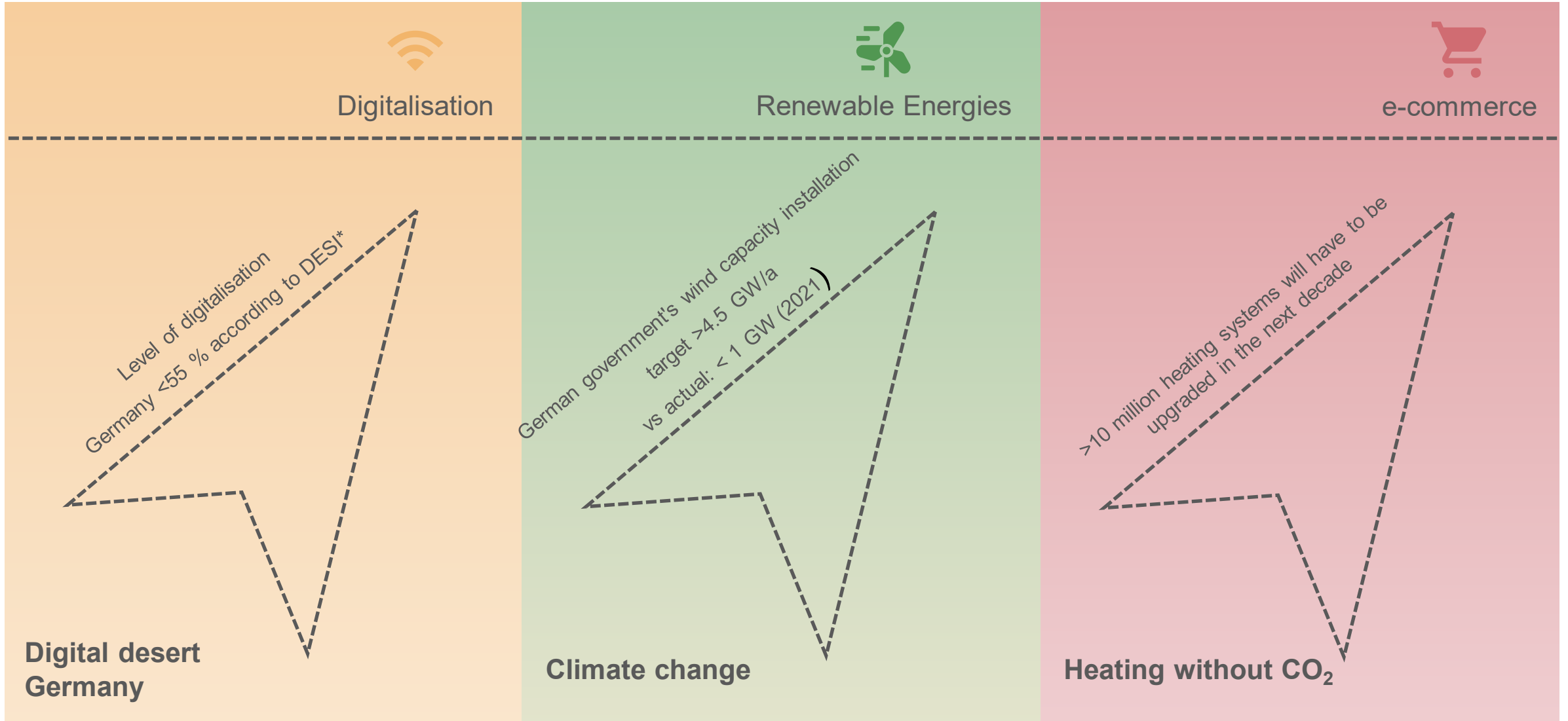




SUCCESS IN MEGATRENDS

Company presentation
February 2023



* EU Commission's *Digital Economy and Society Index*

Customers' wants and needs

Megatrends

3U's offering

“ No IT professionals, IT failures, hacker attacks – how can efficient and secure information and communication technology be achieved with a minimum of effort and hassle? ”

Telephone customers want to be able to call their contacts in Germany at favourable rates and securely. ”


