



3U HOLDING AG
Success in Megatrends

Events and Results of Q1 2021

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 2021 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
- ✓ IPO of weclapp SE resolved

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

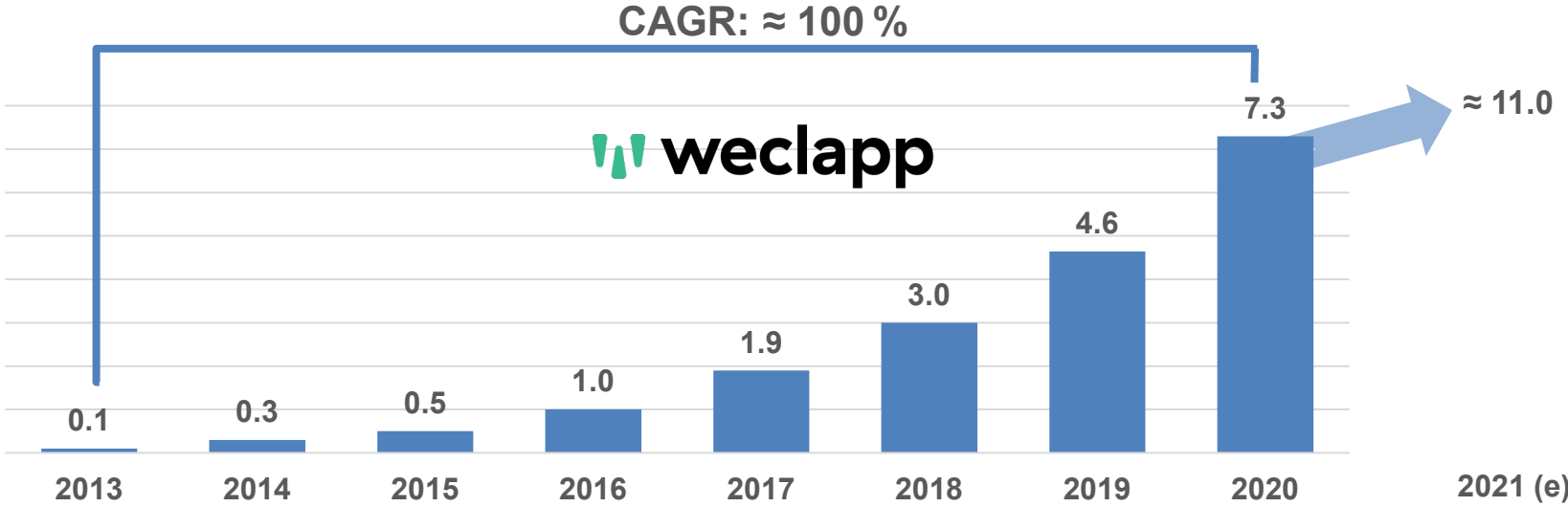
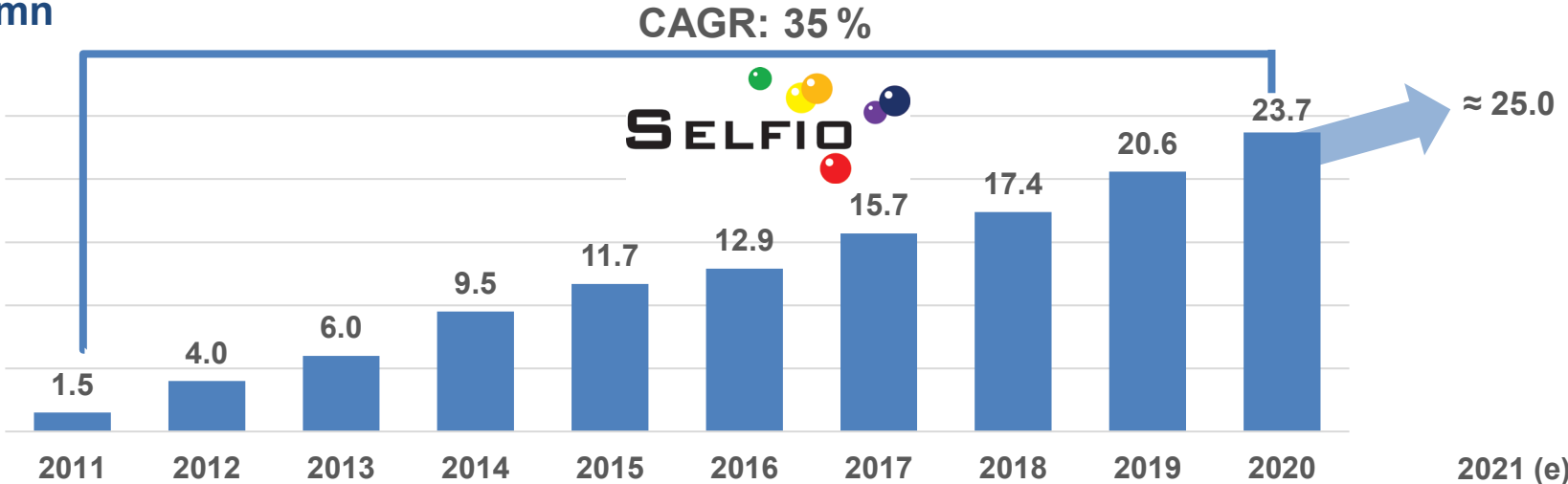
Sanitary, Heating,
Air Conditioning



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

KEY GROWTH DRIVERS AND STRATEGIC FOCUS AREAS: E-COMMERCE AND CLOUD COMPUTING

Revenue in EUR mn



Organic Growth Continues – Strategic Acquisitions Intended



Events and Results of the first quarter of the 2021 financial year

Organic growth of continued operations does not yet compensate for effect of disposals / Cloud Computing remains key growth driver / SHAC earnings further improved / Unfavourable weather conditions

