



3U HOLDING AG
Success in Megatrends

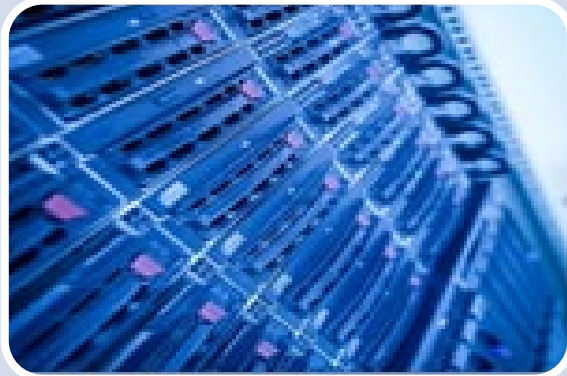
Events and Results FY 2021

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

- ✓ Corporate purpose: Increase shareholder value to the benefit of customers, suppliers, staff, and stakeholders
- ✓ Successful business models in three megatrends:
 - Cloud Computing (weclapp SE)
 - E-Commerce (Selfio GmbH)
 - Renewable Energies
- ✓ Ongoing strategic focus on the core growth areas of cloud computing and e-commerce – goal: market leadership positions!
- ✓ Profitable business models in all three segments
- ✓ Dividend increased for five years in a row; dividend proposed for 2021 also
- ✓ Strong revenue growth planned for 2022 and significant additional potential beyond
- ✓ Development and deployment of cutting-edge technologies from Next Generation Networks in telecommunications and data centre services to artificial intelligence / machine learning in cloud computing and e-commerce

Segment ITC

Information and
Telecommunications Technology



- **Cloud Computing**
- **ERP and e-commerce platforms for SMBs**
- Telecommunications
- Data centre services
- Software licensing

Renewable Energies segment



- **Power generation**
- Project acquisitions and disposals

SHAC segment

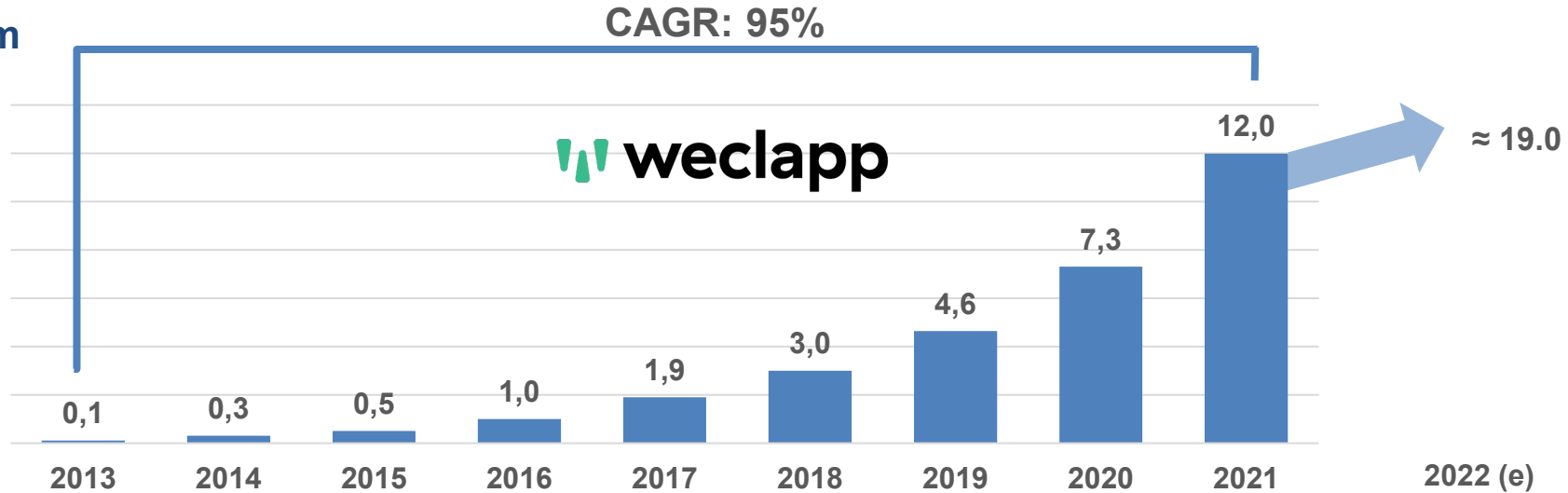
Heating and Air
Conditioning Technology



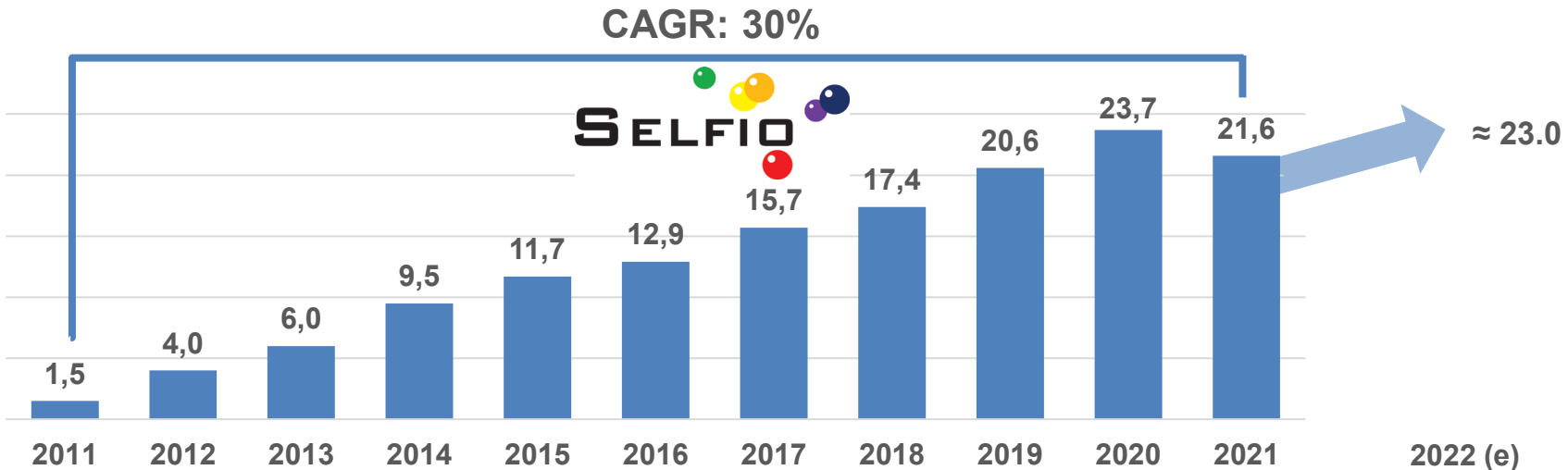
- **e-commerce**
- Logistics
- Planning

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

Revenue in EUR m



Ongoing strong organic growth – first strategic acquisitions completed



Temporarily constrained by global economic environment



Events and Results FY 2021

Organic growth not yet able to compensate for effect of disposals in 2020 / Cloud Computing main growth driver / SHAC operating in difficult environment / unfavourable weather and capital market conditions