Digitalisation

“ Outsourcing for SMBs, end-to-end support for their IT environments, from the cloud through to the digital workplace, or integration of their servers in our data centres ”

VoIP network for international telephone companies for termination at competitive prices, with per minute billing ”

“ How to increase the share of renewable energies in the power mix as quickly as possible? ”


Renewable Energies

“ We ensure a high level of availability at existing plants, are hard at work on rapidly repowering in our wind farms and, when the time is right, we can develop other wind farms in Brandenburg. ”

“ No tradespeople – products for renovation are expensive. How to improve a home's energy performance affordably and do this ourselves? ”


e-commerce

“ Supporting home builders, refurbishers and DIYers with products offered online, with planning services and detailed advice on how to do it yourself and do it right (!). ”



3U HOLDING AG

3U HOLDING



Opportunistic selection of investment opportunities in megatrends



Holding functions as a service provider: in the fields of law, personnel, finance



Holding functions as an investor in the context of allocating the Group's capital



Holding functions as a coach for strategy and business development



Continuous improvement of market position and margins, raising value, (partial) exit if appropriate

The Holding's business model: acquisition, management and sale of shareholdings
(Section 2 Articles of Association)

Megatrends



SMB digitalisation



Renewable Energies



e-commerce

“Best owner” of niche providers with huge growth potential



Growth

- Through capital and management capacity
- Developing and leveraging potential as a “best owner”
- Organically and through M&A



Raising value

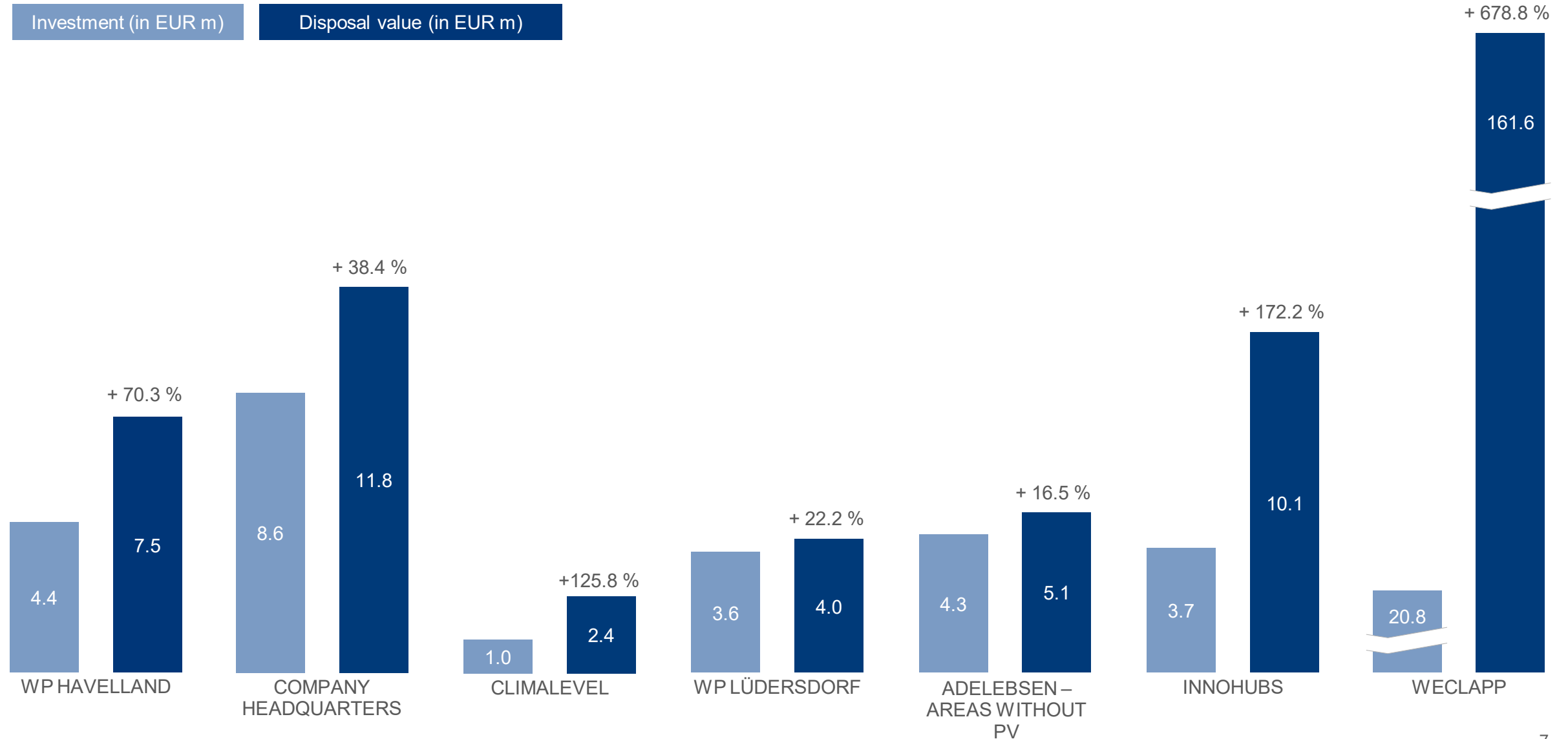
- Exploiting opportunistic investment opportunities
- Developing business models and building on them



