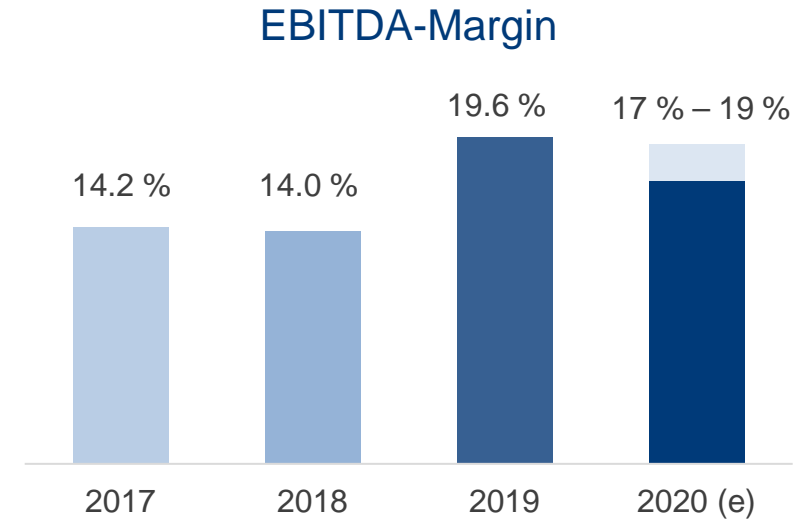
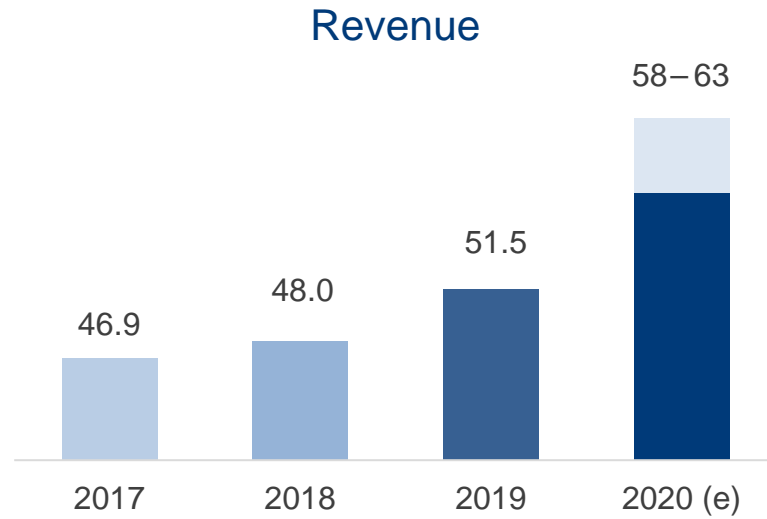


- 3U business models mostly “virus resistant”
- SHAC segment result also affects Group results
- Enhanced efficiency and better margins throughout
- Higher depreciation and amortisation as well as higher tax, as expected
- Effects from sale of property may be recognized in Q4 when ownership is transferred to the buyer



in EUR mn / %	30 September 2020	31 December 2019
Total assets	87.7	80.5
Inventory	8.9	7.8
Cash and cash equivalents	20.6	20.6
Shareholders' equity	49.8	46.5
Equity ratio	56.8 %	57.8 %
Debt ratio (financial liabilities/equity)	76.0 %	73.0 %
Net cash position (cash and cash equivalents – financial liabilities)	0.9	2.8
Free cash flow (1 Jan – 30 September) / (Op. CF + Inv. CF)	–2.1	3.4

Group KPI in EUR mn: 2017 – 2020 (e)



