



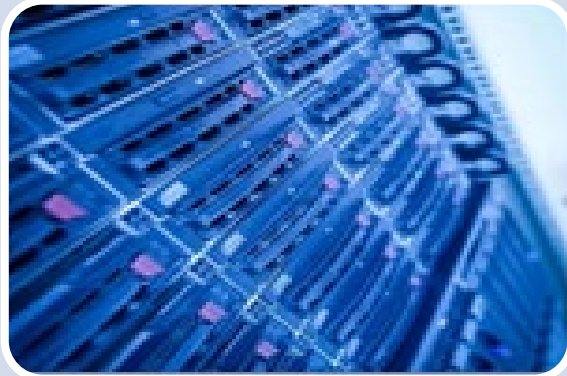
3U HOLDING AG
Success in Megatrends

Preliminary Results of FY 2020

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ITC Segment

Information and
Telecommunication Technology



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

Renewable Energies Segment



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

SHAC Segment

Sanitary, Heating,
Air Conditioning



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

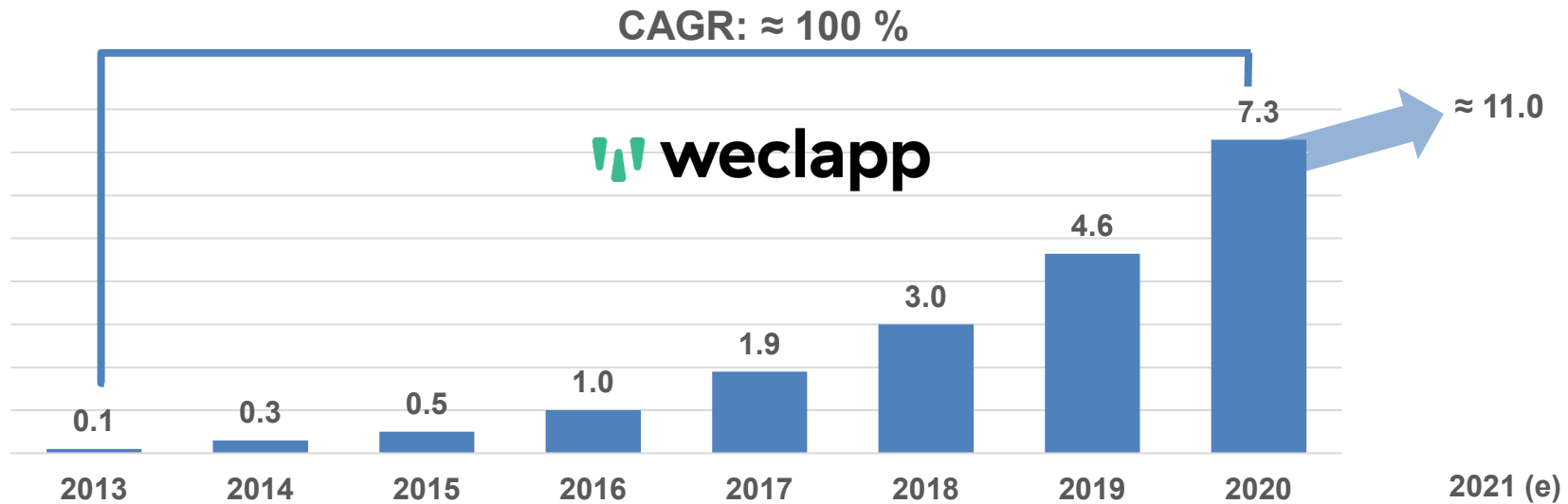
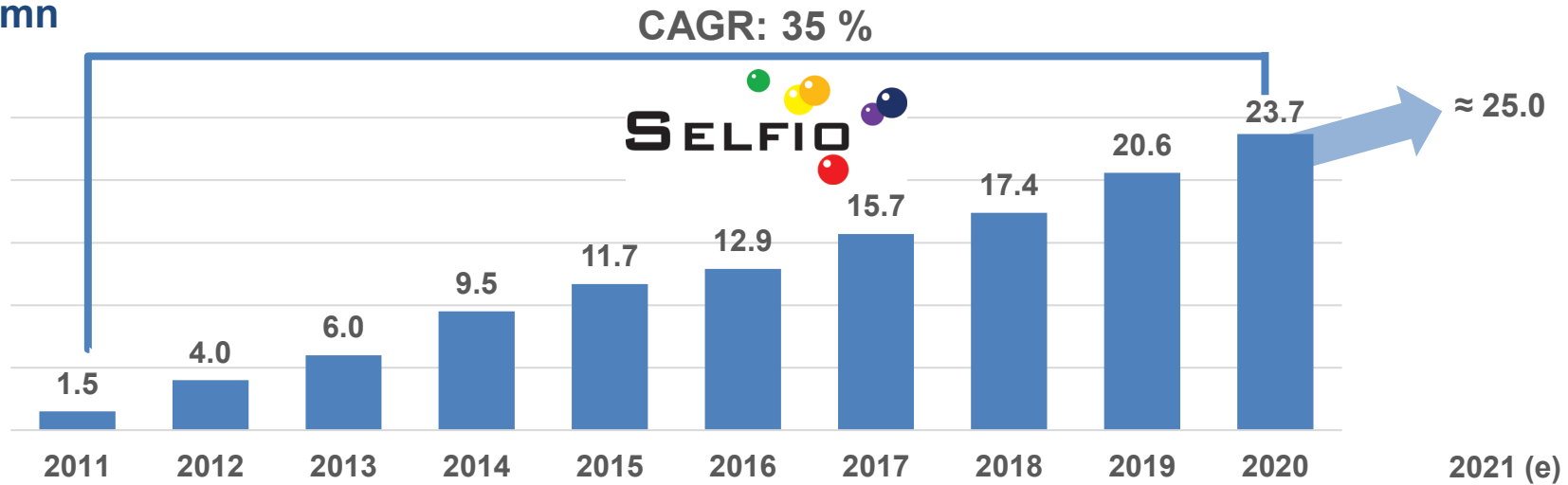