Realising value

- Raising value as a basis for attractive dividend
- Reinvestment in attractive business models
- Realising value through exit or IPO

CORPORATE PURPOSE OF RAISING VALUE SUCCESSFULLY REALISED ON MULTIPLE OCCASIONS





SHAC Segment

Sanitary, Heating
and Air Conditioning Technology



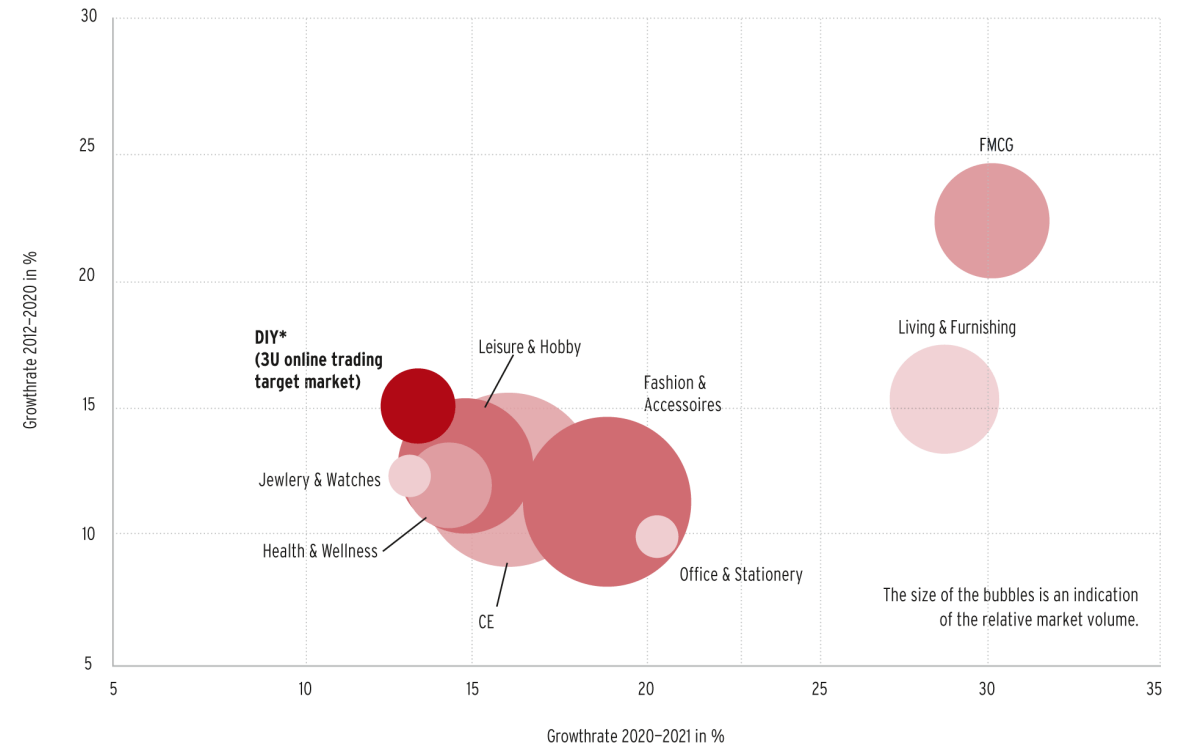
Market Trends

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

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
- 3U potentially playing an active role in consolidation of the market