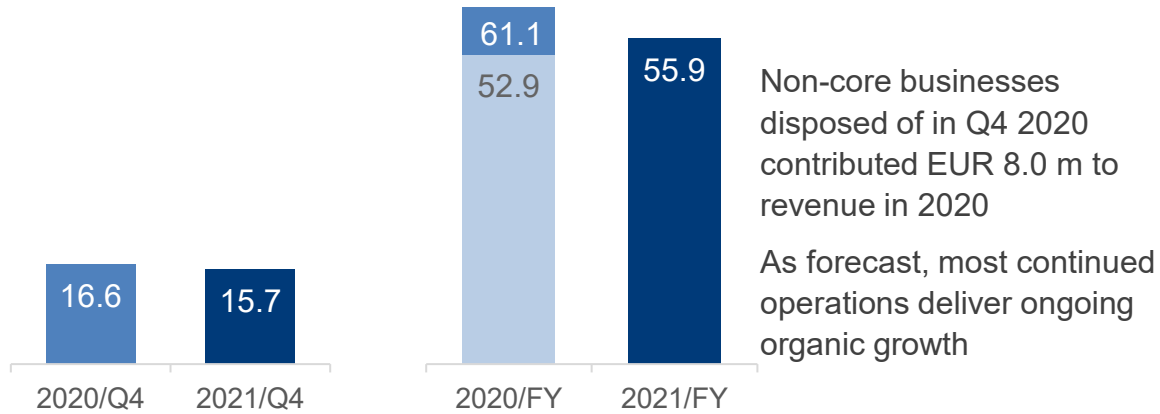
- ✓ Q4 2020 disposals of wind farm and non-core SHAC subsidiary result in y-on-y decline in revenue and EBITDA
- ✓ In line with guidance: organic growth (y-on-y +3.1%) unable to compensate yet for effect of disposals
- ✓ Cloud Computing (weclapp) remains driver of growth with high contribution to earnings
- ✓ Ramp-up of staff in view of planned accelerated growth, M&A and pre-IPO expenses squeeze margins temporarily
- ✓ weclapp's acquisition of ITscope GmbH and FinanzGeek GmbH completed
- ✓ Telecommunications revenue on pre-year level, earnings increased. Demand for B2C telephony back to normal. Value-added services are key growth drivers, new customers in DCS&O, Voice Business Customers.
- ✓ Supply bottlenecks and price hikes in the construction industry impede SHAC segment
- ✓ Throughout FY 2021: wind yield and solar irradiation subject to poor weather conditions – wind picks up in Q1 2022
- ✓ InnoHubs construction project in Würzburg on schedule, sale of space in the building already contributes to Group earnings
- ✓ Capital market slump since November 2021 (tech sector in particular) has impeded timely weclapp IPO
- ✓ Dividend of 0.05 EUR per share proposed
- ✓ 2022 guidance, strong revenue increase, solid earnings

ORGANIC GROWTH IN 2021 IN SPITE OF EXTERNAL FACTORS

ONE-OFF EFFECTS IN EARNINGS FROM M&A- AND IPO-PREPARATIONS

Group revenue and earnings in EUR m: Q4/2020 vs. Q4/2021 and FY/2020 vs. FY/2021 (=adjusted)

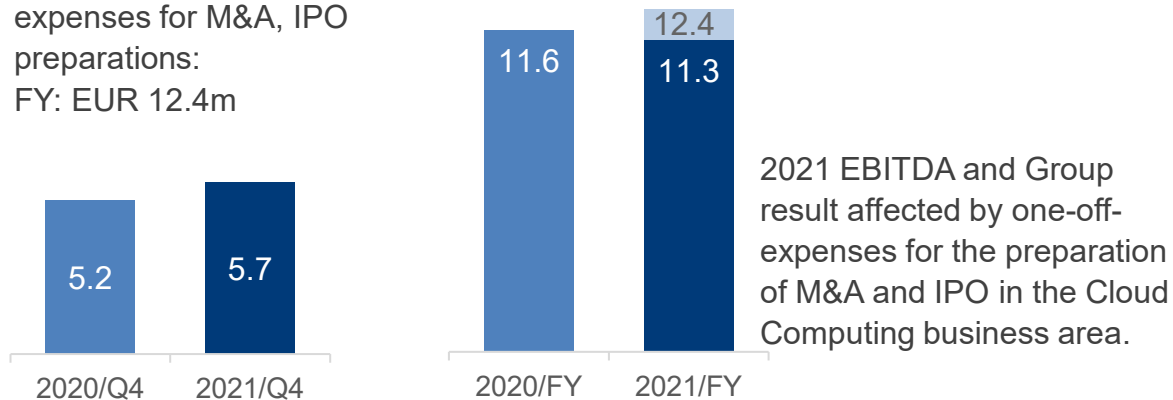
Consolidated Revenue



- Cloud Computing as key revenue growth driver. Increase in costs for hiring new staff, M&A, IPO
- Renewable Energies segment unsatisfactory due to poor weather conditions
- SHAC result also burdens key consolidated figures
- 2020 sale of wind farm and assembly business still reflected in y-on-y revenue performance