Events and Preliminary results of the 2020 financial year

COVID 19 measures only selectively affect 3U / positive special effects in some business areas / revenue growth of >18 % / 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 shows revenue growth, partly due to COVID-19-caused special demand for telephony
- ✓ 12-point-plan in place to increase profitability in SHAC segment: focus on procurement, product mix (incl. own brands), marketing efficiency
- ✓ Wind yield and solar irradiation overall at a good level
- ✓ Roge wind farm consolidated for the first time (+ revenue, EBITDA, depreciation, minority interests)
- ✓ Sale of the externally used parts of the Adelebsen property – transaction closed in the meantime, effects to be recognized in Q1/2021
- ✓ Sale of participation in ClimaLevel Energiesysteme GmbH – enhanced focus on online trading in SHAC segment
- ✓ Sale of Lüdersdorf wind farm
- ✓ Construction projects Würzburg, Koblenz on schedule

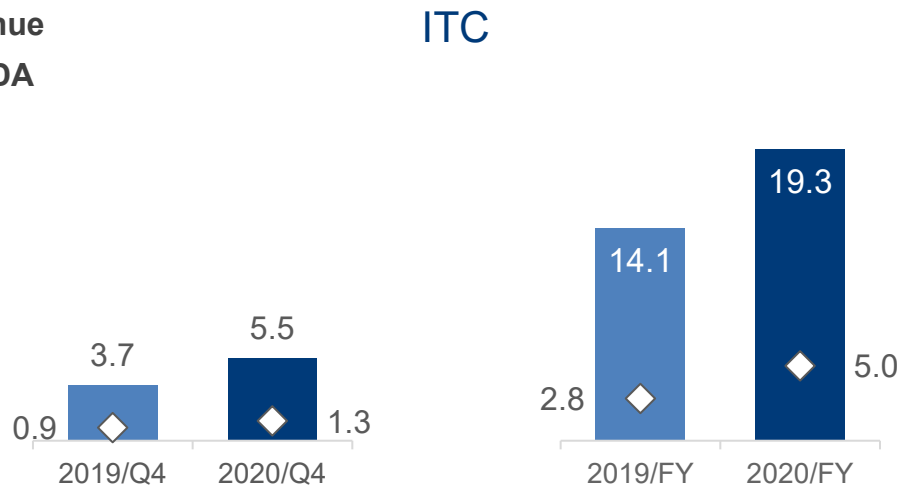
Revenue in EUR mn



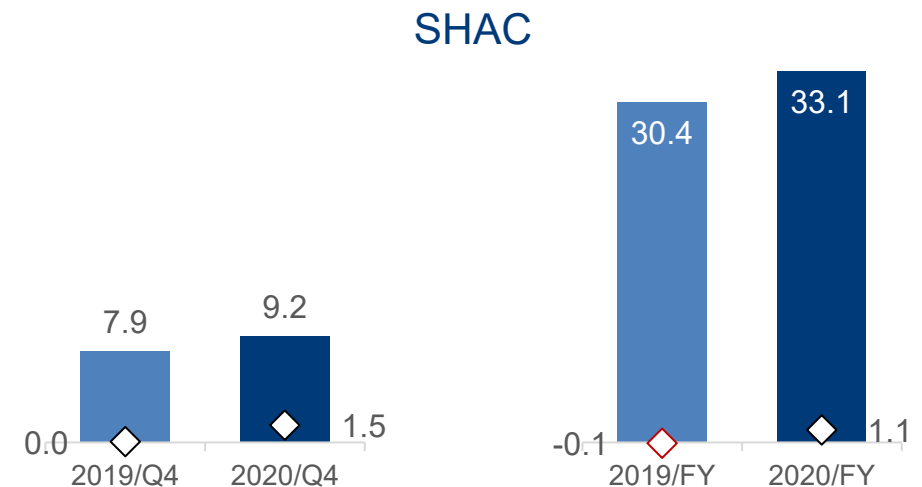
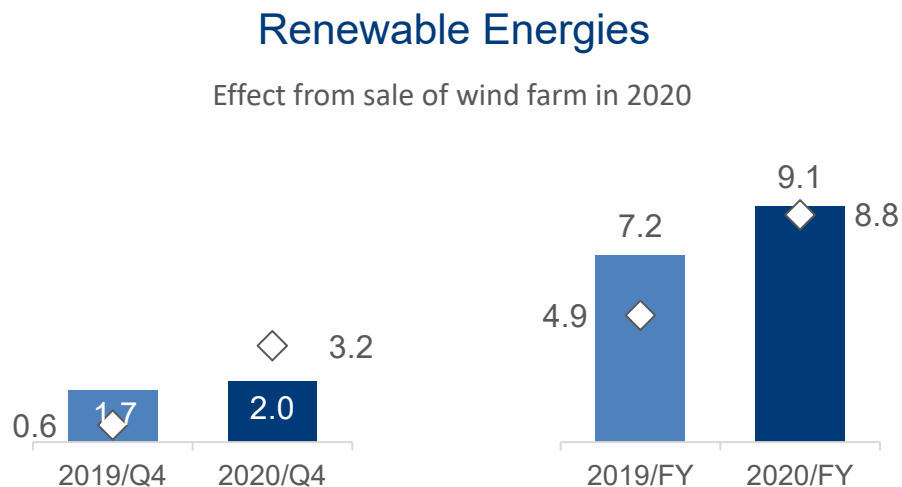
Organic Growth Continues – Strategic Acquisitions Intended

Segment revenue and EBITDA in EUR mn: Q4/2019 vs. Q4/2020 and FY/2019 vs. FY/2020