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 2022

**Focus: systems,
components and products**



Heating



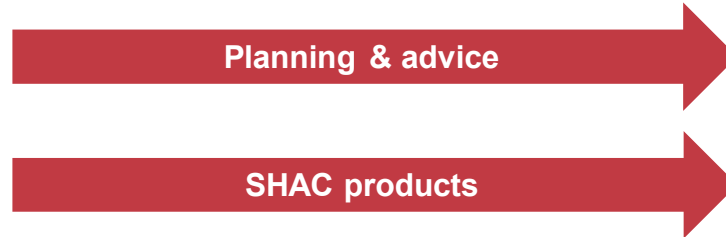
Ventilation



Water
management

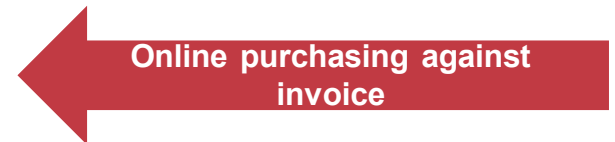


e-commerce



B2C
self-builders

(75 % of ext. segment revenue)



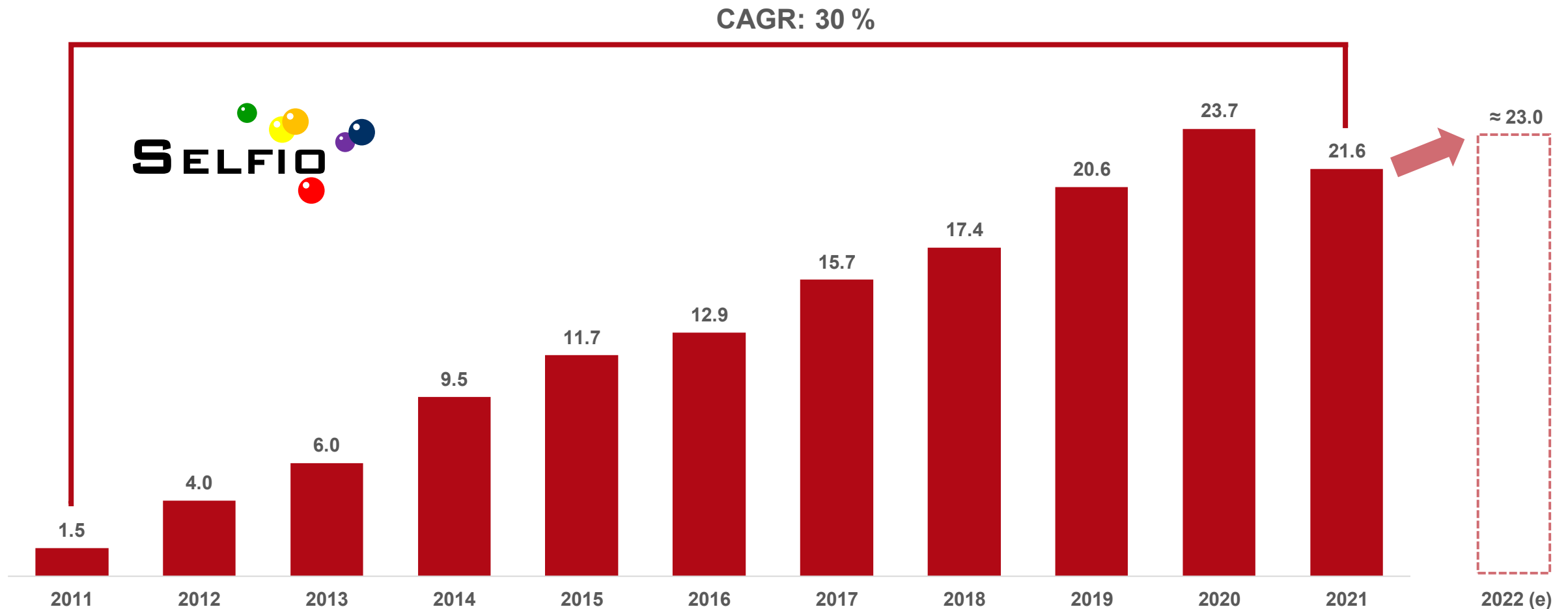
B2B
tradespeople

(25 % of ext. segment revenue)