EBITDA

EBITDA adjusted for one-off expenses for M&A, IPO preparations:
FY: EUR 12.4m

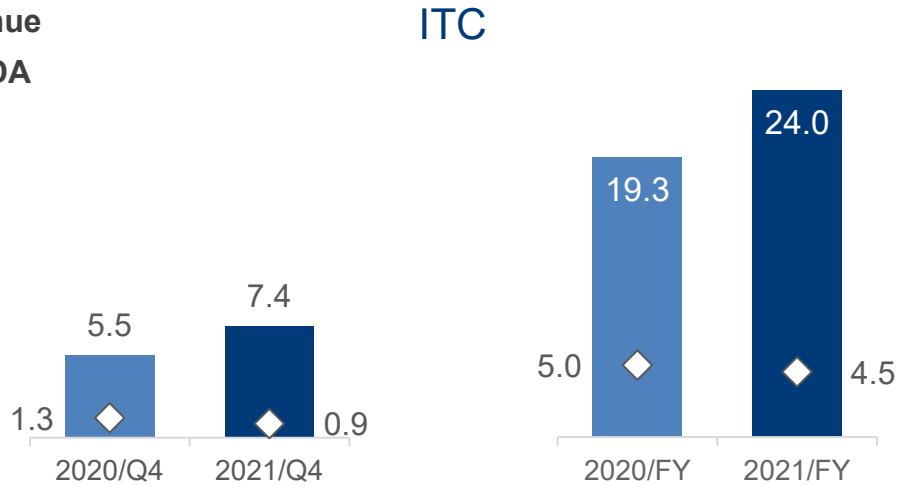


Consolidated Result



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

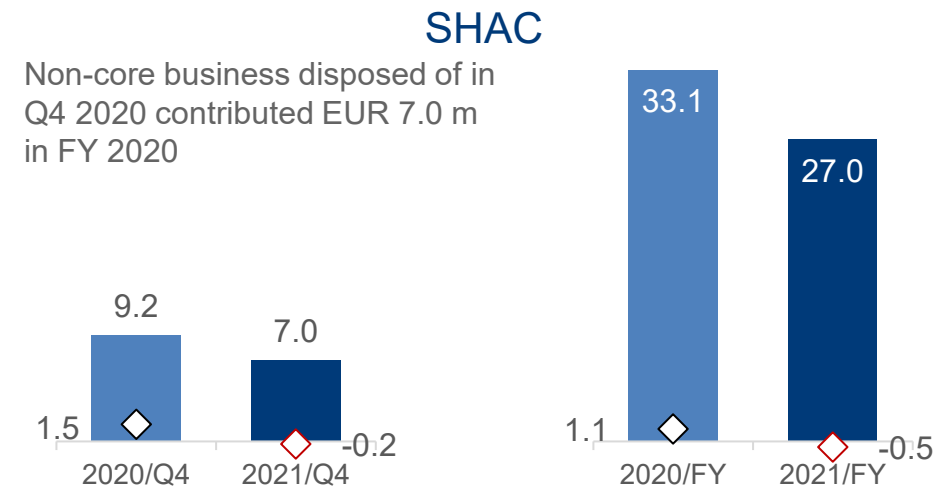
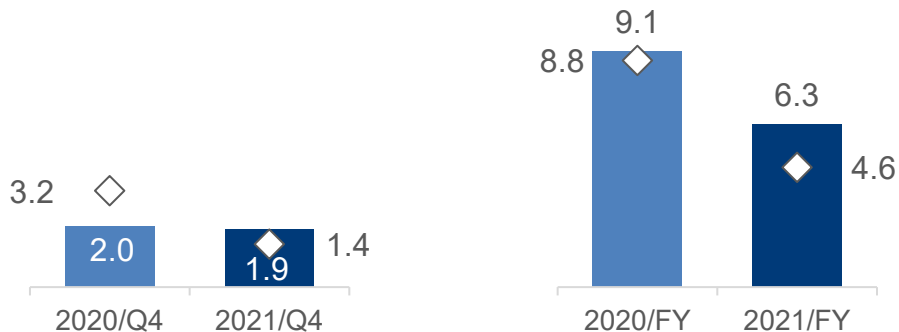
■ Revenue
◇ EBITDA

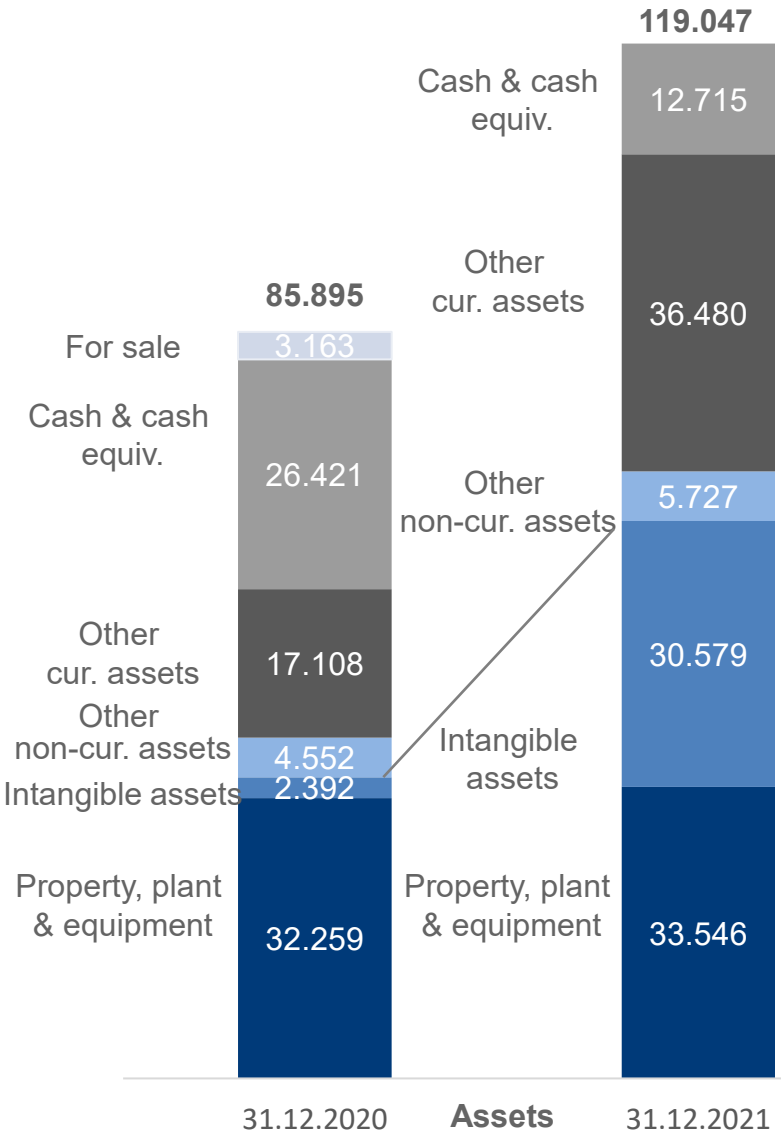


- ITC: strong growth in Cloud Computing; one-off expenses for M&A, IPO
Telecommunications constant despite retail demand back to normal
- Renewable Energies: wind yield and solar irradiation below average
- SHAC: business burdened by difficult economic environment