- ✓ Q4 2020 disposals of wind farm and non-core SHAC subsidiary result in revenue and EBITDA decline q-on-q
- ✓ In line with 2021 guidance: Organic growth of continued operations does not yet compensate for effect of disposals
- ✓ Cloud Computing (weclapp) is persistently driving growth with high contribution to earnings
- ✓ Telecommunications business area continues to show revenue growth. COVID-19-caused special demand for telephony starts to dwindle. Value added services are key growth drivers
- ✓ 12-point-plan to increase profitability in SHAC segment starts to show encouraging results
- ✓ Move of SHAC logistics to new distribution centre imminent
- ✓ Low wind yield and solar irradiation in Q1
- ✓ Sale of the externally used parts of the Adelebsen property (signed in 2020) adds to earnings and cash flow in Q1 2021
- ✓ Würzburg construction project on schedule
- ✓ weclapp Management Board resolves to mandate underwriters for projected IPO

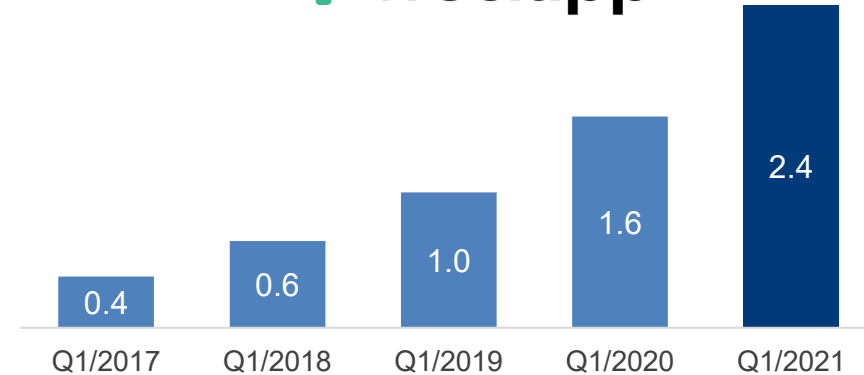
Q1 Revenue development in EUR mn since 2017

Multi-award-winning cloud-based ERP-System

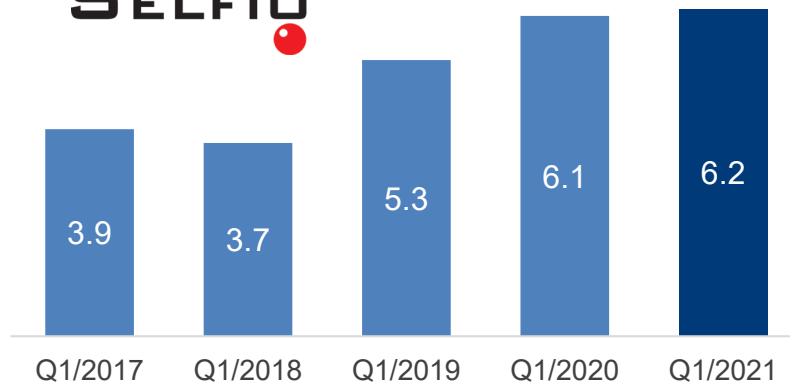
Sustainable organic growth thanks to

- 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**



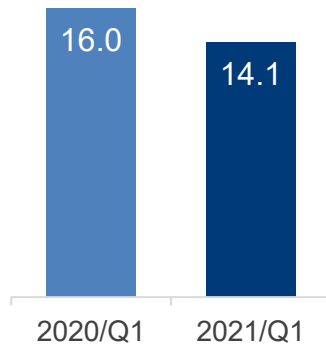
Leading specialised online-shop for sanitary, heating and air conditioning systems

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

Group revenue and earnings in EUR mn: Q1/2020 vs. Q1/2021

Revenue



Non-core businesses disposed of in Q4 2020 contributed EUR 2.4 mn revenue in Q1 2020

As forecast, most continued operations show ongoing organic growth

- 3U business models mostly “resilient”
- Disposal of wind farm and construction subsidiary affect top line development
- Weak quarter in Renewable Energies segment
- Cloud Computing key growth driver in terms of revenues and earnings
- Net earnings doubled Q-on-Q

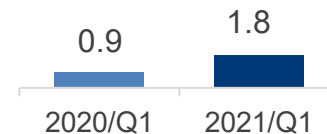
EBITDA



Other operating income EUR 1.6 mn higher in Q1 2021 due to closing of sale of property signed in 2020