B2C competitive advantage:
advice (YouTube video clips + offline)

B2B competitive advantage:
Delivery capability and terms and conditions

**Growing political and economic pressure to invest
in new heating systems**





ITC Segment

Information and Telecommunications
Technology



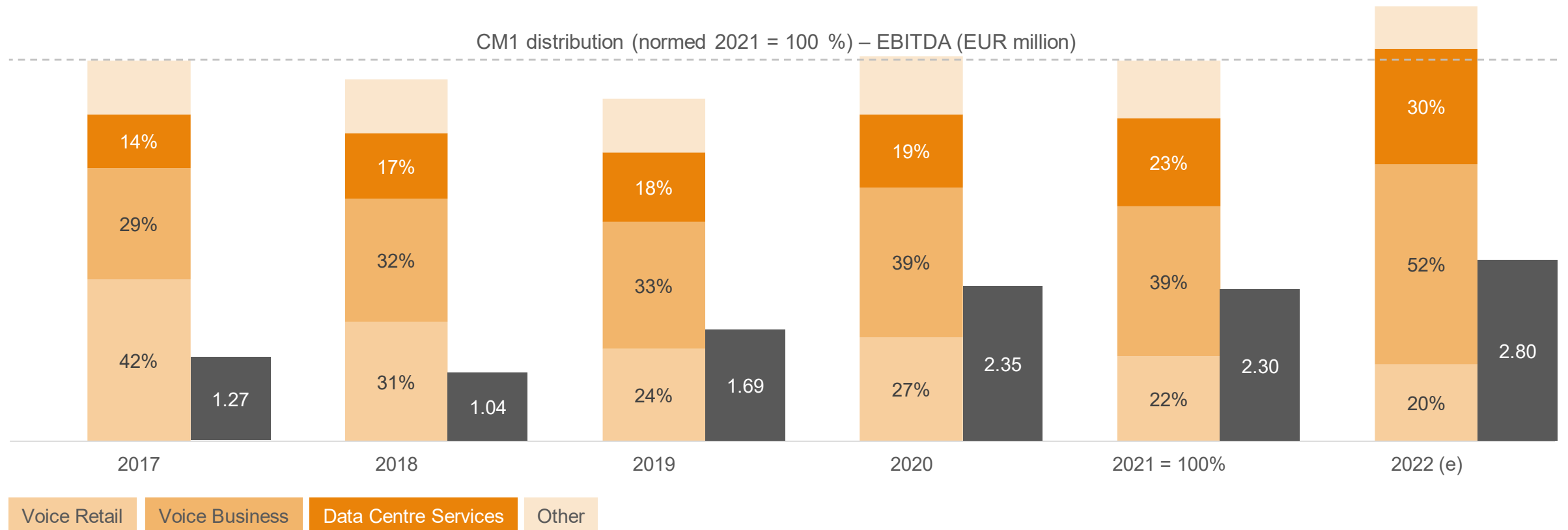


Point of departure: traditional core business of Voice Retail in permanent decline

