



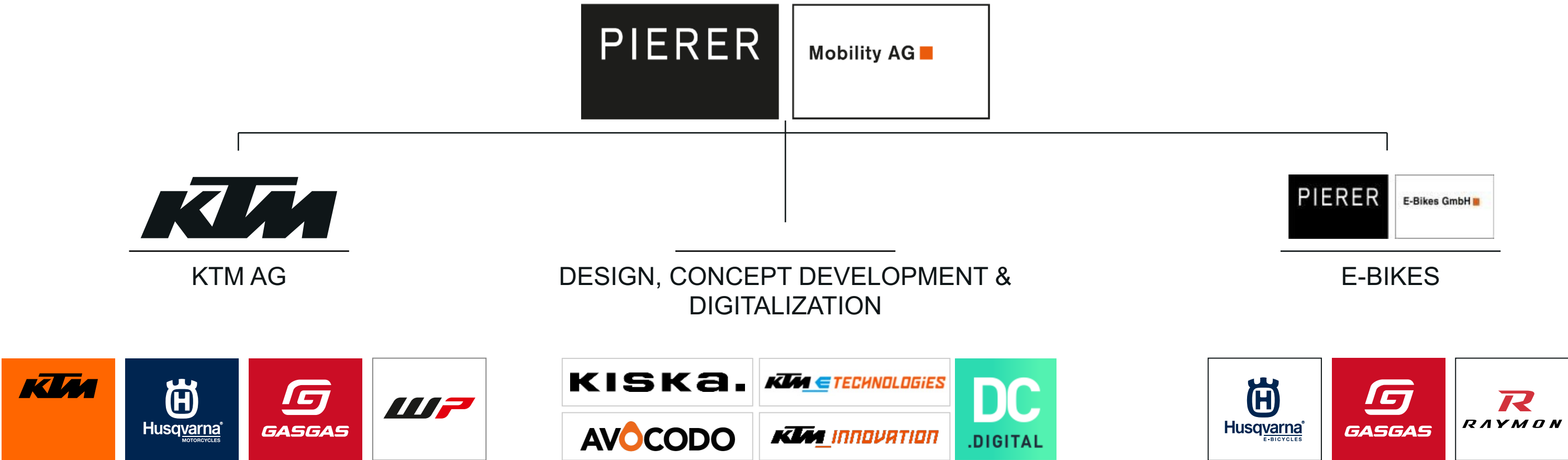
PIERER MOBILITY AG

THE LEADING EUROPEAN POWERED TWO-WHEELER COMPANY.



THE LEADING EUROPEAN POWERED TWO-WHEELER GROUP

3 PILLARS OF VALUE CREATION



OUR BRANDS PROVIDE CUSTOMERS THE POWER OF CHOICE

PIERER MOBILITY COVERS THE ENTIRE VALUE CHAIN OF PTW ENTHUSIASTS



READY TO RACE



PURITY | PERFORMANCE
ADVENTURE | EXTREME



FOR PIONEERS



SMART | PROGRESSIVE
DYNAMIC | PURE DESIGN



GET ON THE GAS!