Operating margins mostly improved

Net result

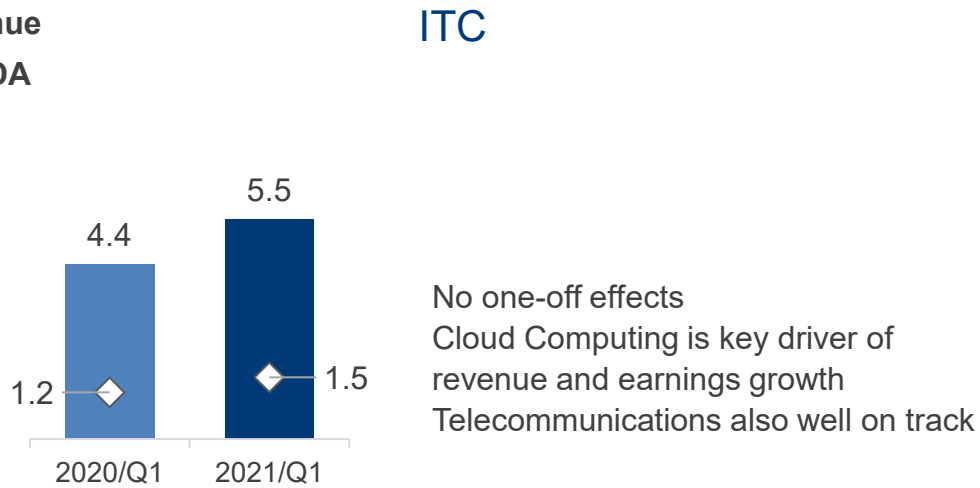


Q4 2020 disposals lead to reduced depreciation and minorities

Improved financial result

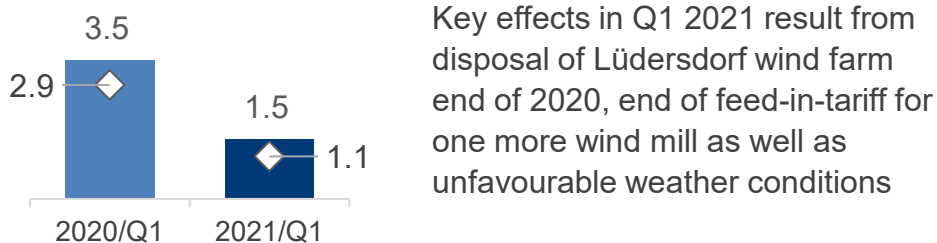
Segment revenue and EBITDA in EUR mn: Q1/2020 vs. Q1/2021

■ Revenue
◇ EBITDA

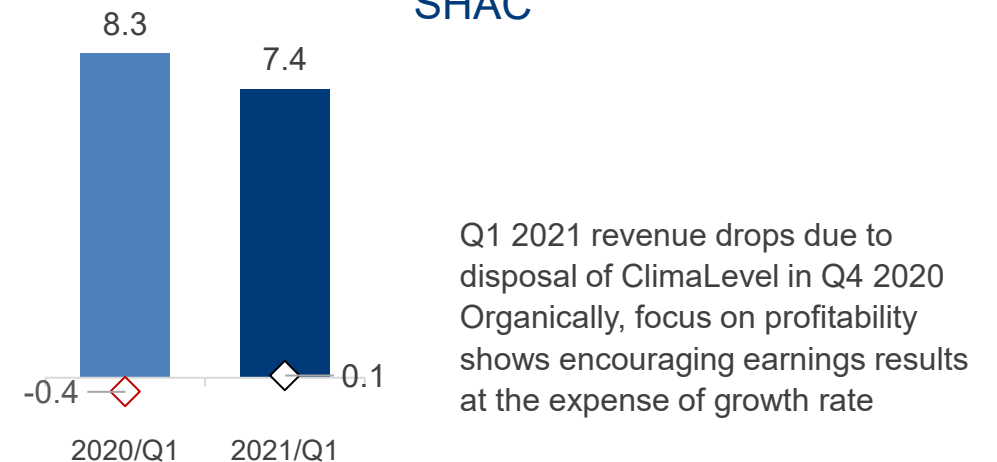


- ITC: Strong growth in Cloud Computing; increased demand for value added telecommunications services; “COVID”-boost in Voice Retail slows down
- Renewable Energies: low wind yield, solar irradiation in Q1
- SHAC: 12-point-plan for increased profitability shows positive earnings effects but leads to slower organic top-line growth

Renewable Energies



SHAC

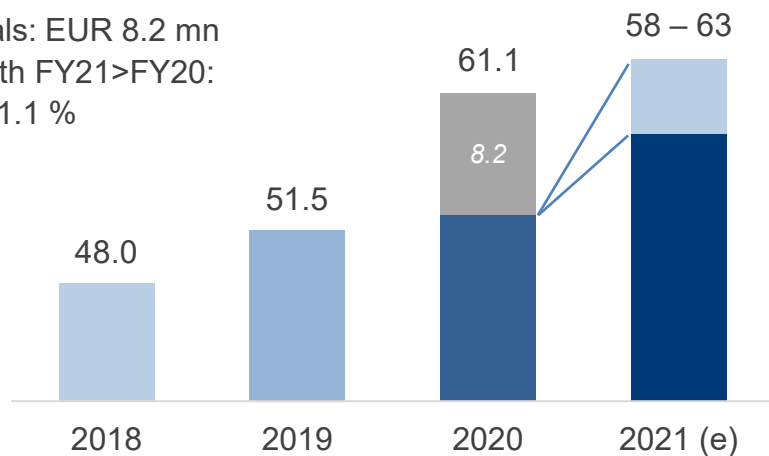


In EUR mn / %	31 March 2021	31 December 2020
Total assets	88.6	85.9
Inventory	9.0	8.6
Cash and cash equivalents	30.5	26.4
Shareholders' equity	54.0	52.0
Equity ratio	60.9 %	60.5 %
Debt to equity ratio (liabilities/equity)	61.1 %	65.2 %
Net cash (cash and cash equivalents – financial liabilities)	13.8	9.3
Free cash flow (1 January – 31 March) / (Op. CF + Inv. CF)	4.9	1.5

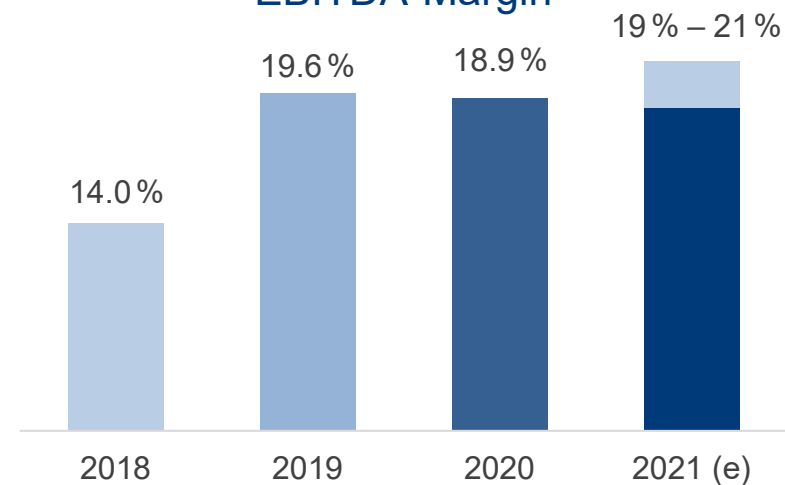
Group KPI in EUR mn: 2018–2021 (e)