Renewable Energies

Effect from sale of wind farm in 2020





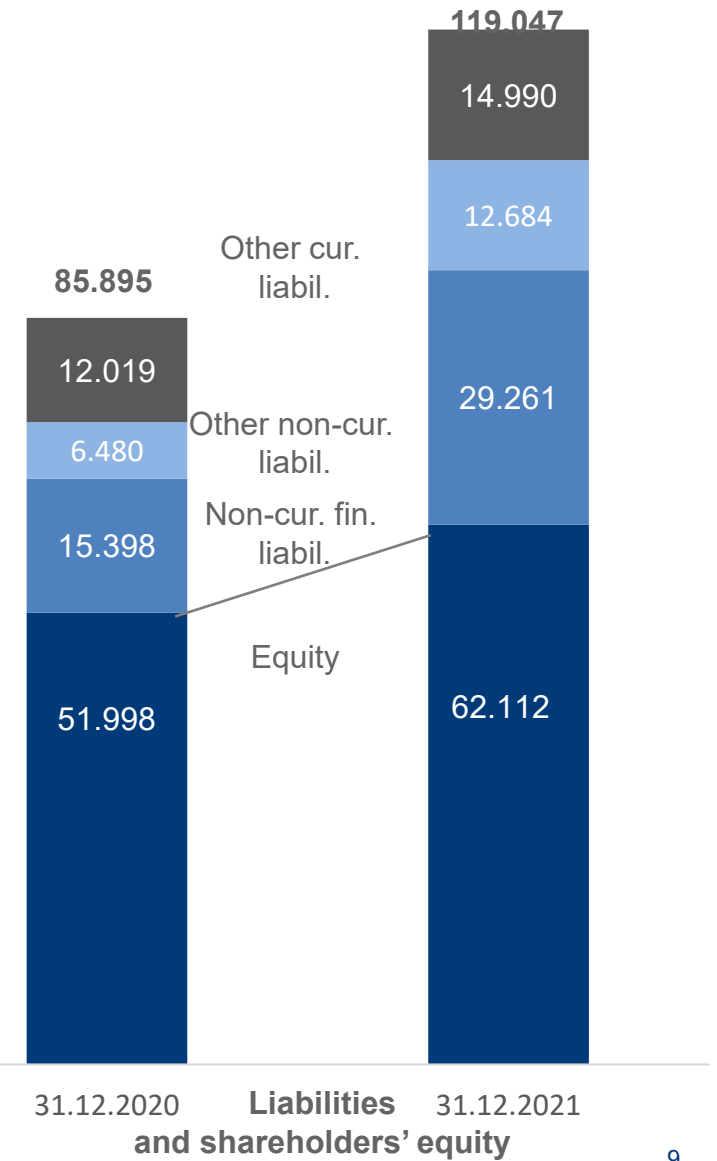
The acquisition of ITscope GmbH has resulted in the acquired assets and liabilities being included in the consolidated balance sheet of 3U.

Main M&A-effects:

- Increase of intangible assets including goodwill
- Cash components of the acquisition contributes to decline in cash and cash equivalents
- Increase in equity through the vendors of ITscope joining as weclapp shareholders
- Increase in financial liabilities from initial consolidation of ITscope financial liabilities

Additional effects from construction projects:

- Receivables due from Würzburg office buyers result in increase in other currents assets
- Changes in PPE, financial liabilities reflect completion of Koblenz project and progress in Würzburg

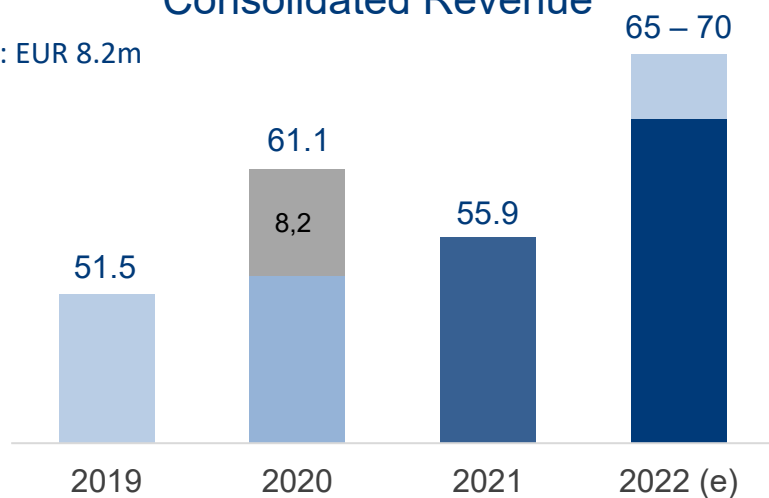


| In EUR m / % | 31 December 2021 | 31 December 2020 |
|--|------------------|------------------|
| Total assets | 119.0 | 85.9 |
| Inventories | 13.6 | 8.6 |
| Cash and cash equivalents | 12.7 | 26.4 |
| Equity | 62.1 | 52.0 |
| Equity ratio | 52,2 % | 60.5 % |
| Debt to equity (liabilities/equity) | 91,7 % | 65.2 % |
| Net debt (cash and cash equivalents – financial liabilities) | 18.2 | -9.3 |
| Free cash flow (01/01 – 31/12) / (op. CF + inv. CF) | -23.2 | 2.1 |

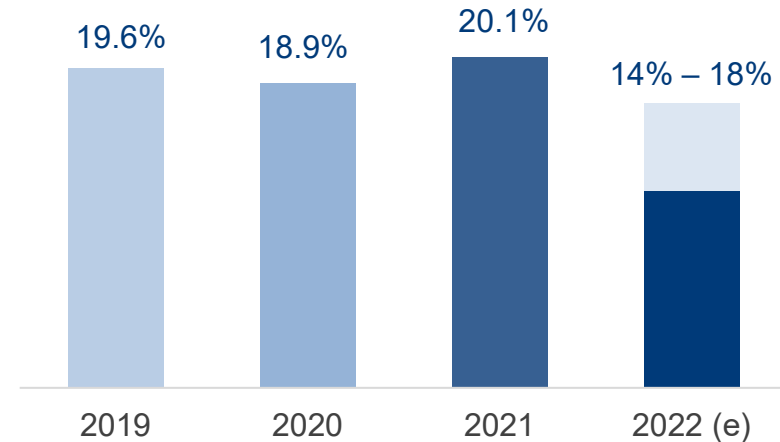
Group KPI in EUR m: 2019 – 2022 (e)

Consolidated Revenue

Disposals 2020: EUR 8.2m

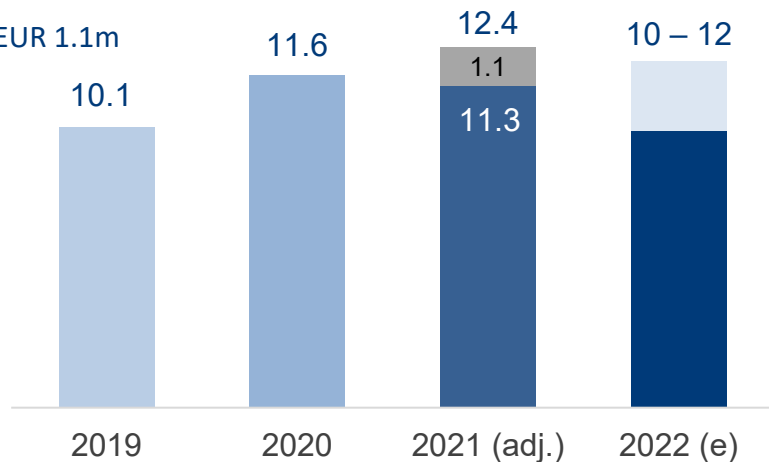


EBITDA margin

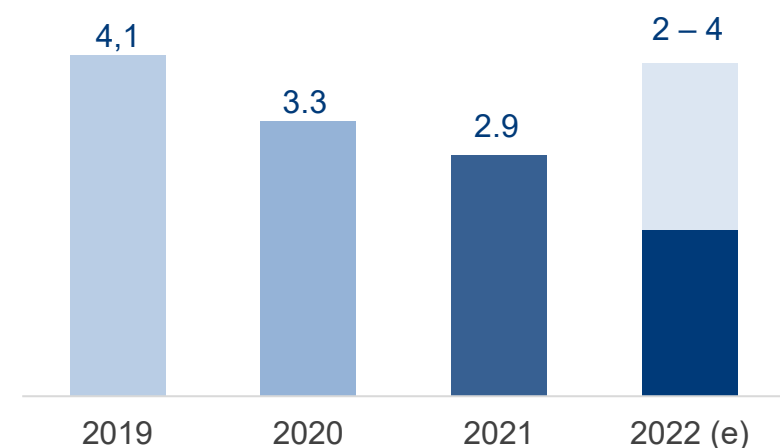


EBITDA

One-off 2021: EUR 1.1m



Consolidated Result





weclapp:

✓ Technology leader

✓ Price leader

⇒ Goal: market leader!