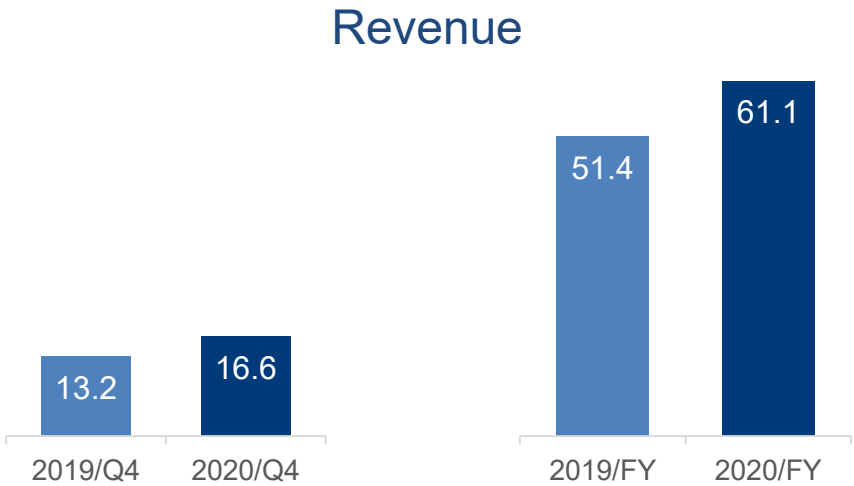
■ Revenue
◇ EBITDA



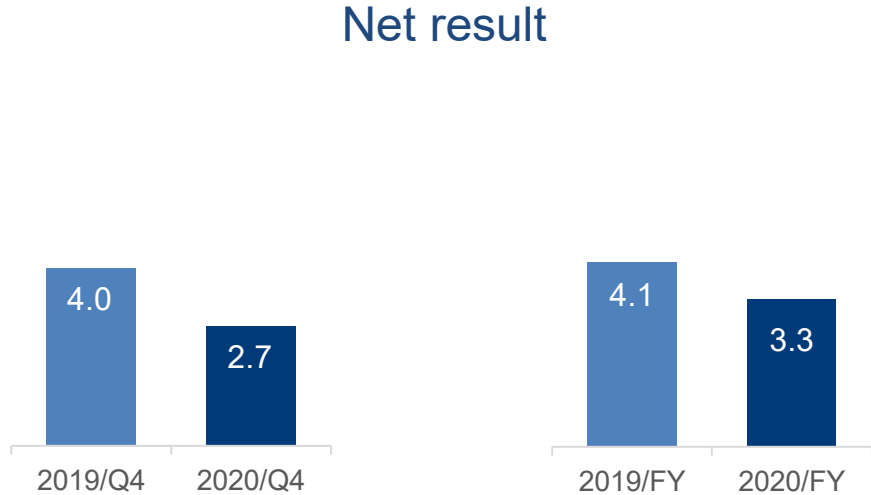
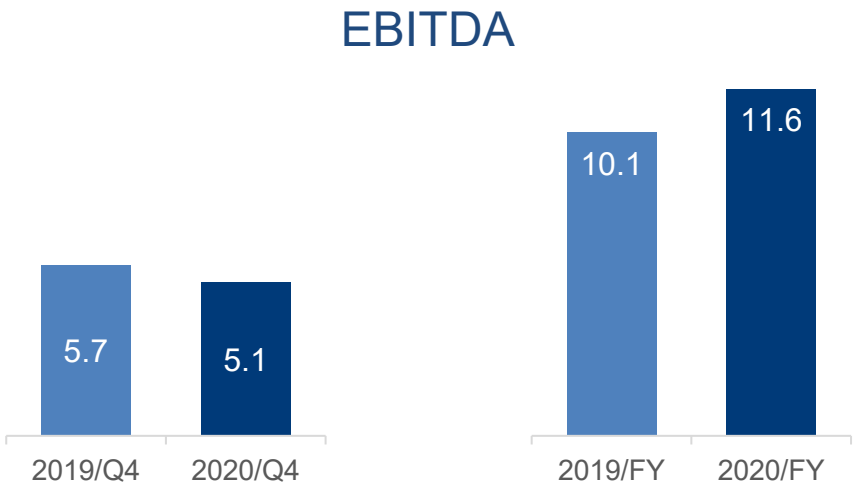
- ITC: Strong growth in Cloud Computing; increased demand for telephony and value added services
- Renewable Energies: Roge wind farm included for the first time; wind yield, solar at a good level
- SHAC: Still higher expenses due to COVID-19-measures, 12-point-plan for increased profitability shows positive effects



Group revenue and earnings in EUR mn: Q4/2019 vs. Q4/2020 and FY/2019 vs. FY/2020



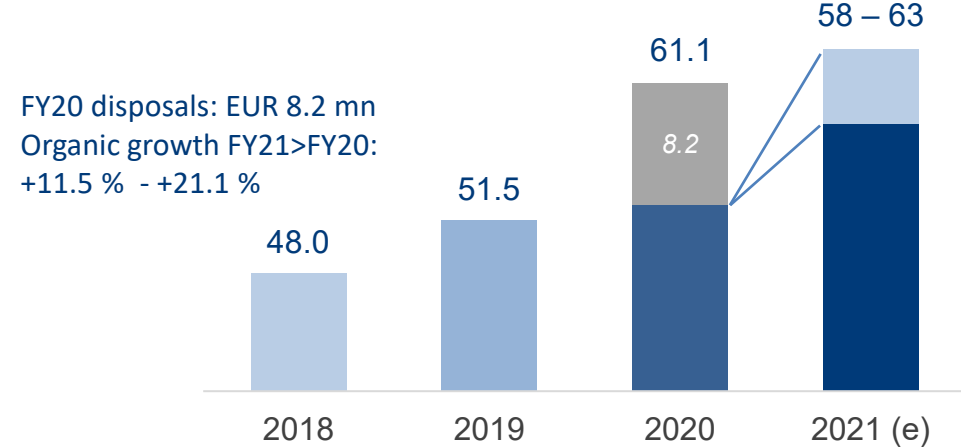
- 3U business models mostly “resilient”
- Enhanced efficiency and better margins throughout
- Prior year earnings boosted by sale of company site
- Higher depreciation and amortisation as well as higher tax, as expected
- 2020 effects from sale of assets as planned