Revenue

FY20 disposals: EUR 8.2 mn
Organic growth FY21>FY20:
+11.5 % – +21.1 %

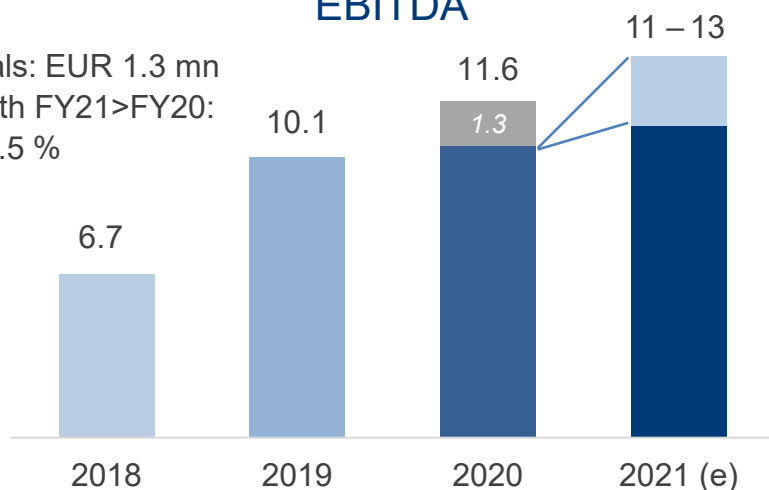


EBITDA-Margin

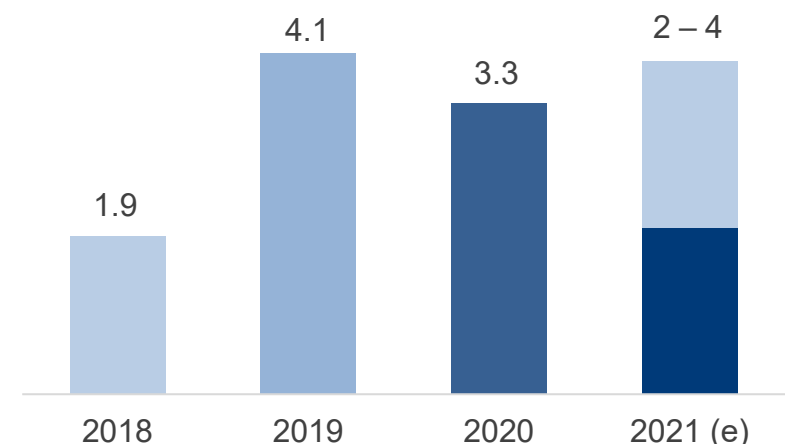


EBITDA

FY20 disposals: EUR 1.3 mn
Organic growth FY21>FY20:
+6.2 % – +25.5 %



Net result



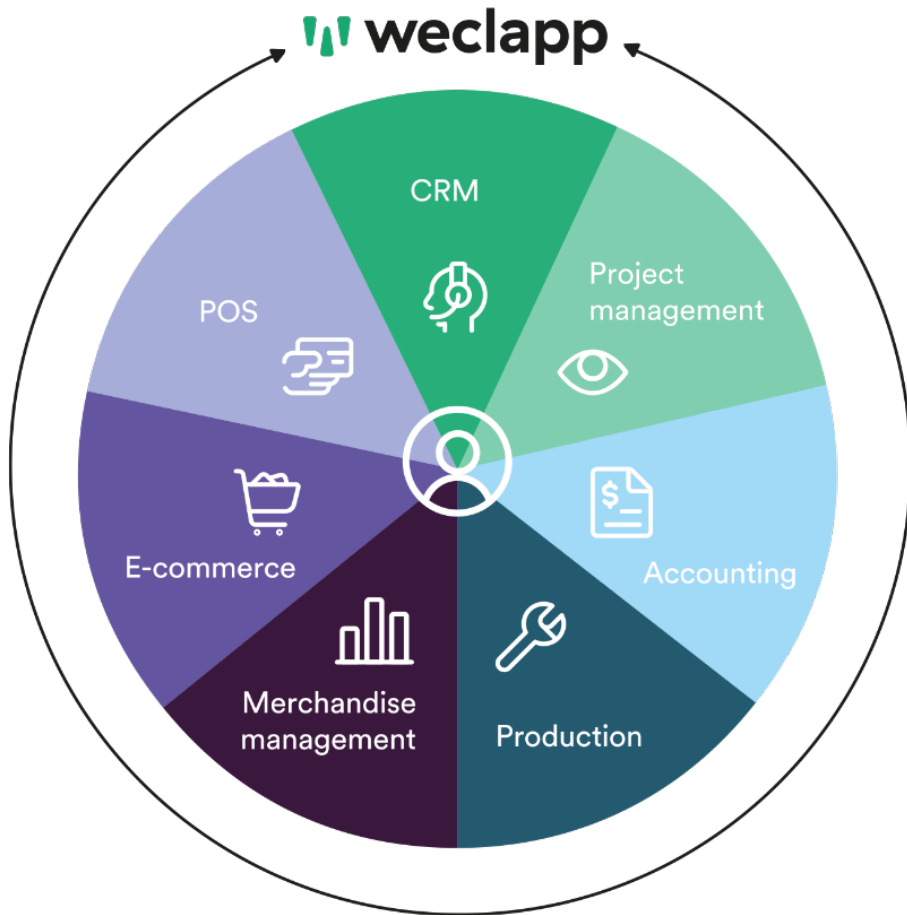


weclapp :