ERP 2.0

On-premises ERP becoming obsolete

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

ERP 3.0

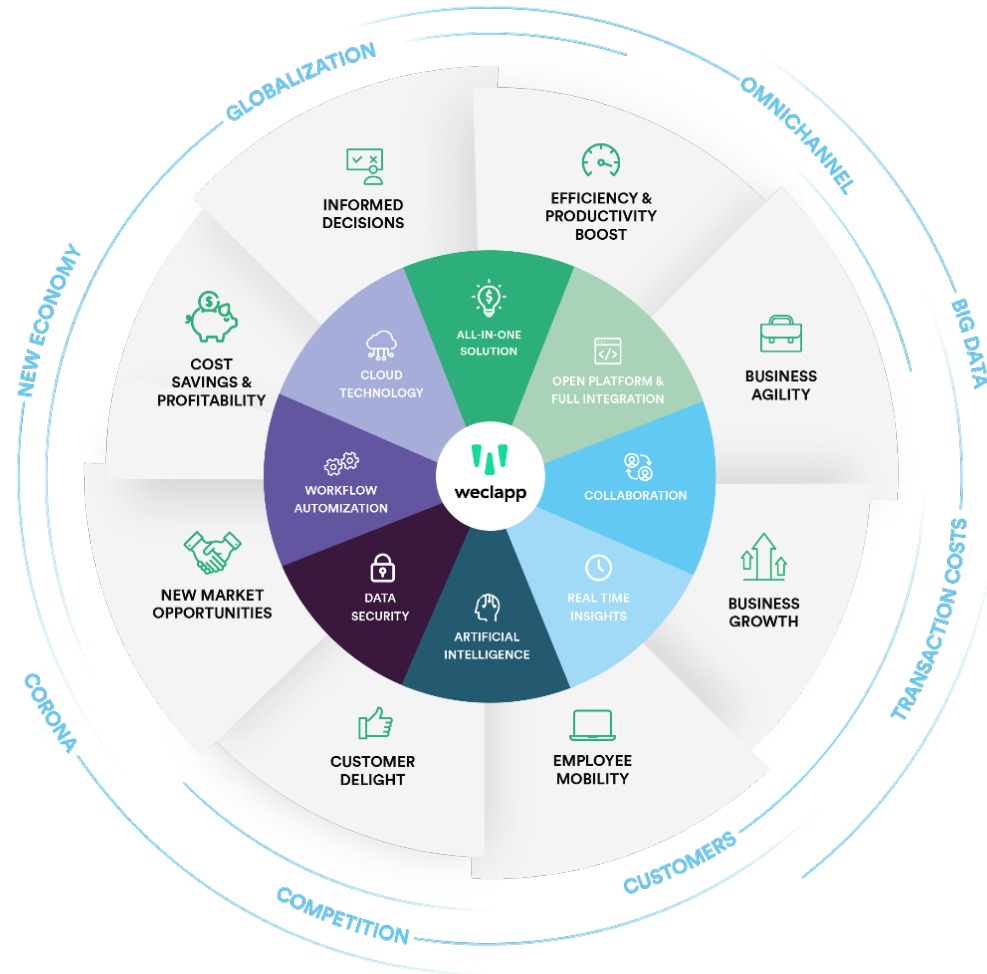
Cloud-based systems are superior to ERP 2.0

- Quick onboarding, no in-depth customisation
- Updates by pushing a button
- Overarching collaboration possible
- 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



SMB tailwinds driving ERP adoption:

- Automation of business processes
- Consistent and current information
- Ubiquitous access to data and applications
- Creating unlimited mobility and agility
- New business models

We are democratising ERP – making it easy to search, find, test and order the appropriate enterprise software for SMBs – all at the best price



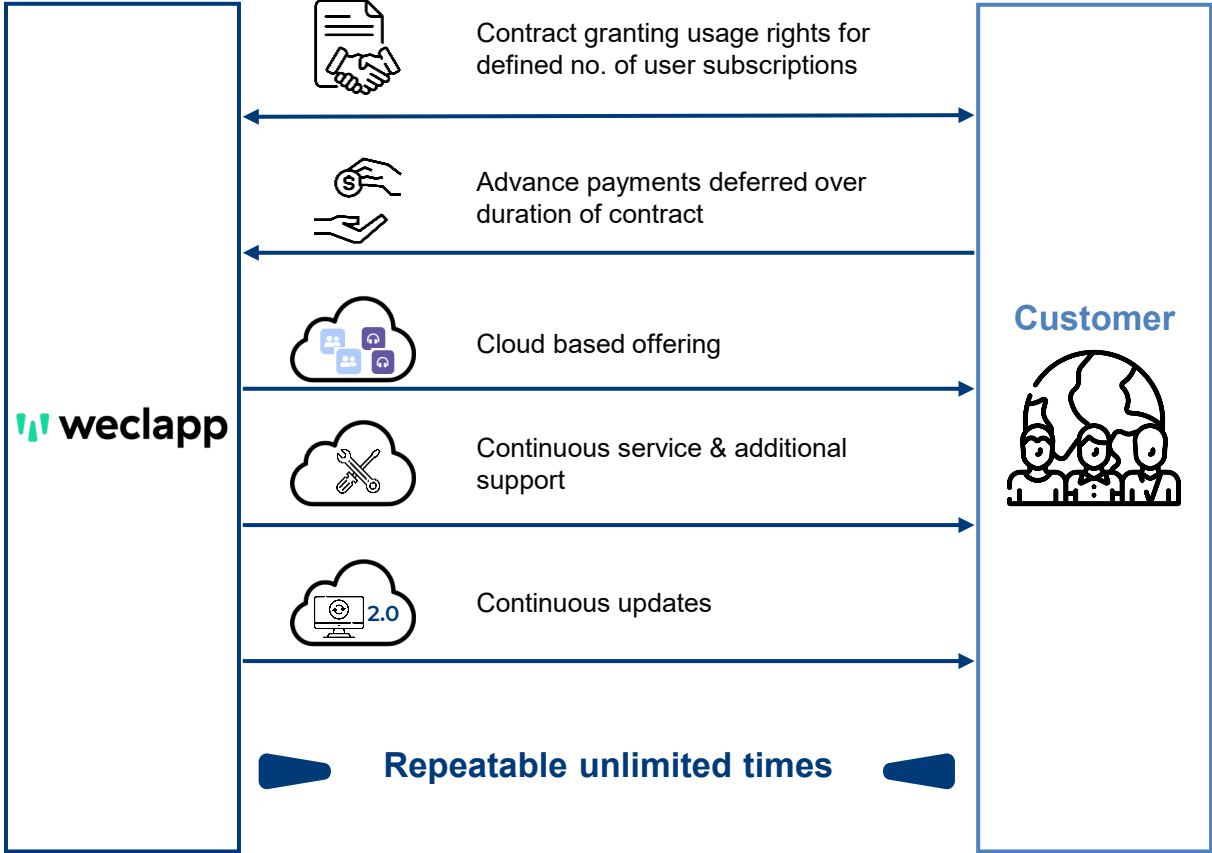
Majority of revenues resulting from recurring revenues (SaaS)