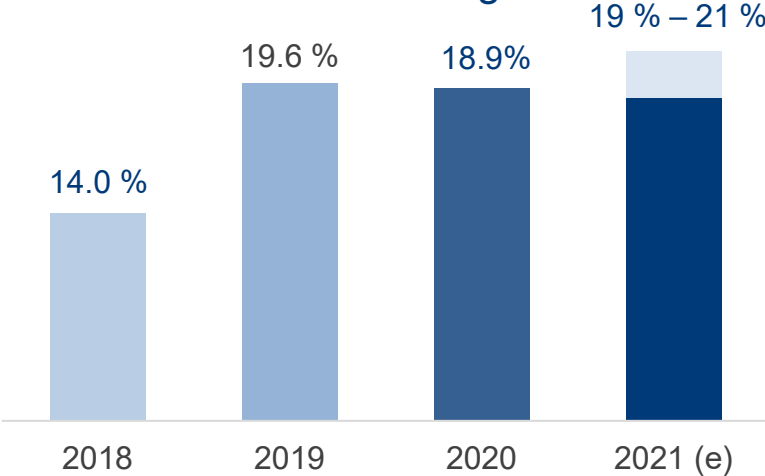
in EUR mn / %	31 December 2020	31 December 2019
Total assets	85.9	80.5
Inventory	8.6	7.8
Cash and cash equivalents	26.4	20.6
Shareholders' equity	52.0	46.5
Equity ratio	60.5 %	57.8 %
Debt to equity ratio (liabilities/equity)	65.2 %	73.0 %
Net cash (cash and cash equivalents – financial liabilities)	9.3	2.8
Free cash flow (1 Jan – 30 December) / (Op. CF + Inv. CF)	0.0	3.4

Group KPI in EUR mn: 2018 – 2021 (e)