✓ 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

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

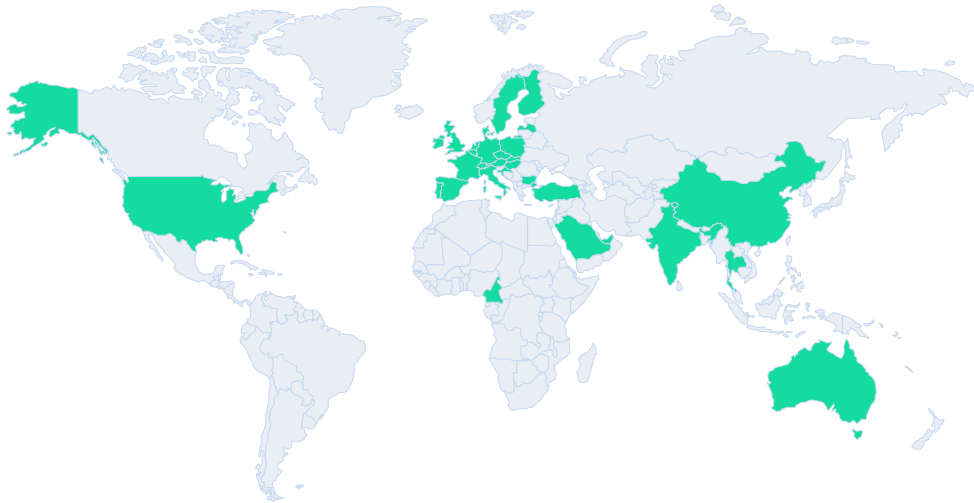
Cloud-based systems are superior to ERP 2.0