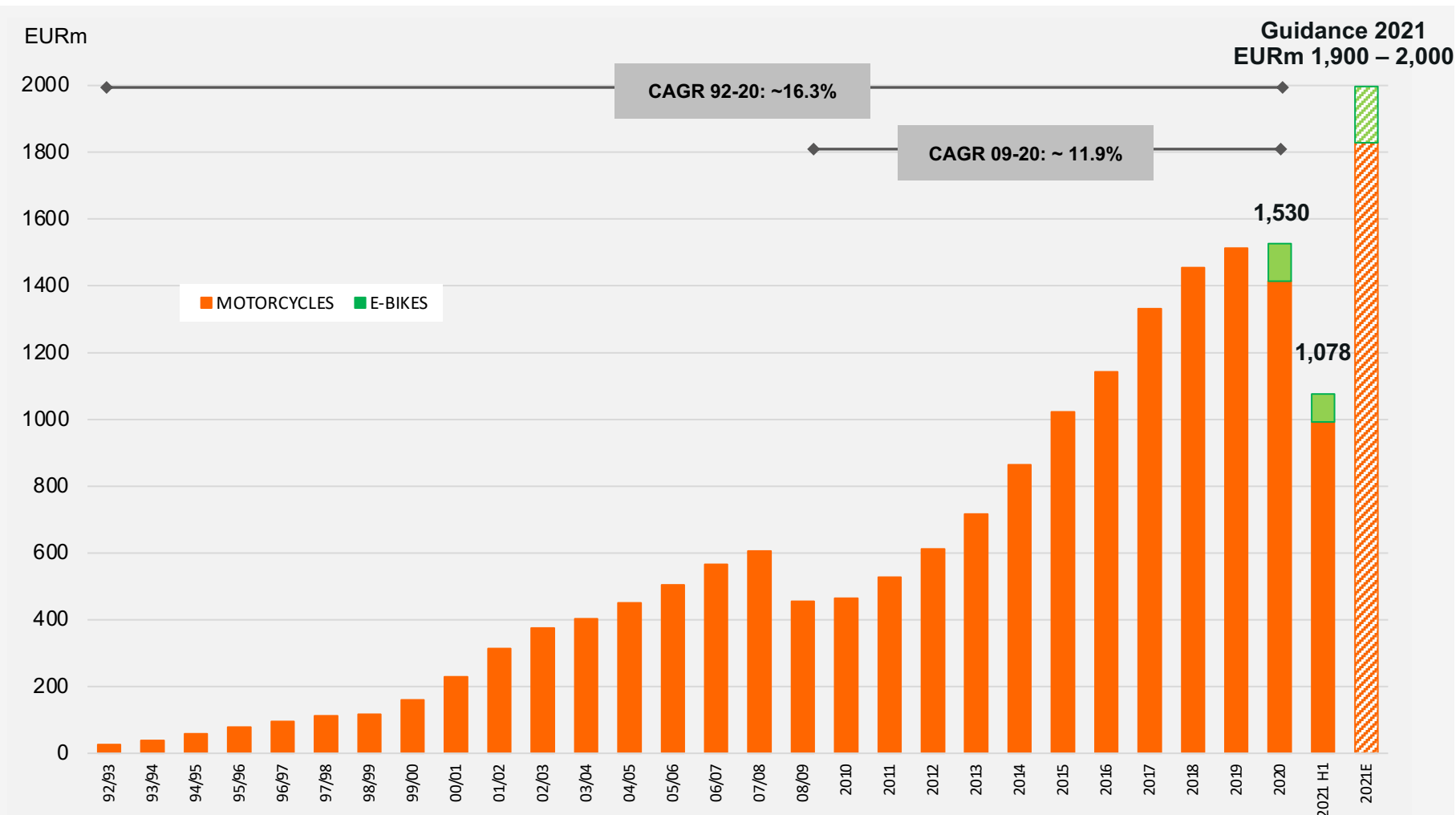
DARING | CAPABLE
VIBRANT | INVITING



PREMIUM IN TECHNOLOGY
& COMPONENTS

TWENTY-EIGHT YEARS OF SUCCESSFUL TRACK RECORD

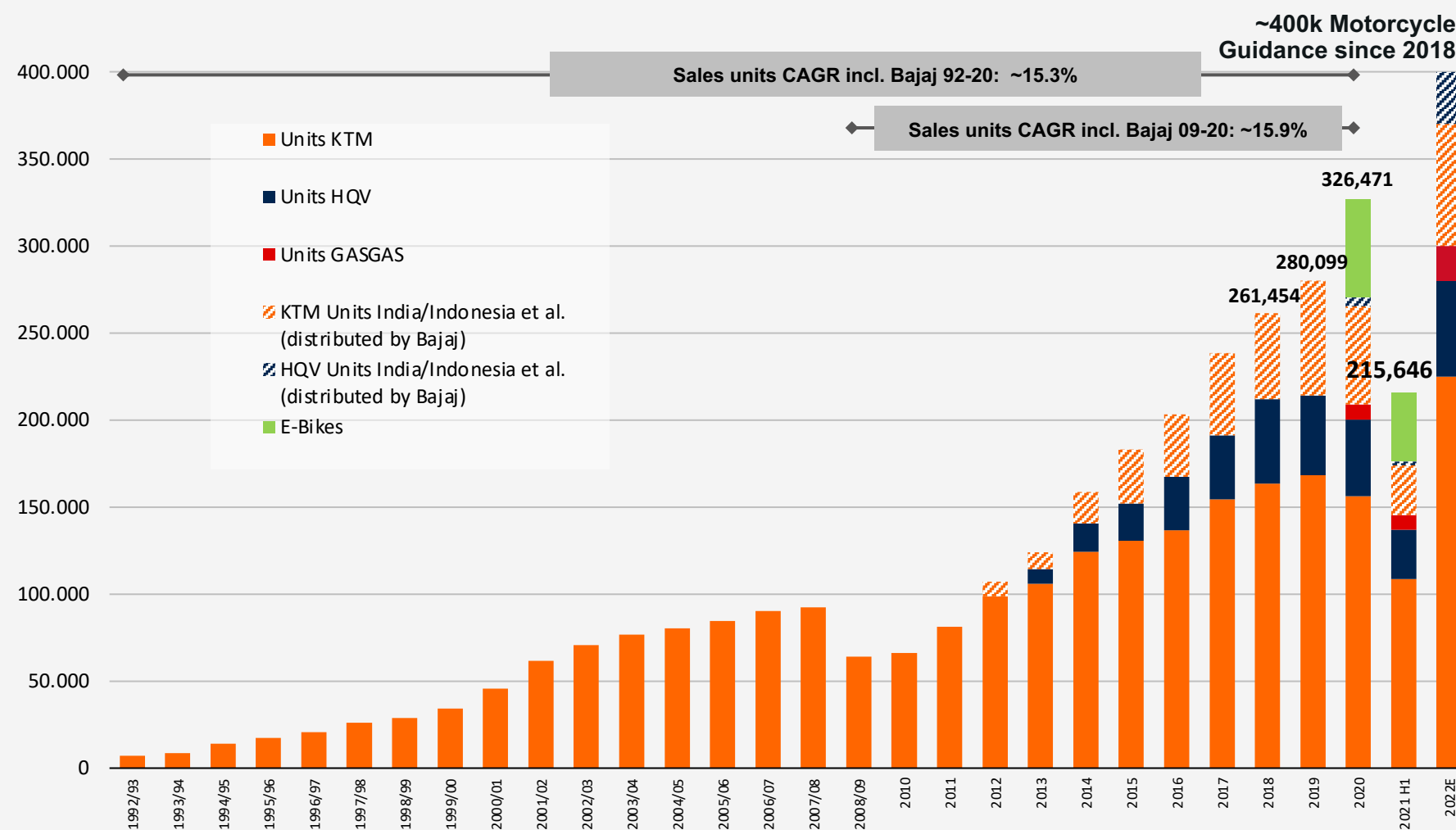
REVENUE SALES MOTORCYCLES & E-BIKES



- On track for **11th record year**
- **H1 2021** revenue of EURm 1,078.0 (+80%)
 - **MOTORCYCLES** segment EURm 992.4 (+87%)
 - **E-BIKES** segment EURm 83.6 (+22%)
- Revenue sales **more than tripled from 2009 to 2020**
- Revenue sales **CAGR ~12% since 2009**