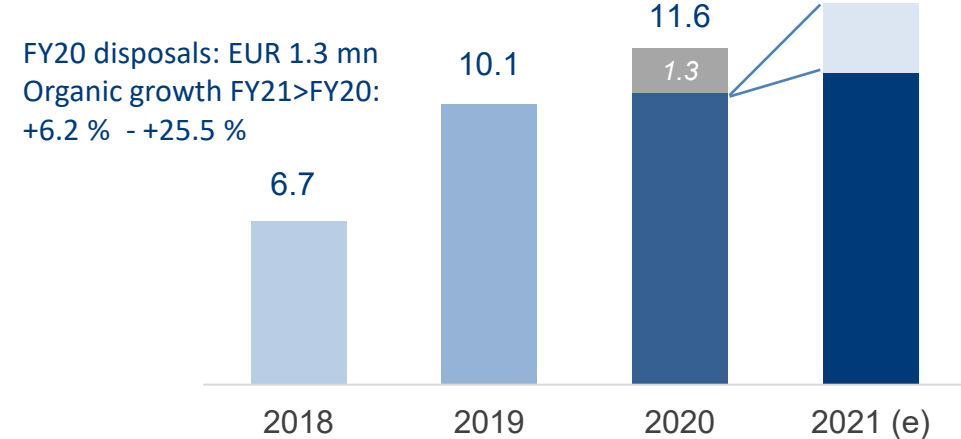
Revenue



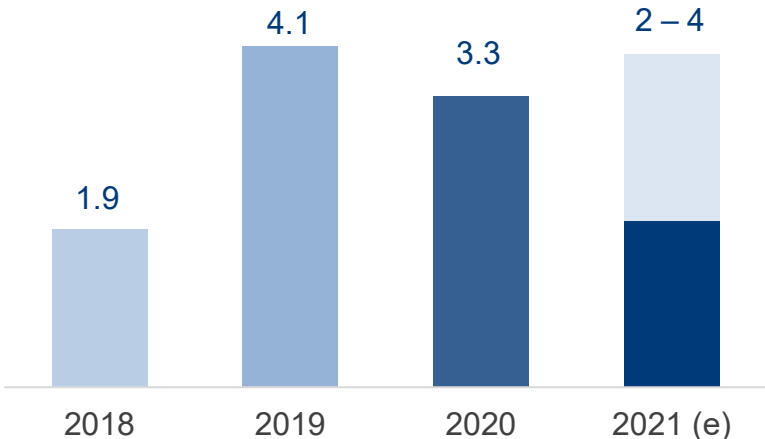
EBITDA-Margin



EBITDA



Net result





Key strategic focus areas :
E-Commerce and Cloud Computing

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

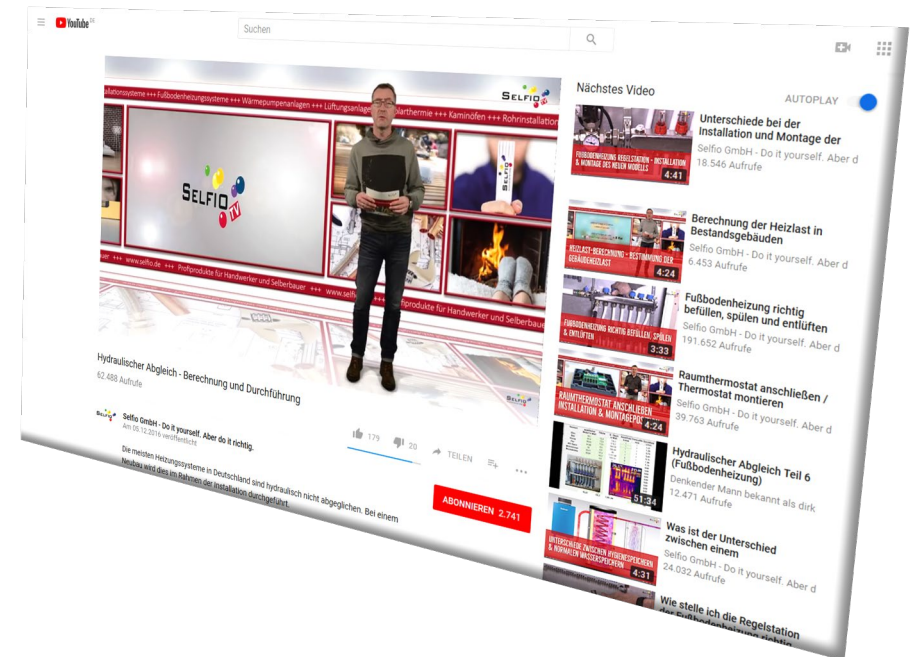
- ✓ Group purpose: Increase shareholder value to the benefit of customers, suppliers, staff, and stakeholders
- ✓ Successful business models in three megatrends:
 - cloud computing
 - e-commerce
 - renewable energies