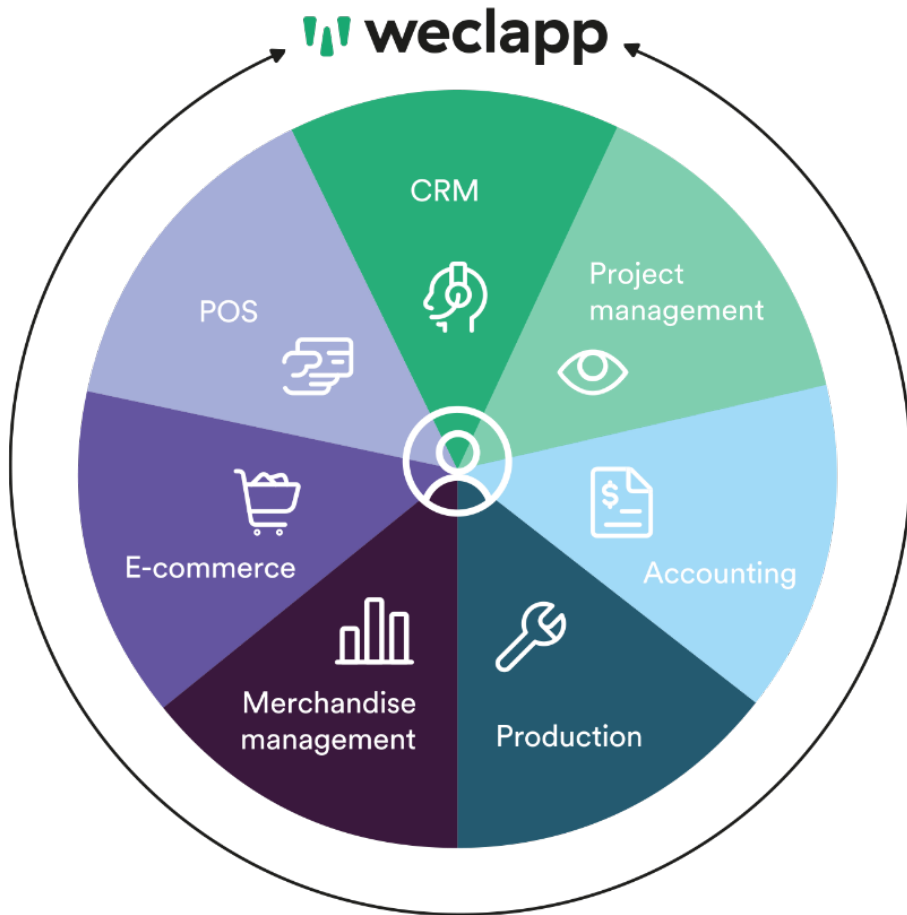


weclapp :

✓ Technology leader

✓ Price leader

⇒ Goal: Market leader!



One login. One user interface. One platform

- Genuinely cloud-based: consistent, scalable, expandable, universal, low price
- Platform: Java EE kernel, many extensions, partly open source, API first (i.e. provide customers with multiple access points to third party applications)
- weclapp helps master SMB challenges
 - offering comprehensive business process coverage
 - enabling and encouraging collaboration,
 - making business processes more efficient and comfortable
 - providing competitive advantage

Business model:

- Software as a Service – 90 % recurring revenue
- Advance payment for 12- and 24-months contracts
- Cutting-edge technology at a very reasonable price

No inherent barriers to growth

ERP
2.0

On-premises ERP
becomes obsolete

- Server installation tedious and expensive
- Updates and new versions need to be implemented on site
- Customization requires time and money and results in isolated solutions per client
- No collaboration
- No “Big Data”

ERP
3.0

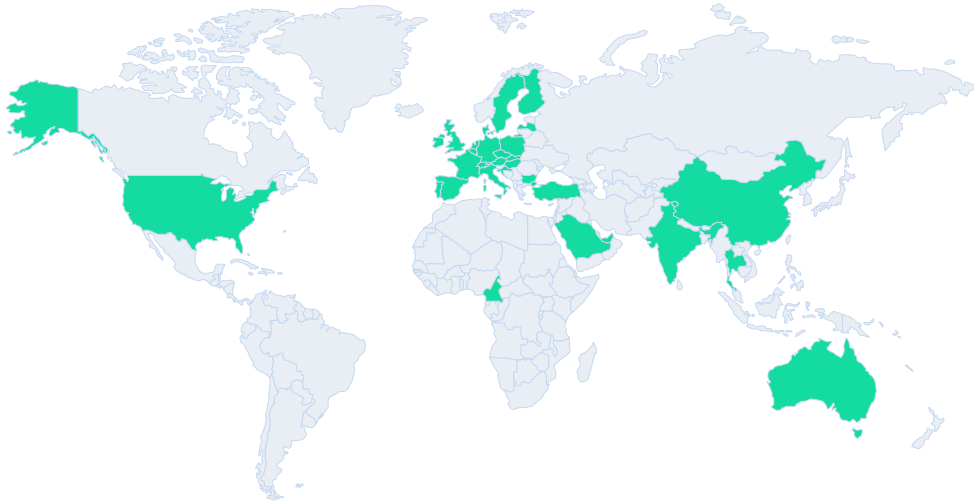
Cloud-based systems
are superior to ERP 2.0