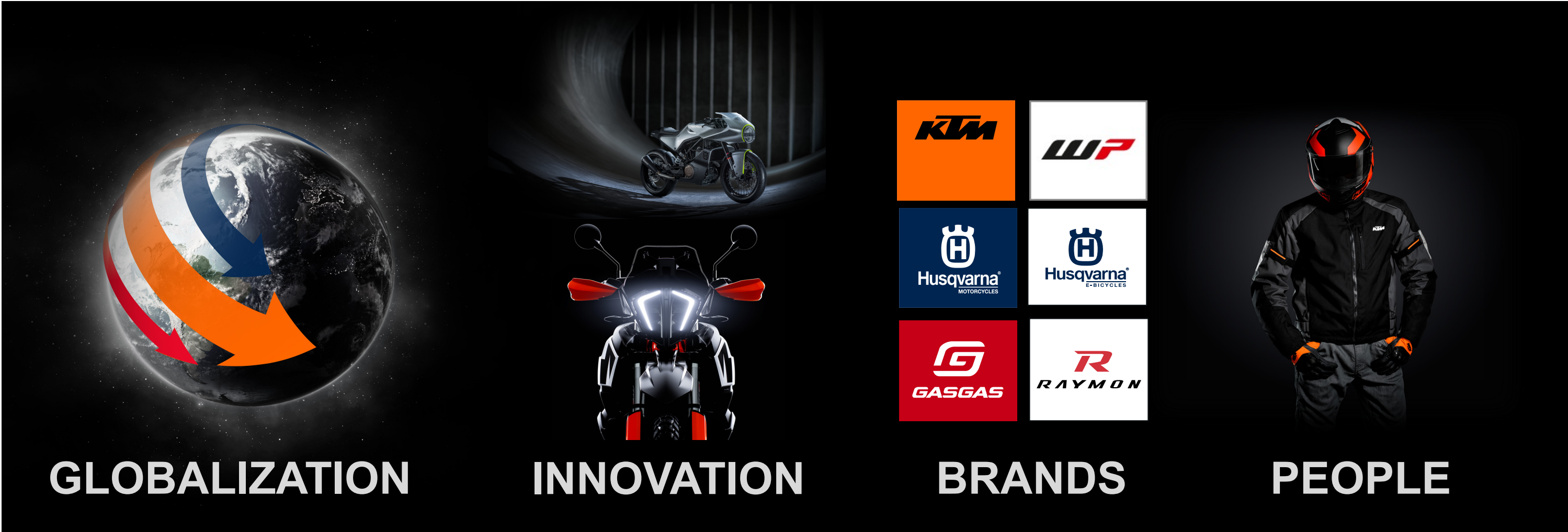
TWENTY-EIGHT YEARS OF SUCCESSFUL TRACK RECORD

POWERED TWO-WHEELERS (PTW) UNIT SALES



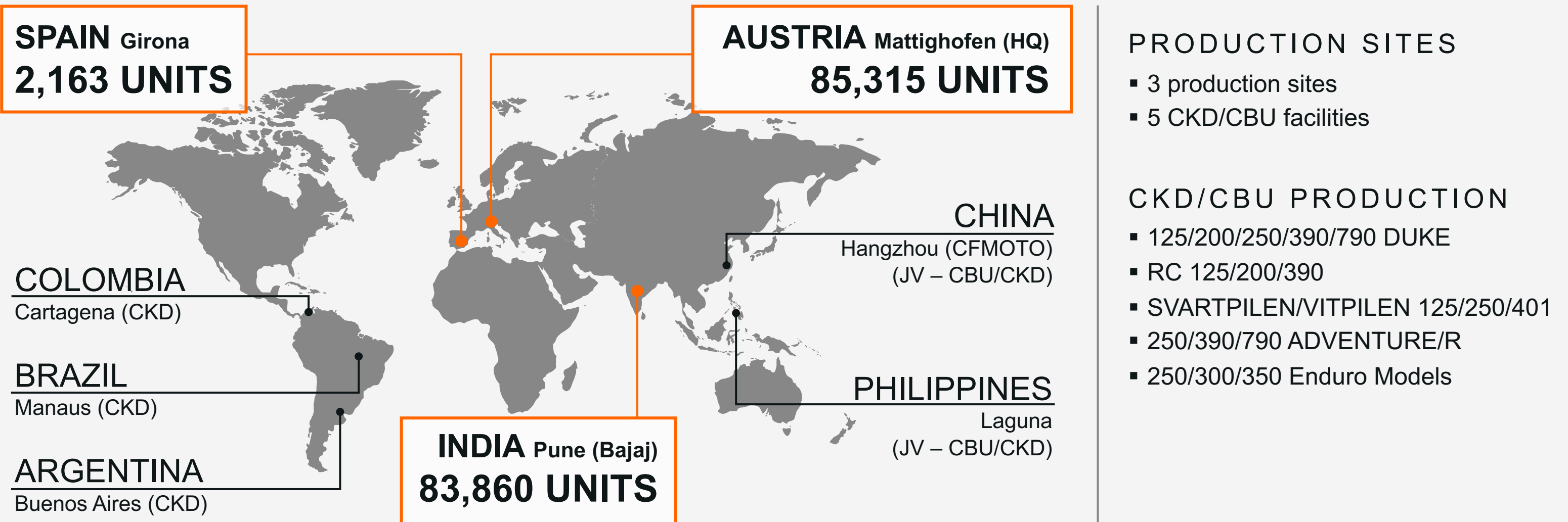
- **215,646 PTWs sold** in first half year 2021
- Group market share has quadrupled since 2009 to ~13% in Europe and ~12% in North America
- Motorcycle sales unit CAGR of ~15.9% since 2009
- ~400k units motorcycle guidance still valid since 2018
- E-Bike target set to quadruple from 2020 to 2025 to ~250k units