- ✓ Ongoing strategic focus on the core growth areas:
Cloud Computing and E-Commerce – Goal: Market leadership positions!
- ✓ Profitable business models in all three segments
- ✓ Dividend increased for five years in a row
- ✓ Significant organic 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
- ✓ Option: possible IPO of weclapp SE

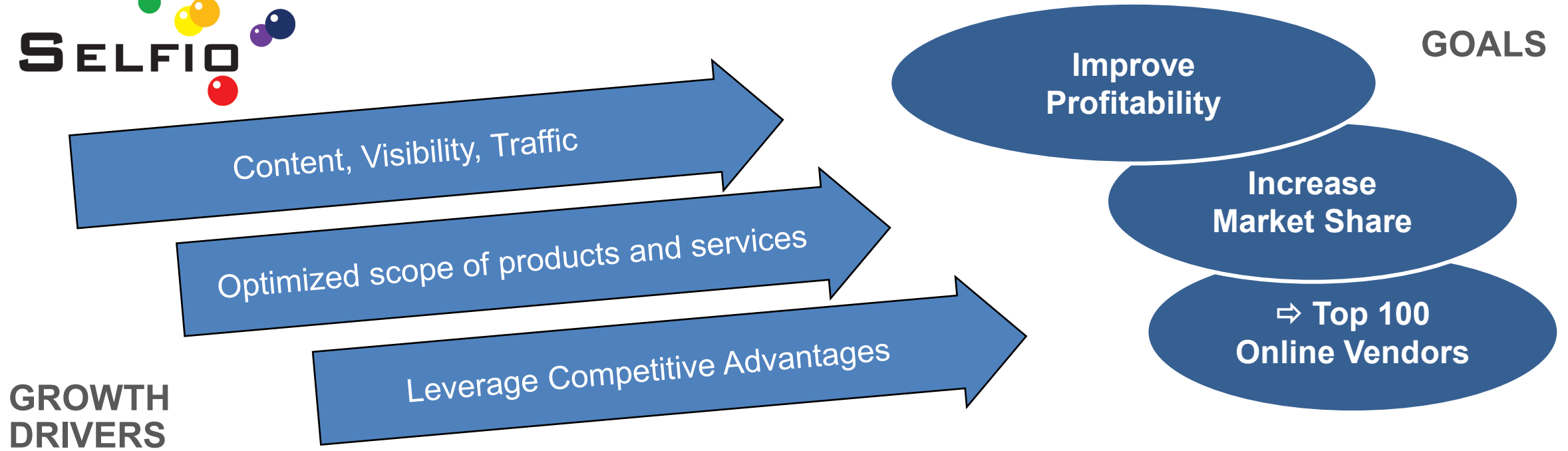


Selfio :

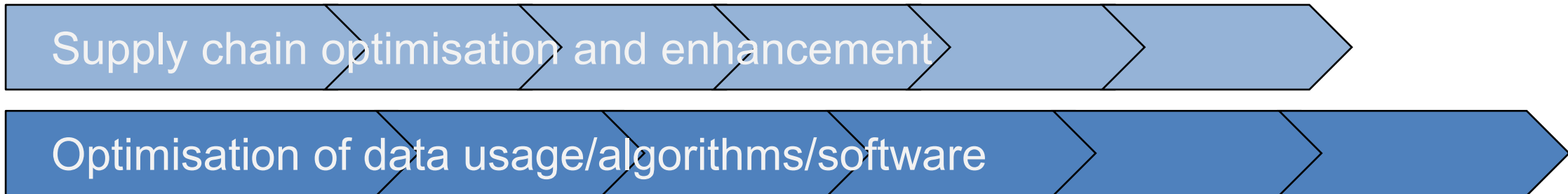
Successful in online trading
thanks to high quality of advice
and marketing