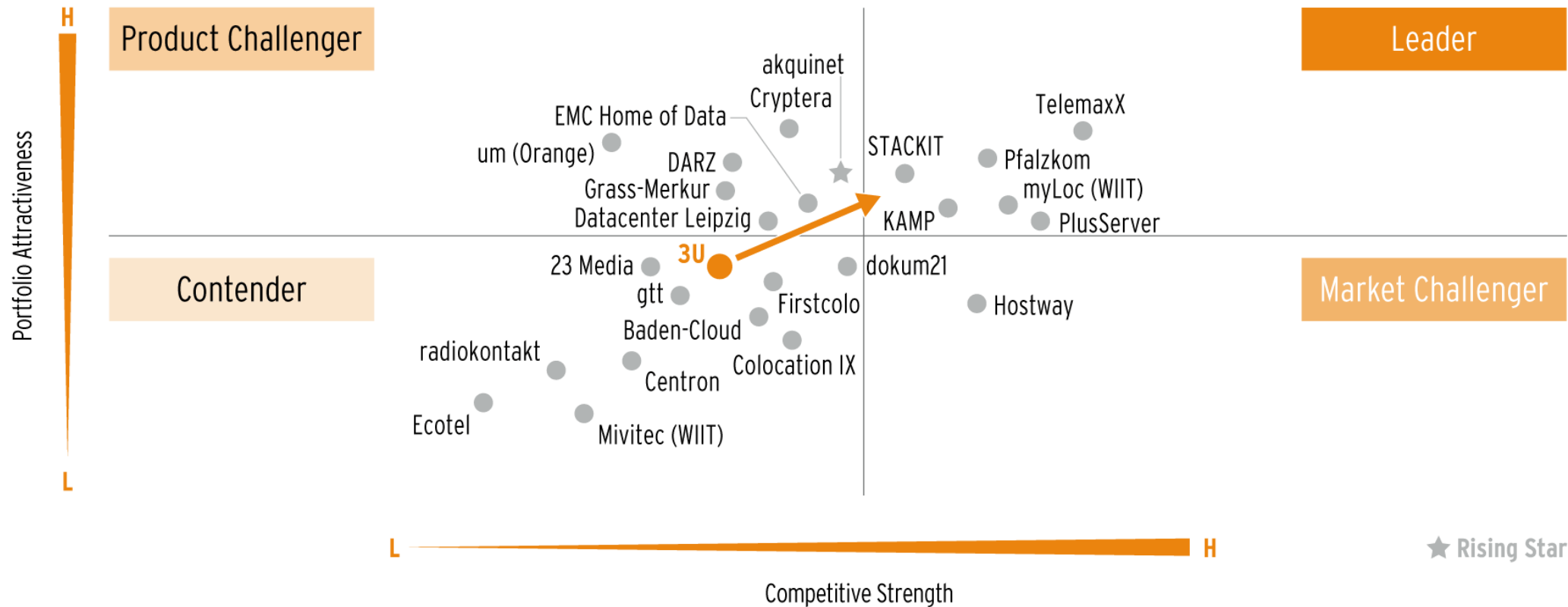
Strategy: building on existing business models and developing new ones

Implementation: rigorous market and customer orientation, quality and team development

Result: growth and strengthening earnings through change



**ISG Provider Lens: Next-Gen Private/Hybrid Cloud – Datacenter Solutions & Services
Colocation Services for Midmarket (Germany 2022)**