Highly sticky customer base on the back of mainly 2-year contracts



No customer concentration, with top 10 clients making up <3.5% of total revenues





No inherent barriers to growth

Growth driver

1

R&D: Product enhancement



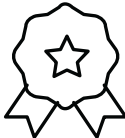
2

Research focus on Artificial Intelligence



3

Marketing & Sales excellence



4

Extend industry / customer reach



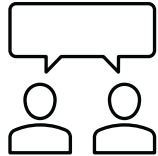
5

Internationalisation



6

Targeted acquisition of competitors



Growth enabler ✓

Agile organisation

KPI-driven

Sustainable lead generation


weclapp

ITscope

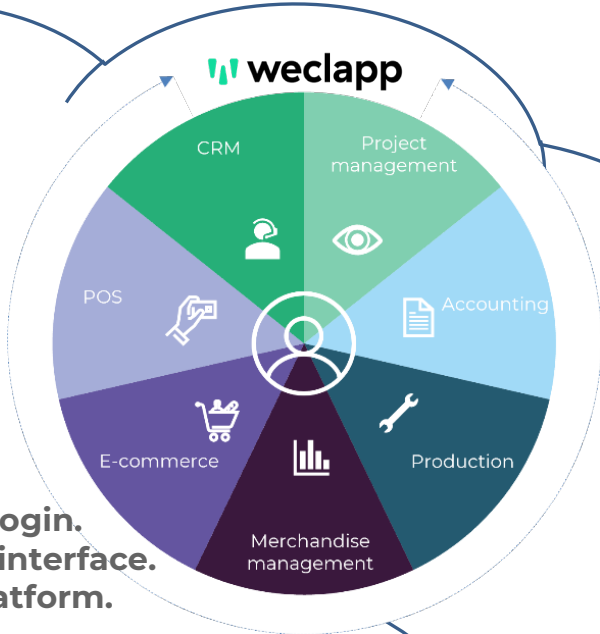


Leading e-Commerce platform for the IT industry



 **FinanzGeek**
Digital consultant for micro-enterprises

One login.
One user interface.
One platform.

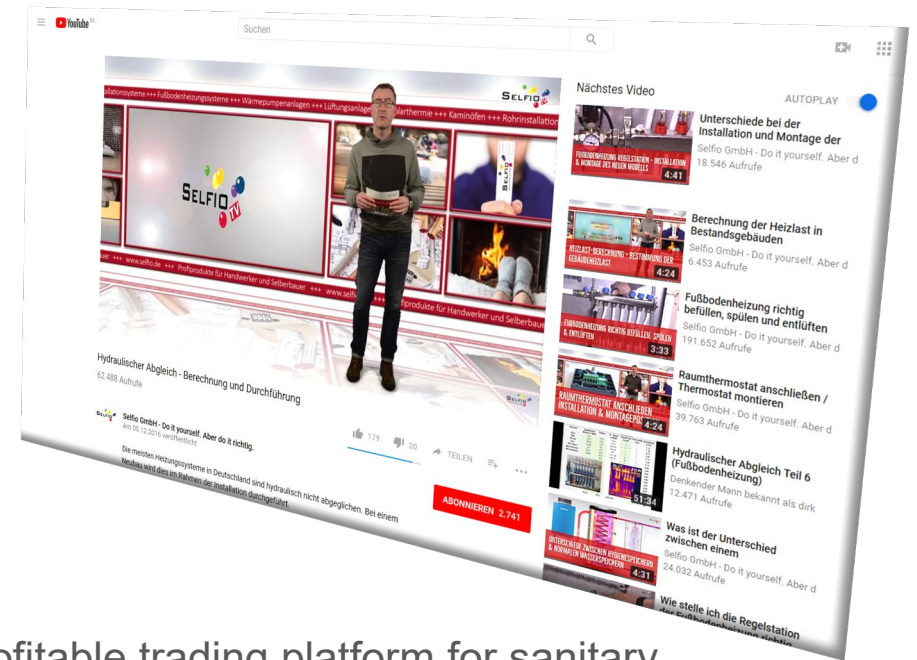




Selfio:

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 nine million video clicks on our YouTube channel *SelfioTV* – more than 100 videos with installation instructions and tips
- Over 13,000 YouTube subscribers over 24,500 followers on Facebook
- Over 100,000 paying customers in FY 2021:
 - 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

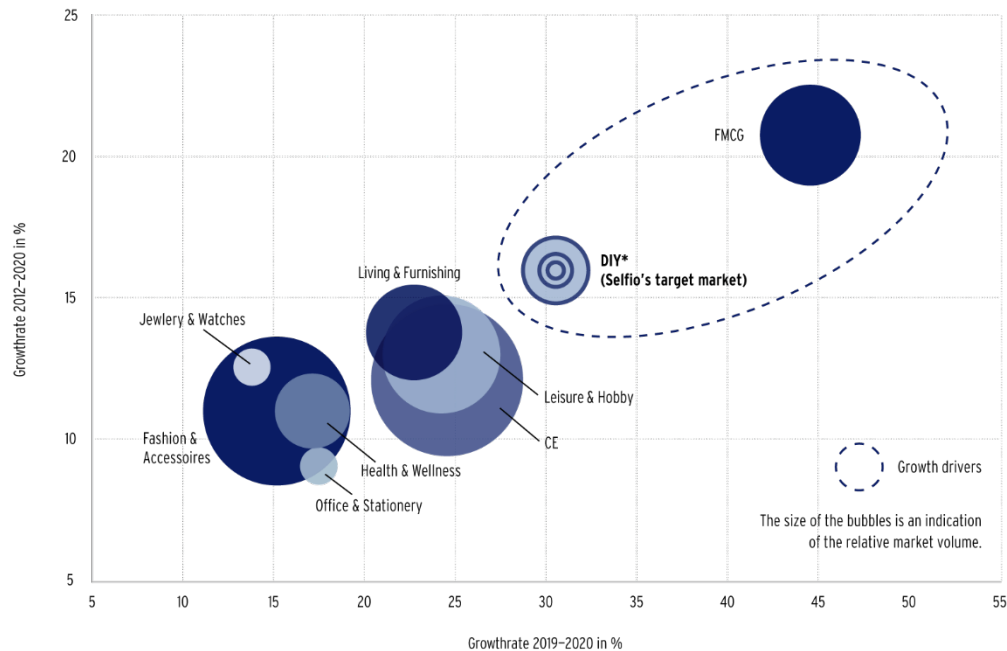


➤ **Strategy:** Expansion of 3U’s online trading activities into a leading, profitable trading platform for sanitary, heating and air conditioning technology (SHAC)