- Quick onboarding,
no in-depth customization
- Updates by pushing a button
- Collaboration
- Big Data as prerequisite for
designing and implementing
machine learning algorithms

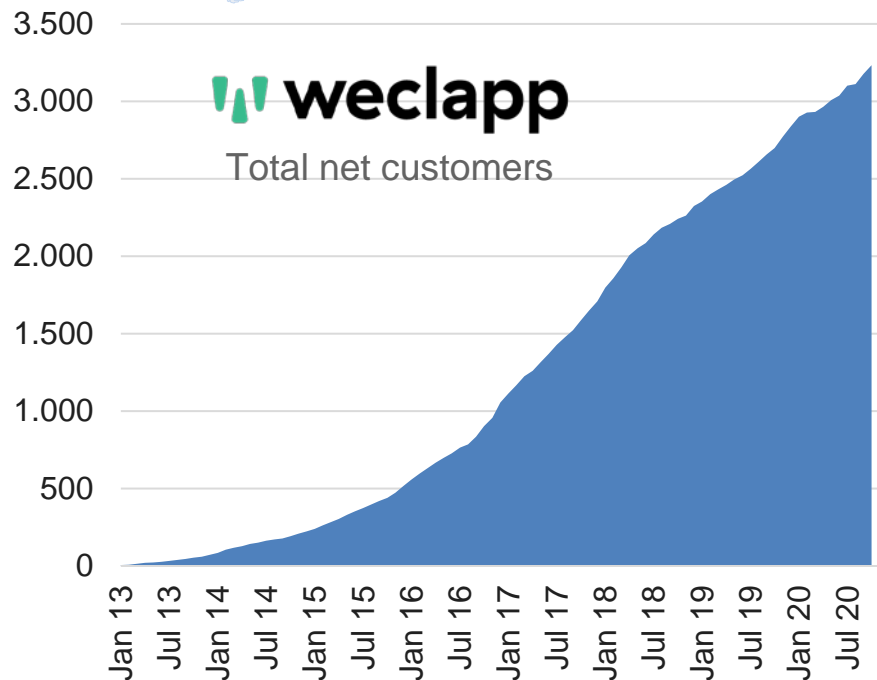


weclapp's
competitive advantage:
no inherent barriers to growth

- Based on operating business
processes rather than financial
accounting
- Community and marketplace
- Designed for global use –
no regional or industry bias
- Multi-language versions
available
- Best price-/performance-ratio
- Quest for market leadership