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

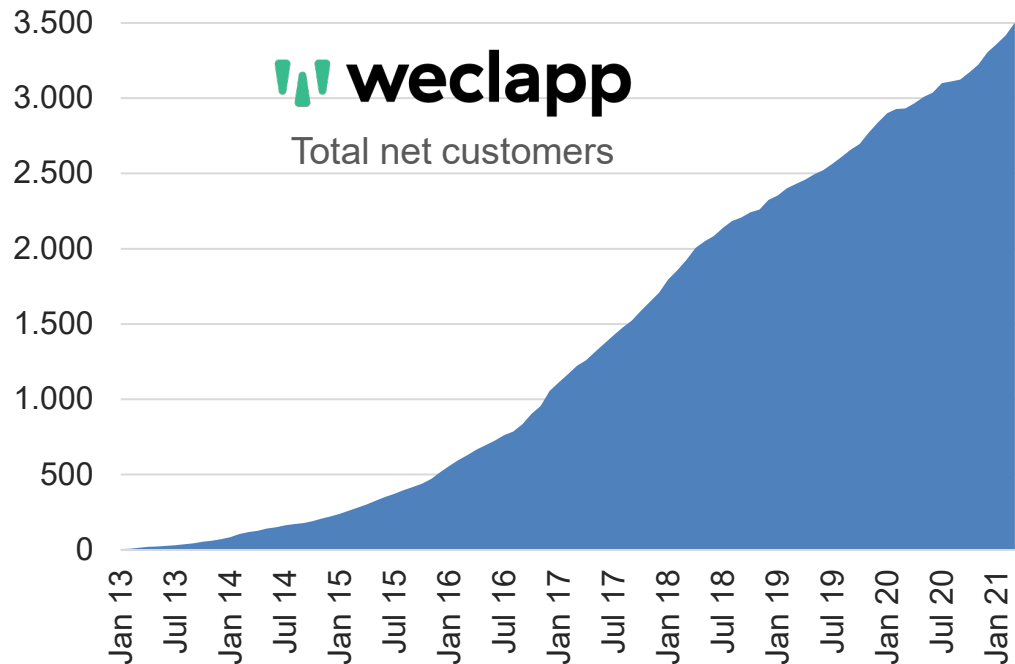


weclapp's competitive advantage: no inherent barriers to growth

- 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

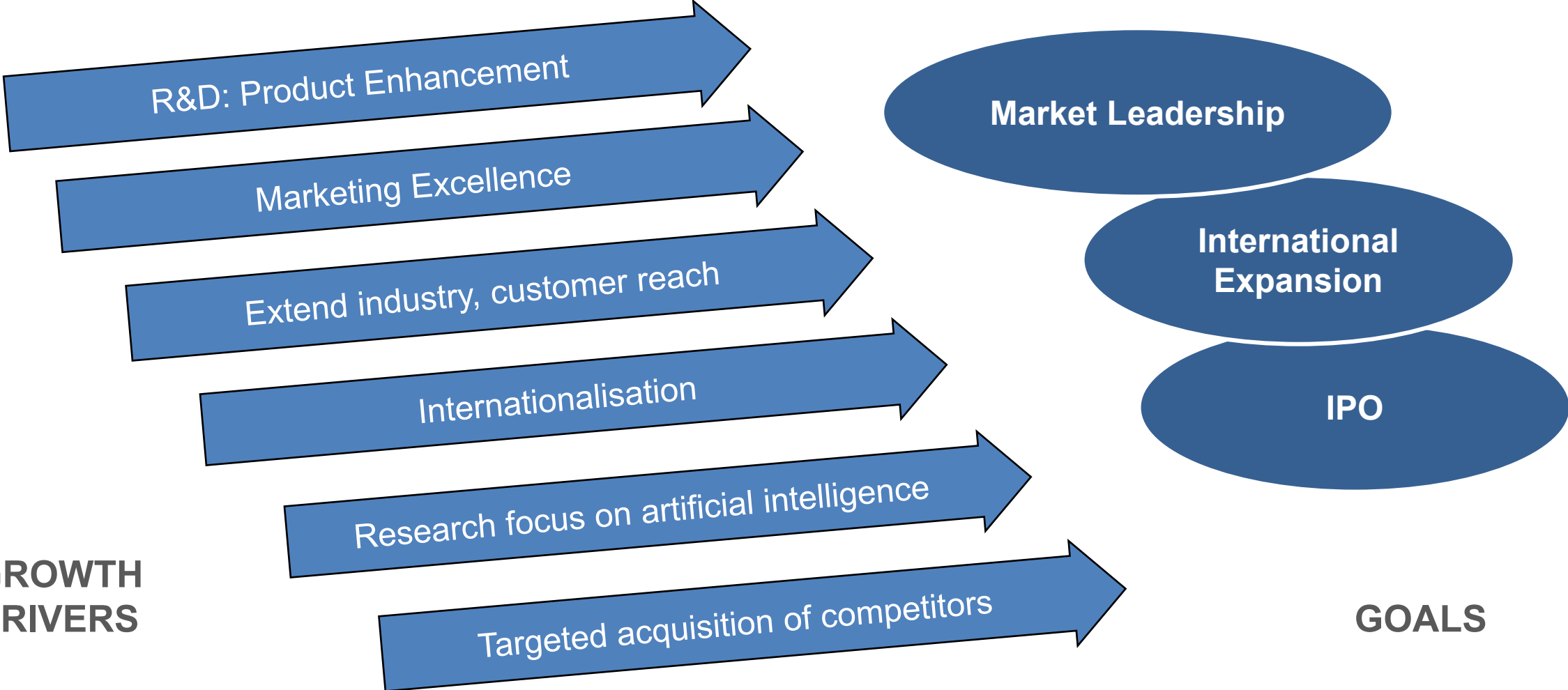


- Revenue growth of over 100 % (CAGR) over the past years
- Currently more than 3,500 corporate customers and more than 10,000 concurrent users per day in 35 countries, 7 languages with a focus on Germany, Austria, Switzerland
- EBITDA sustainably > 25 %



➤ 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

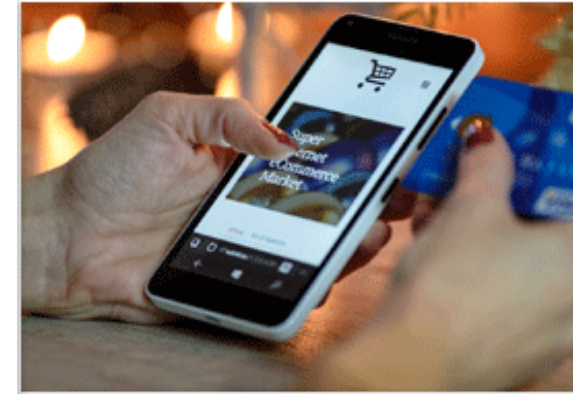
- Founded in 2011, Selfio operates an online shop (www.selfio.de) for professional DIY products, including well-known brands such as Buderus, Wilo, Grundfos, Biral, Junkers, Viessmann and Wolf.
- USP: high quality of advice – online and personal
- Over 9 million video clicks on our YouTube channel *SelfioTV* – 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 2020: 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)