➤ Strategy:

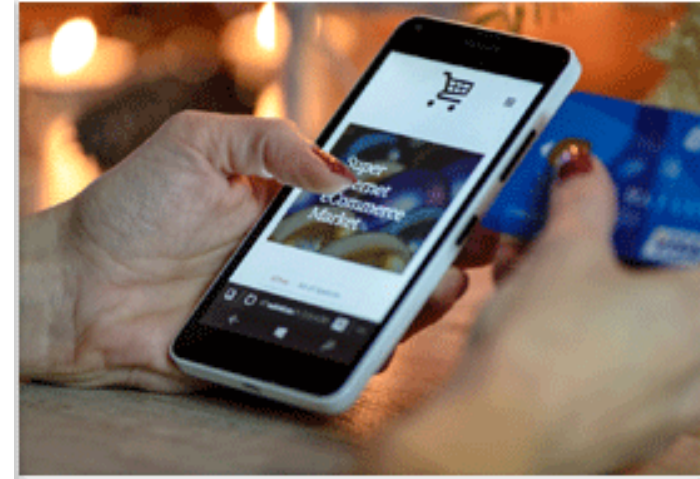
- Expansion of 3U's online trading activities into a leading, profitable trading platform for sanitary, heating and air conditioning technology (SHAC) by means of organic and external growth
- Improvement of profitability

Growth rate of German online trading by industry



*DIY core products, ex wholesale and workshops, ex illumination, ex decoration/home textiles

Source: HDE Online-Monitor 2021



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

CHALLENGES IN 2021: PROCUREMENT AND PRICES

RELOCATING INTO NEW DISTRIBUTION CENTER COMPLETED



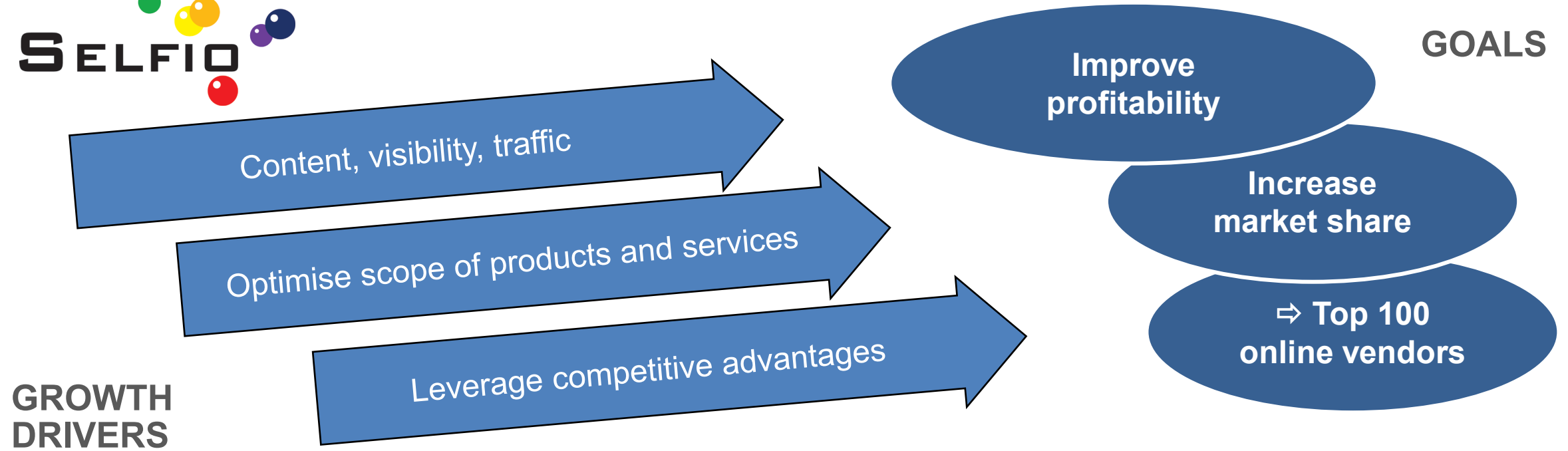
The German construction industry is not alone in being impacted by the current procurement and price crisis.

Our SHAC e-commerce business was affected throughout 2021 by the global supply chain crisis and delivery issues at our suppliers, as well as price increases. The lack of products continues to affect SHAC segment revenues.

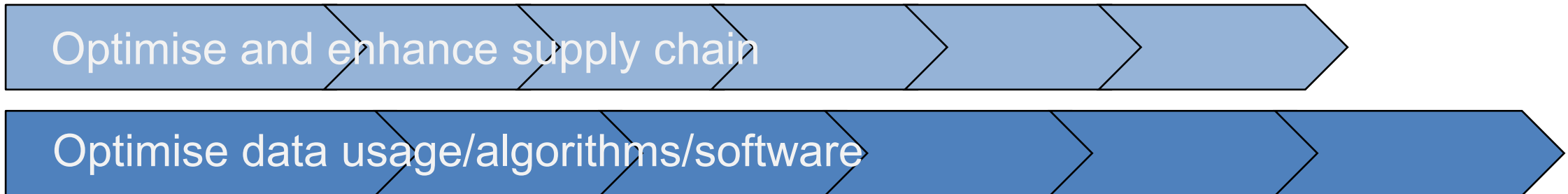
Nevertheless, thanks to

- ongoing high demand
- our procurement expertise
- our strong foothold in the markets
- the advantages the new distribution center offers
- and an anticipated return to improved conditions

3U is confident of being able to master these challenges.