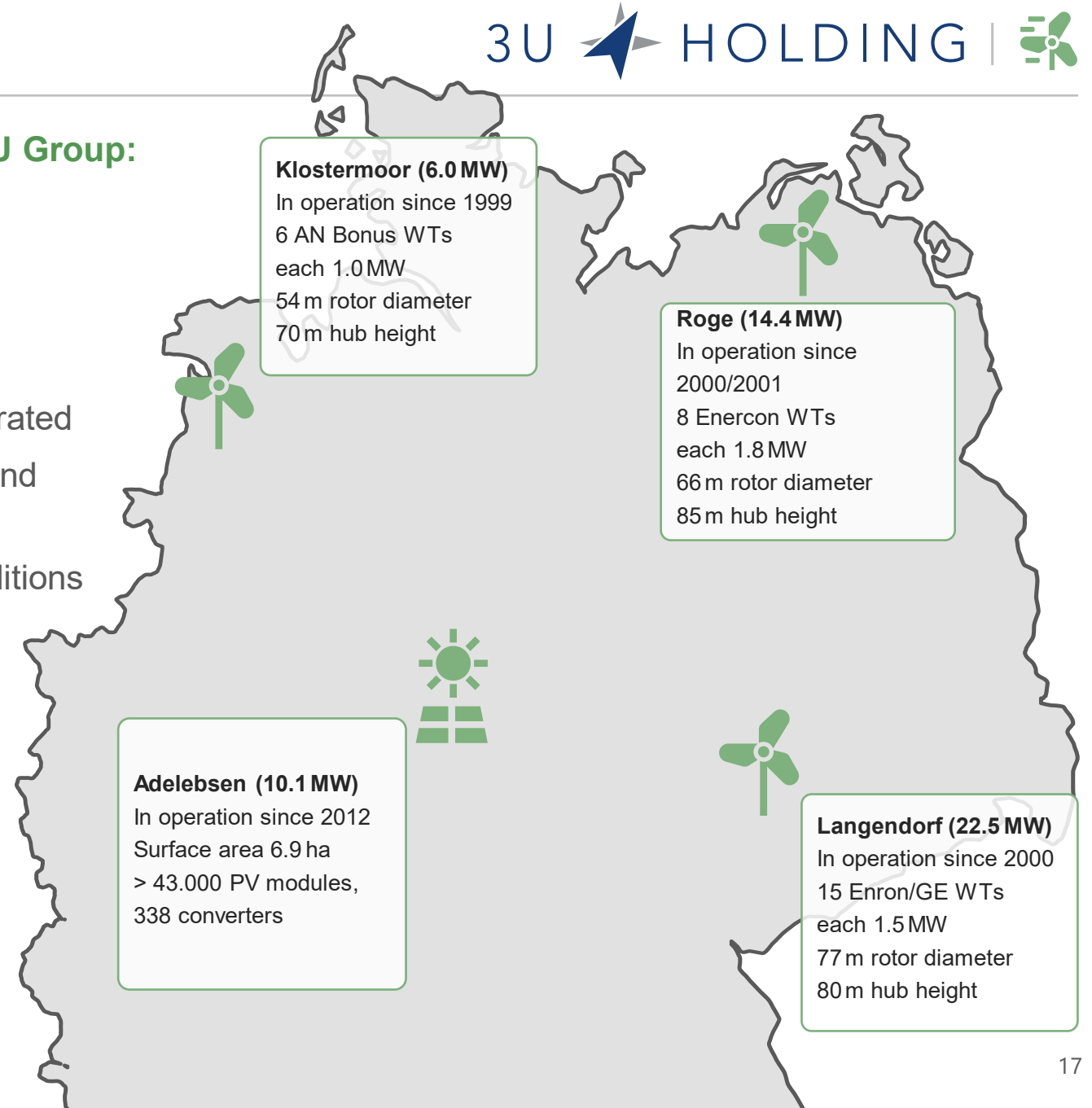


**Renewable
Energies
Segment**



Power production from renewable energies in the 3U Group: three wind farms, one solar park

- Nominal output currently at 53 MW
- Cash flow through the sale of the electricity generated
- Advantageous power supply contracts for 2022 and 2023
- Business success also depends on weather conditions in particular



APPLICATION FOR REPOWERING IN LANGENDORF WIND FARM – SUBMITTED TO THE AUTHORITIES



Creating value

Aim of repowering: trebling the overall output of the wind farm

25 years technical lifetime

Planned return on equity 15 %

Currently	Planned
15 GE 1.5 MW	Decommissioning 7 GE, additional capacity installation: 5 Vestas 6.2 MW
Hub height GE: 80 %	Hub height Vestas: 169 %
Total wind farm capacity: 22.5 MW	Total wind farm capacity: 43.0 MW
∅ Electricity yield: 36,000 MWh	∅ Electricity yield (ext.): 108,000 MWh

BC financing: **loan of < EUR 40 million, 20-year term**

Targeted ROE: **15 %**

Schedule: **approval procedure ca 12 months after submission**

Go-live in Q2 2025

Power Generation* in the 3U Group: Major Power plants (nominal capacity and book values)

	MW	Source of revenue	Residual value as of 31. 12. 2022 (EUR mn)	Loan outstanding as of 31. 12. 2022 (EUR mn)
PV plant Adelebsen	10.1	Feed-in-Tariff, until Dec. 2032	8.7	7.3
Langendorf wind farm	22.5	Market Value	2.4	0
Klostermoor wind farm	6.0	PPA	0.3	0
Roge wind farm	14.4	PPA	1.5	0
Total renewable power	53.0		12.9	7.3