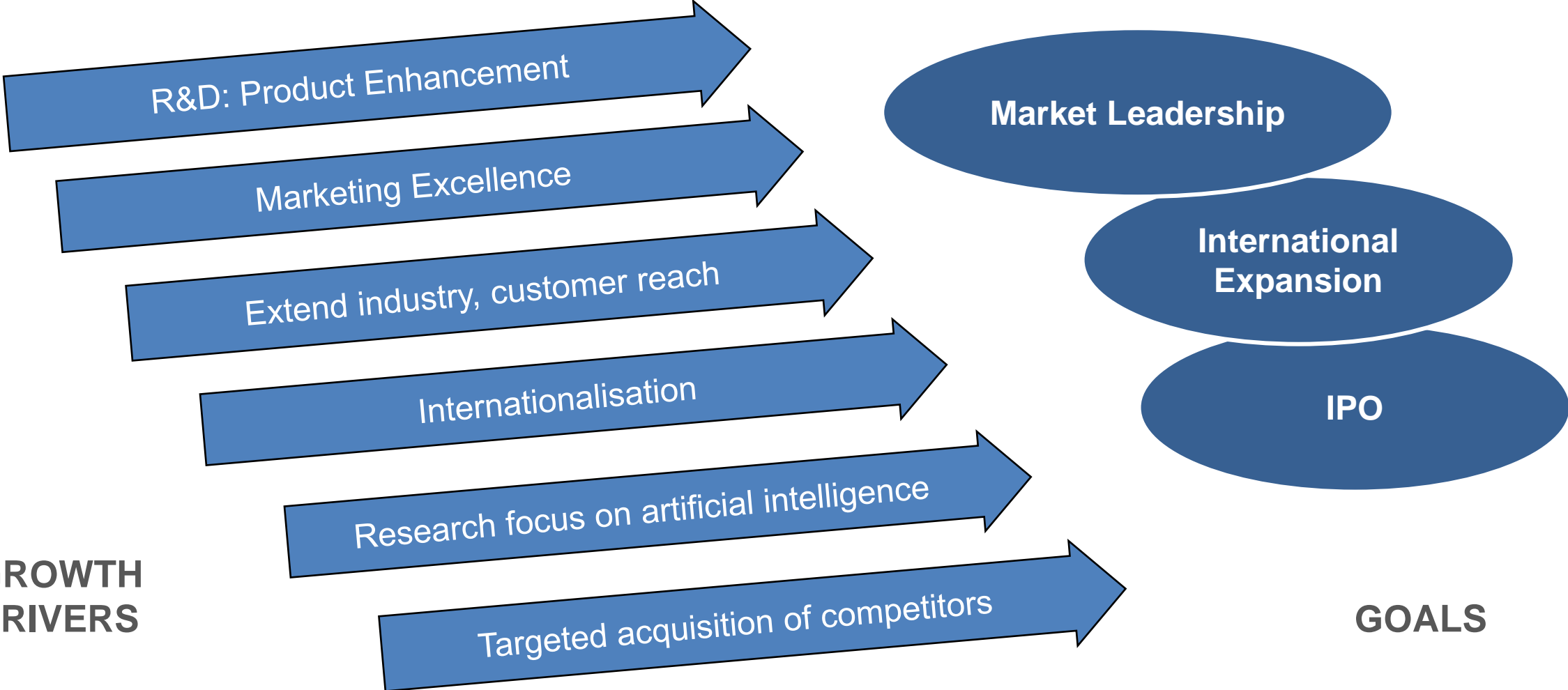


- Revenue growth of over 100 % (CAGR) over the past years
- Currently more than 3,200 corporate customers and more than 10,000 concurrent users per day in 35 countries, 7 languages with a focus on Germany, Austria, Switzerland
- EBITDA sustainably > 20 %



➤ Medium and long-term goals

- Grow faster than the market (organic and through acquisitions)
- Become the preferred ERP platform for SMB around the globe
- weclapp to become one of the leading cloud CRM and ERP providers in Germany (in Europe, and worldwide)





Selfio :