CONTINUOUS IMPROVEMENT

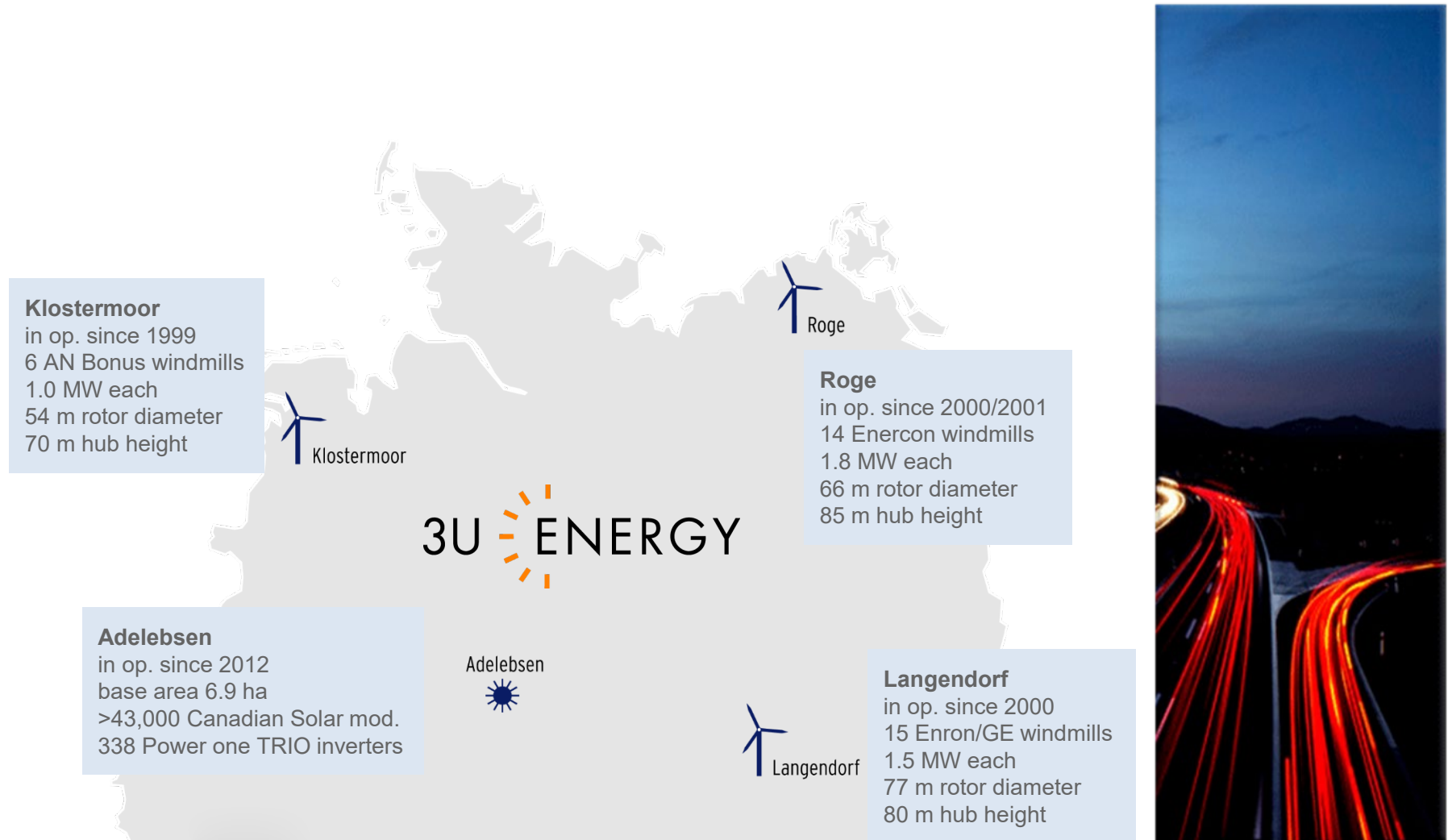




Renewable Energies: Wind and Solar Power

Renewable Energy Power Generation in the 3U Group Three wind farms, one photovoltaic power plant

- Power generation capacity currently at around 54 MW
- Cash flow is generated from income from power generation
- Feed-in-Tariffs replaced by adequate power purchase agreements
- Results mainly depend on weather conditions



Power Generation* in the 3U Group

➤ Major Power plants (nominal capacity and book values)

| | MW | Comment | Residual value at 31.12.2021 (EUR Mio.) | Outstanding loans at 31.12.2021 (EUR Mio.) |
|------------------------------|-------------|---------------------------------|---|--|
| PV plant Adelebsen | 10.1 | Feed-in-Tariff, until Dec. 2032 | 9.5 | 8.2 |
| Langendorf wind farm | 22.5 | PPA / Repowering possible | 3.0 | 0 |
| Klostermoor wind farm | 6.0 | PPA | 0.3 | 0 |
| Roge wind farm | 14.4 | PPA | 1.8 | 0 |
| Total renewable power | 53.0 | | 14.6 | 8.2 |

High level of technical availability of >99 %

Further, minor power plants include a PV solar roof-top installation of 0.3 MWp at our location in Koblenz, covering 60 % of the annual electrical power consumption of our e-commerce distribution centre and saving >130 t of CO₂ emissions, as well as a solar power plant at our head offices in Marburg for heating and air conditioning.

* ... and Consumption:

The 3U data centres in Marburg, Hanover and Berlin are consuming electrical power from renewable sources only.

The data centres hosting the weclapp Group cloud platforms are contractually obliged to also procure renewable energy only.





Summary

- We create value
 - thanks to the rapid growth story in cloud computing
 - thanks to the performance of our telecommunications business area
 - thanks to the promising potential of our online trading activities in the SHAC segment and its aspiration to achieve a market-leading position
 - thanks to the power generation from renewable energy with strong earnings and cash contributions!
 - thanks to our successful targeted investments into commercial and industrial buildings

- We see strong potential for further revenue growth and increased earnings in the years ahead.

- 2022 will be a successful year!





Appendix

Share price performance (12 months, as of 30 March 2022)



Average daily trading volume: >30,000

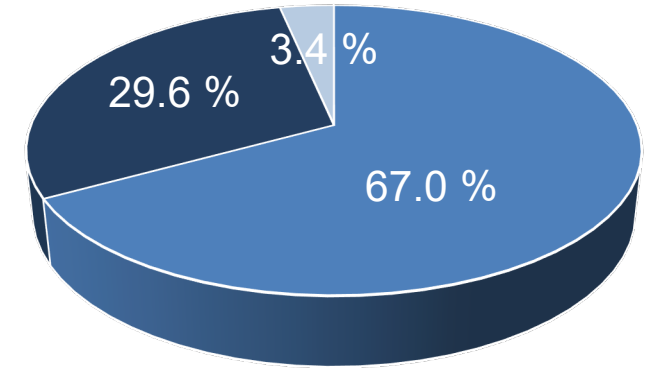
Dividend policy:

- Roughly half of the consolidated net sustainable profit to be distributed in the form of dividend

For the 2021 financial year:

- Dividend of EUR 0.05 proposed
- 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 |
|-----------------|---|
| 11 May 2022 | Publication of Q1 Quarterly Announcement |
| 25 May 2022 | Annual General Meeting |
| 10 August 2022 | Publication of Half Year Financial Report |
| 9 November 2022 | Publication of Q3 and 9M Quarterly Announcement |

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