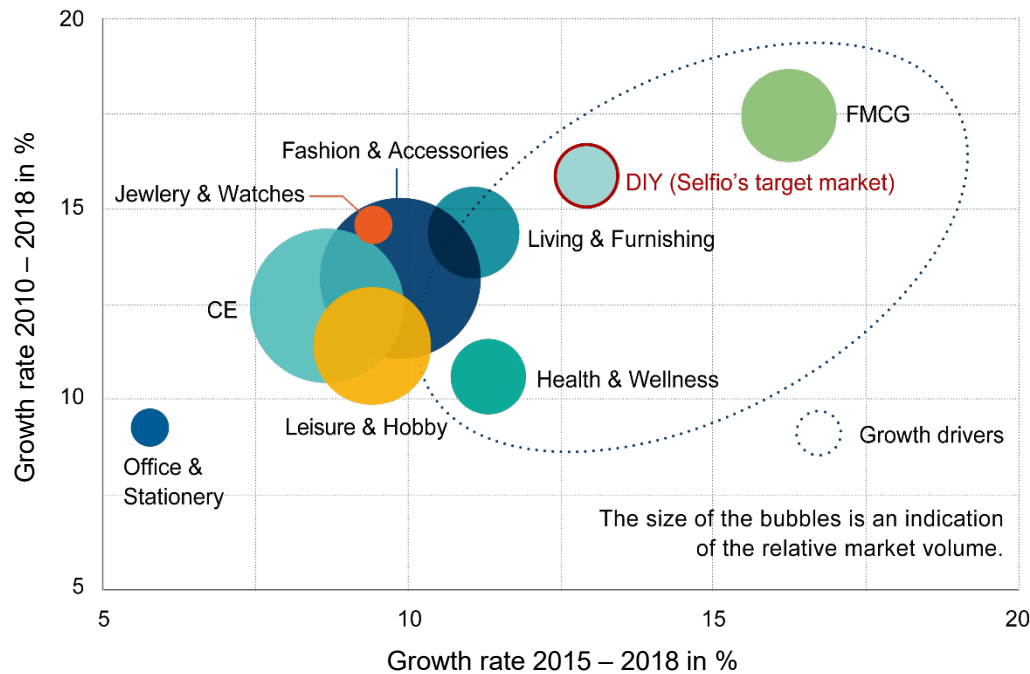


➤ Strategy

- 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

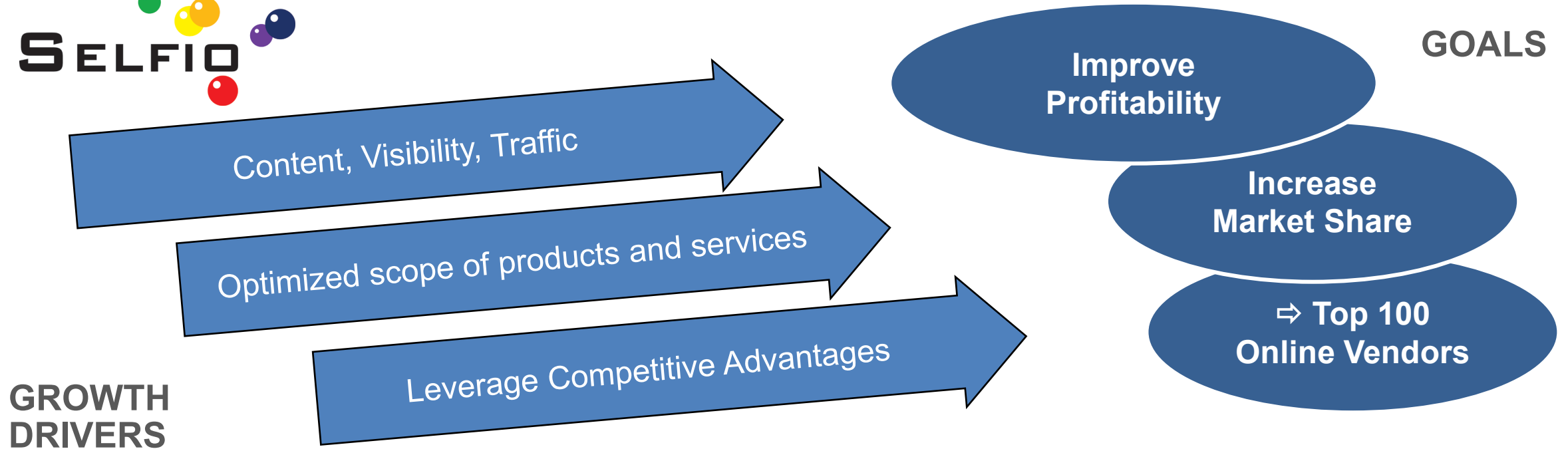


Growth rate German online trading per industry

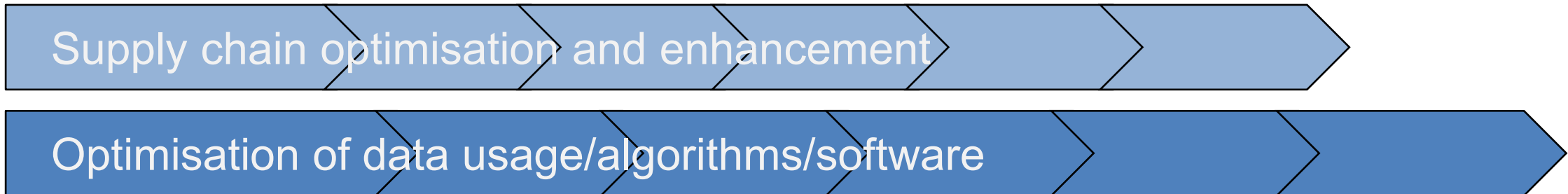


Source: HDE Online-Monitor 2019

- 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



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
- Power generation capacity currently at around 54 MW
- Results mainly depend on weather conditions
- Value creation through acquisitions and disposals of wind farms





Summary

- 2020 was a successful year and 2021 will be even better.
- We see strong potential for further revenue growth and increased earnings in 2021 and 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





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

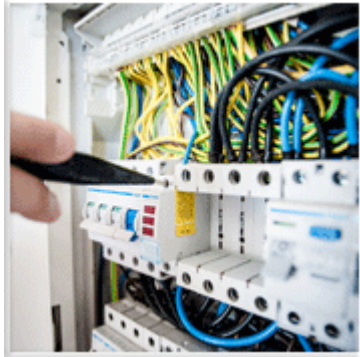


Stabilize revenue levels; ongoing profitability improvements;
further development of value added services



Start of InnoHubs construction in Würzburg

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



Appendix



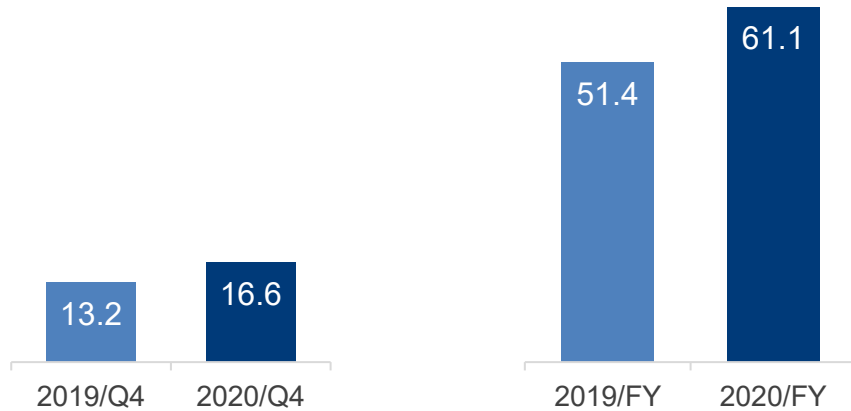
Events and Results of the 2020 financial year

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

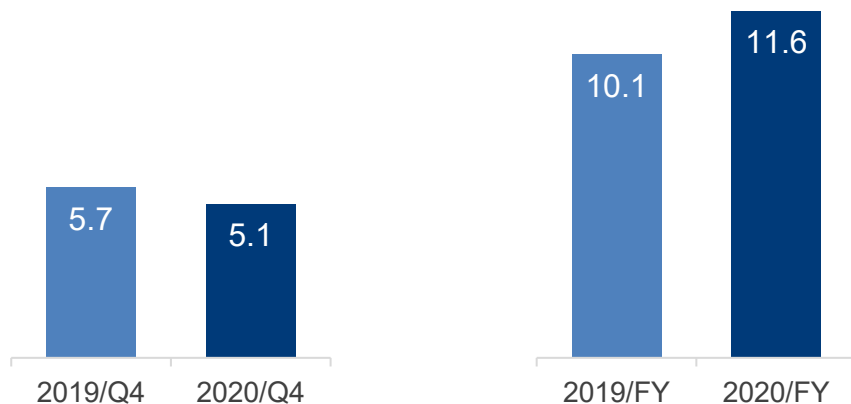
Group revenue and earnings in EUR mn: Q4/2019 vs. Q4/2020 and FY/2019 vs. FY/2020