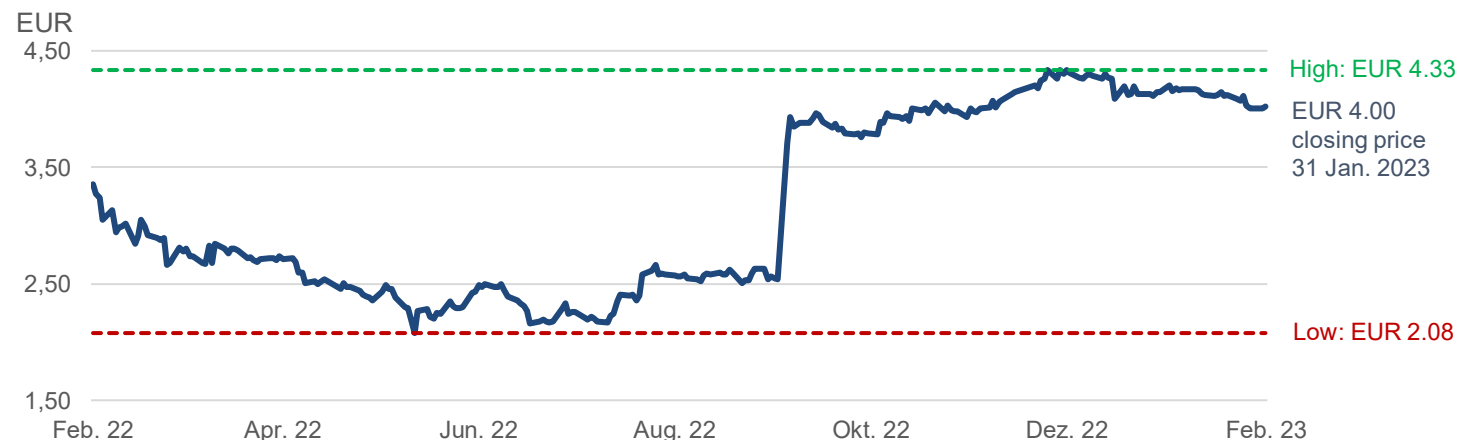
- High level of technical availability of >99 %

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 center 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 centers 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.

Appendix

Share price performance (01 February 2022–31 January 2023)



Average daily trading volume: >45.000

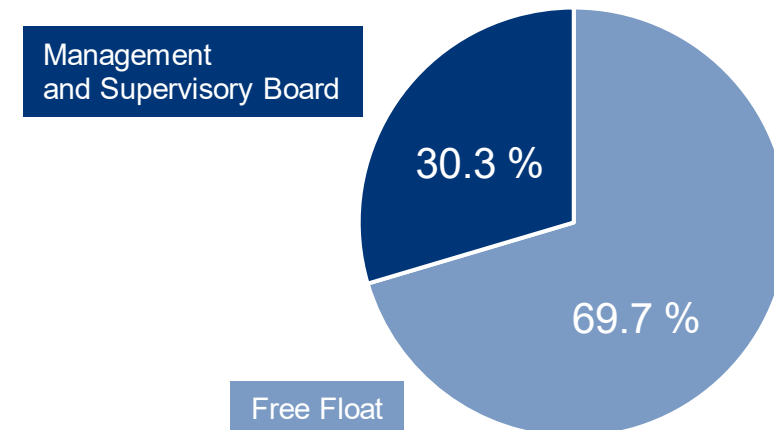
Dividend policy:

- Roughly half of the Group's operating profit to be distributed in the form of dividend

For the 2021 financial year:

- Dividend of EUR 0.05 was paid in the financial year 2021
- Dividend distributed without deducting capital gains tax (payment out of the tax deposit account)

Shareholder structure



Information on the share

Market segment	Prime Standard
Number of shares outstanding	36.36 million
ISIN	DE0005167902
Bloomberg Ticker	UUU

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Date	Event
29 March 2023	Publication of Annual Report
10 May 2023	Publication of Q1 Quarterly Announcement
15 May 2023	Annual General Meeting
14 August 2023	Publication of Half Year Financial Report
8 November 2023	Publication of Q3 and 9M Quarterly Announcements

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