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

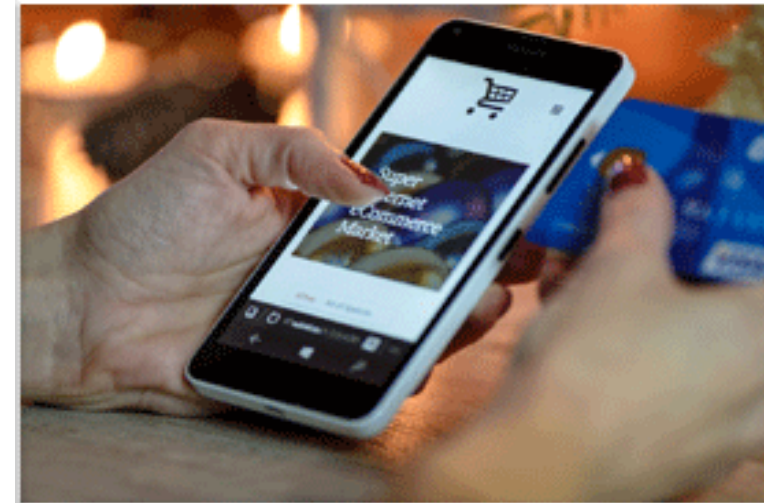
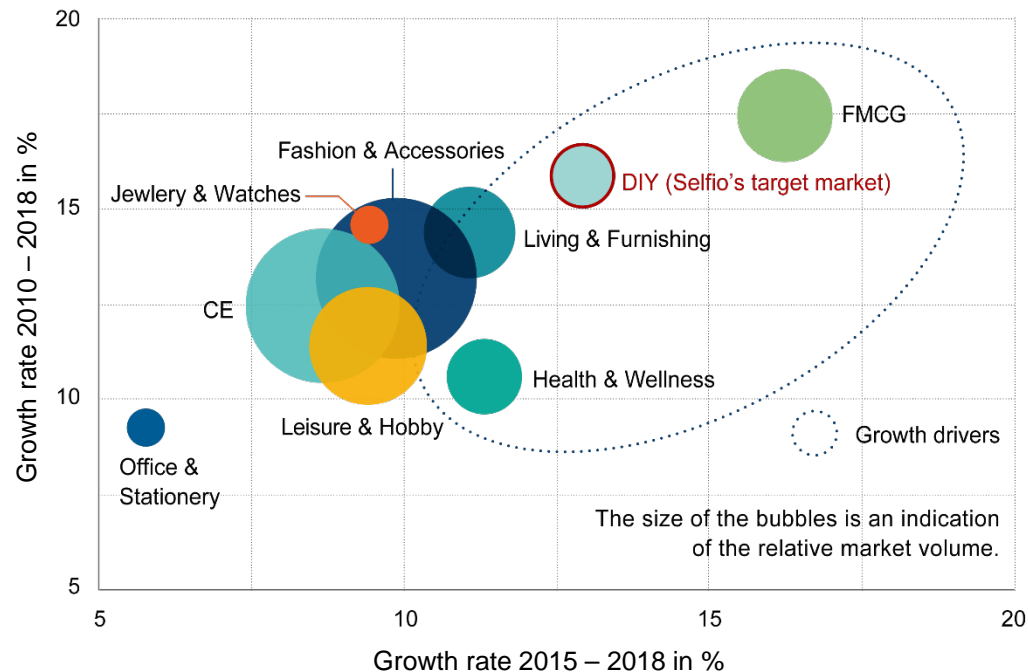
- Founded in 2011, Selfio operates an online shop (www.selfio.de) for professional DIY products, including well-known brands such as Buderus, Wilo, Grundfos, Biral, Junkers, Viessmann and Wolf.
- USP: high quality of advice – online and personal
- Over 6 million video clicks on our YouTube channel *SelfioTV* – more than 100 videos with installation instructions and tips
- Over 8,000 YouTube subscribers over 23,000 followers on Facebook
- Over 1.3 million unique visitors to the website each month
- Over 120,000 paying customers in FY 2019: 90 % end customers, 10 % business customers