Revenue



- 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

EBITDA

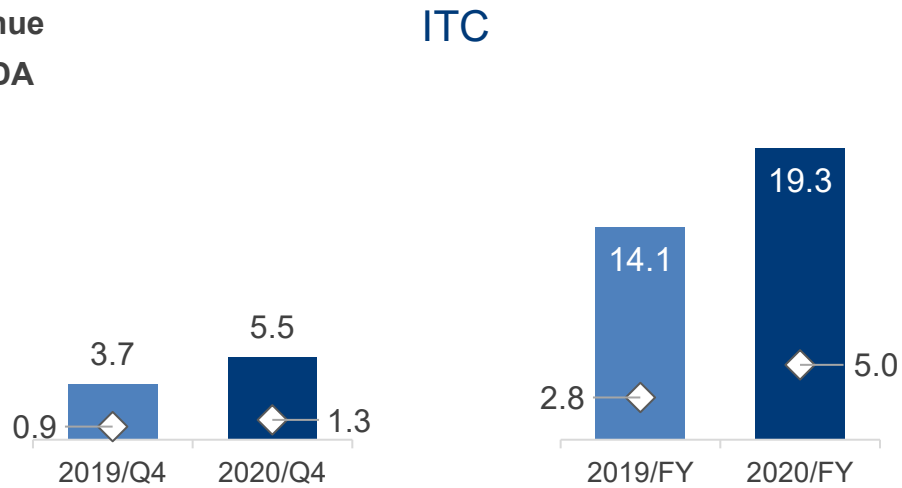


Net result



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

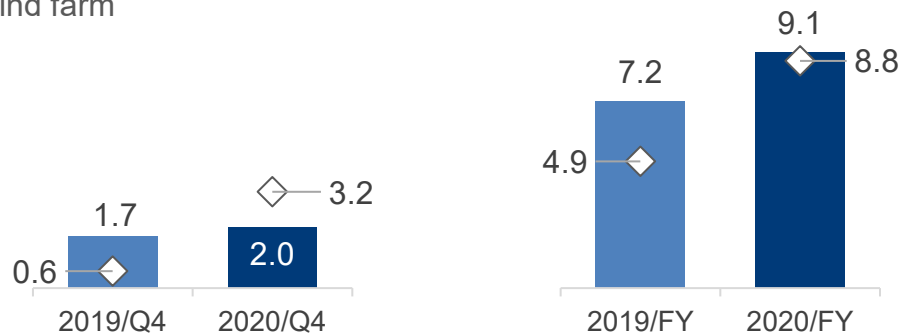
■ Revenue
◇ EBITDA



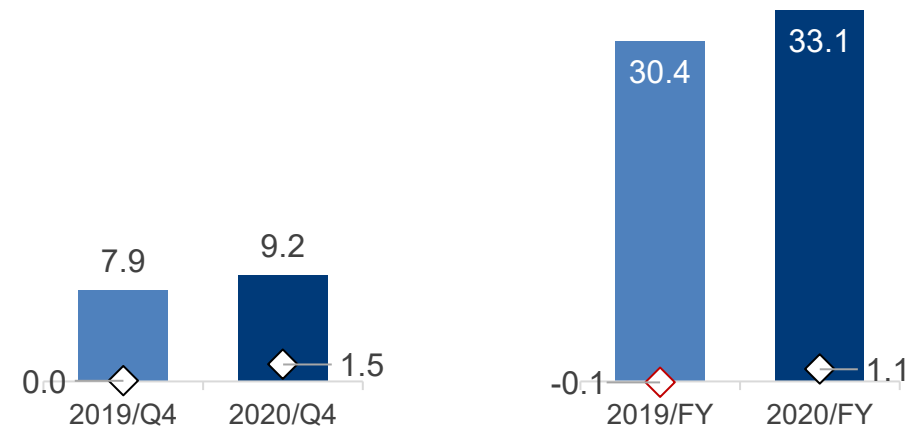
- ITC: Strong growth in Cloud Computing; increased demand for telephony and value added services
- Renewable Energies: Roge wind farm included for the first time; wind yield, solar irradiation at a good level
- SHAC: Still higher expenses due to COVID-19-measures, 12-point-plan for increased profitability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

Renewable Energies

Effect from sale of wind farm in 2020



SHAC



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 January – 31 December) / (Op. CF + Inv. CF)	0.0	3.4



Share Information

Share price performance (12 months, as of 11 May 2021)



Average daily trading volume: >50.000

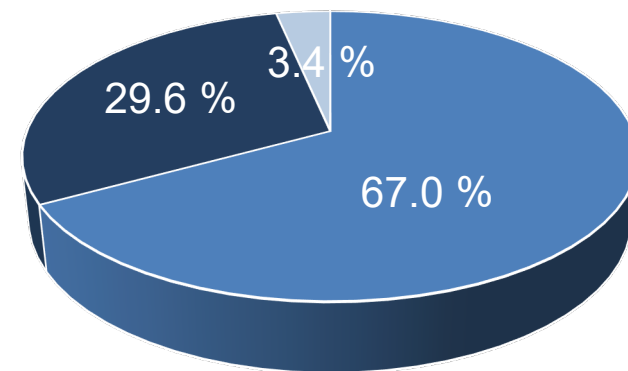
Dividend policy:

- 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

Date	Event
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

Contact

Dr Joachim Fleißing
Head of Investor Relations

3U HOLDING AG
Frauenbergstraße 31–33
35039 Marburg
Germany

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.