- 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 9 million video clicks on our YouTube channel *SelfioTV* – more than 100 videos with installation instructions and tips
 - Over 10,000 YouTube subscribers over 24,500 followers on Facebook
 - Over 1.9 million unique visitors to the website each month
 - Over 150,000 paying customers in FY 2019: 90% end customers, 10% business customers
 - Tailwind from the market: E-commerce demand in the SHAC sector set to rise at an above-average rate of over 10% p.a. up to 2030
- **Strategy:** Expansion of 3U’s online trading activities into a leading, profitable trading platform for sanitary, heating and air conditioning technology (SHAC)





CONTINUOUS IMPROVEMENT



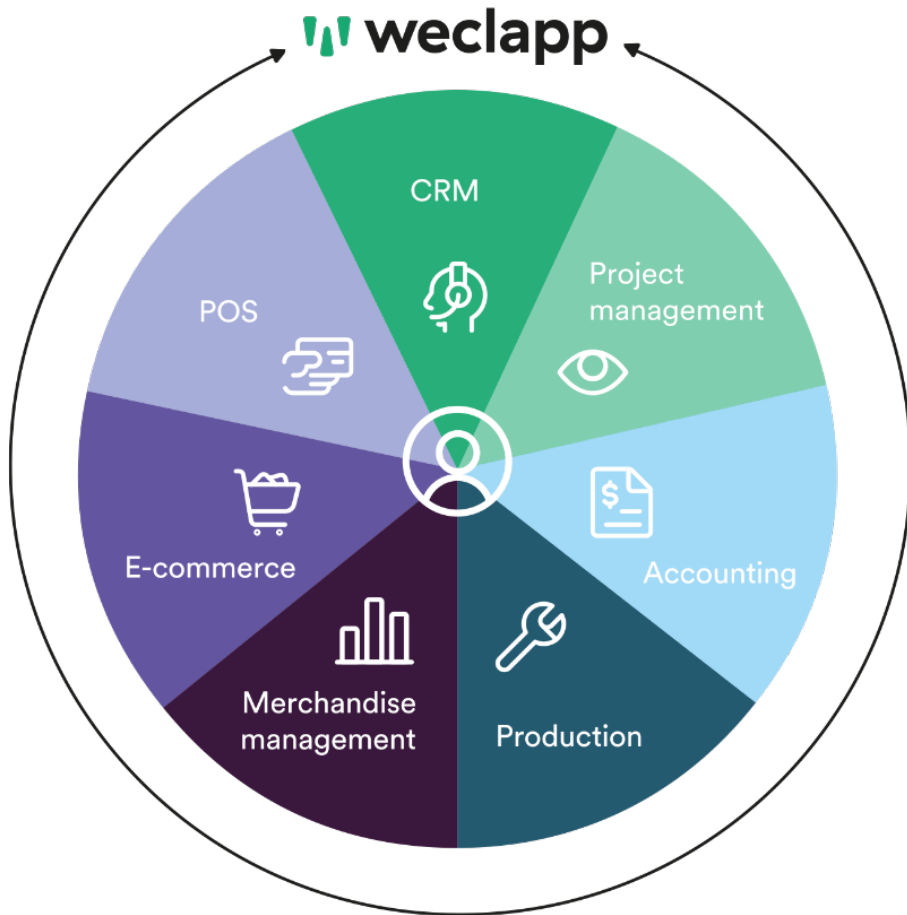


weclapp :

✓ Technology leader

✓ Price leader

⇒ Goal : Market leader !