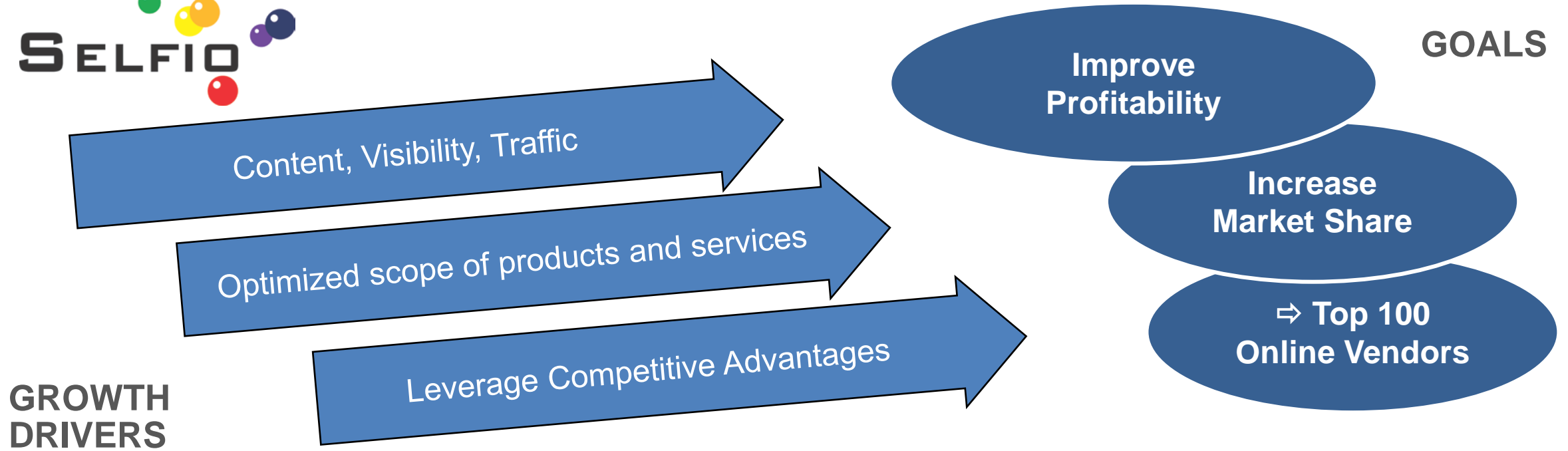
➤ Strategy

- 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

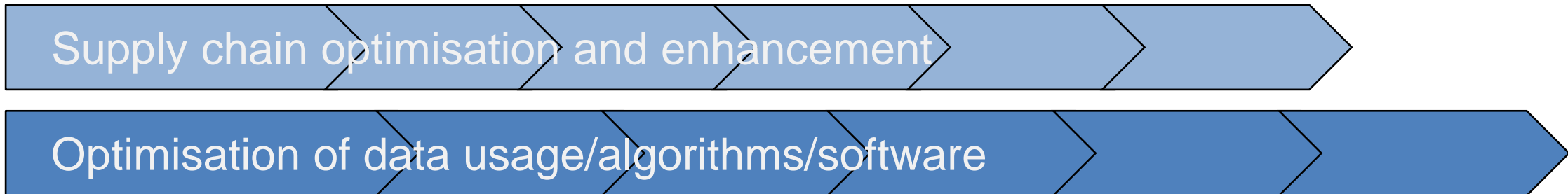
Growth rate German online trading per industry



- 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 to play an active role in the consolidation of the market



CONTINUOUS IMPROVEMENT





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
 - Generating value through targeted acquisitions and disposals





Summary

- 2020 is set to become a successful year and provides momentum for 2021
- “Resilient” business models: 3U is well positioned to meet the challenges posed by the COVID-19 pandemic
- We see strong potential for further revenue 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 and its return to profitability
 - thanks to the power generation from renewable energy with strong earnings and cash contributions





Appendix

Share price performance (12 months, as of 11 November 2020)



Average daily trading volume: >40.000

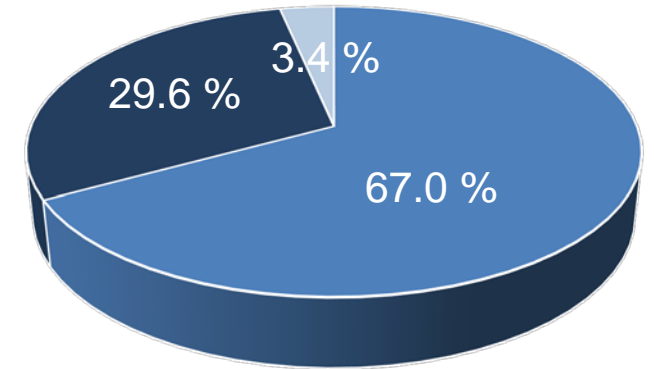
Dividend policy:

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

Dividend for 2019

- For the 2019 financial year, a dividend of EUR 0.04 was paid without deducting capital gains tax (payment out of the tax deposit account)

Shareholder Structure



- Free Float
- Management and Supervisory Board
- Lupus alpha

Information on the share

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

Date	Event
16–18 November 2020	Participation in German Equity Forum (Frankfurt)
30 March 2021	Publication of 2020 Annual Report
12 May 2021	Publication of Q1/2021 Quarterly Announcement
20 May 2021	Annual General Meeting of Shareholders
11 August 2021	Publication of Half Year Financial Report
10 November 2021	Publication of Q3/2021 Quarterly Announcement

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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

Investment criteria for cloud computing targets

- 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 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

In the event of an IPO both current shareholders will stay on board and sign lock-up-agreements

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