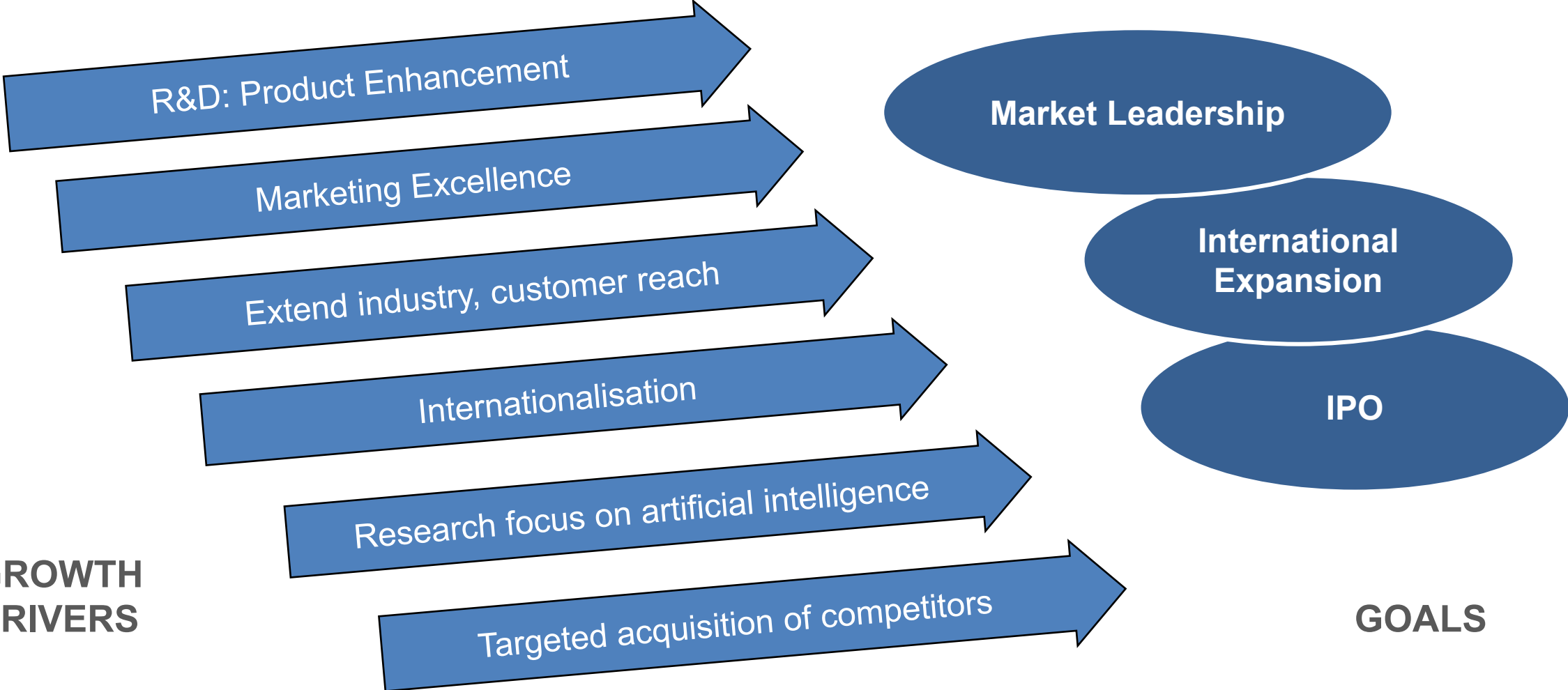
One login. One user interface. One platform

- 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
 - 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





Outlook

Strategic Goals and Likely Events 2021



Internationalisation: France, Spain; penetration Germany, Italy; R&D
Increase ARPA, conversion rate, MRR; M&A-activities ongoing; IPO under consideration



Further implementation of 12-point-plan for profitability improvement;
Increase share of own brands in product portfolio; expand planning service



Move of distribution centre from Montabaur to Koblenz



Further limited portfolio realignments ongoing



Stabilize revenue levels; ongoing profitability improvements;
further development of value added services



Start of InnoHubs construction in Würzburg

„2020 was a good year – 2021 will be even better!“



Share Information

Share price performance (12 months, as of 8 March 2021)



Average daily trading volume: >40.000

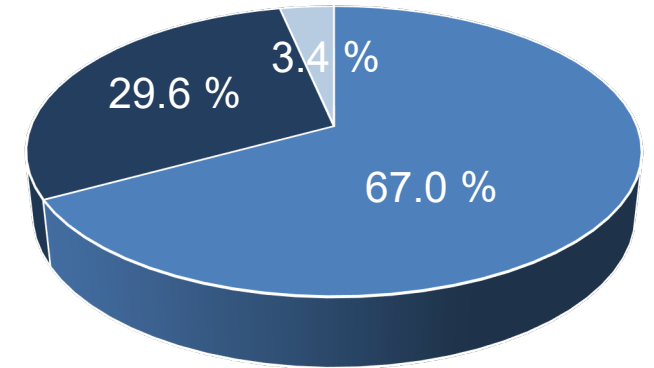
Dividend policy:

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

Dividend for 2020

- For the 2020 financial year, a dividend of EUR 0.05 is being proposed; to be 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



Thank you for your attention!
Questions welcome!



Appendix

Date	Event
30 March 2021	Publication of 2020 Annual Report
14 April 2021	Participation in Family Office Day, Vienna
12 May 2021	Publication of Q1/2021 Quarterly Announcement
17 May 2021	Participation in Equity Forum Spring Conference, Frankfurt
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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