THE 4 PILLARS OF SUCCESS



GLOBAL MOTORCYCLE PRODUCTION FACILITIES

FIRST HALF YEAR 2021

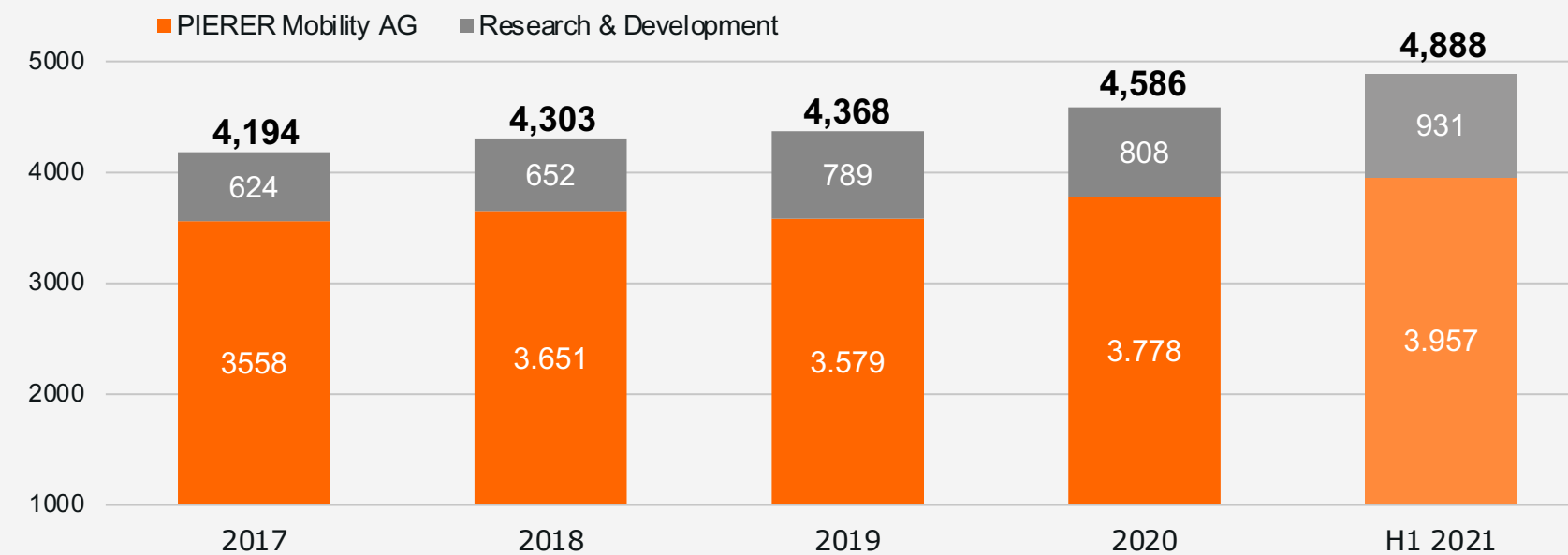


DEVELOPMENT OF EMPLOYEES

AS OF 30.06.2021

KEY FACTS

- **4,888 employees**, incl. around 200 apprentices
- Increase by **559 staff** in H1 2021 (compared to H1 2020)
- High-quality approach in **Apprentice Training** – Investment of 2.5 m€ in our training workshop
- 37 years average age, ~24% female share



Source: PIERER Mobility AG, 2017 w/o Pankl





PIERER MOBILITY AG

THE LEADING EUROPEAN POWERED TWO-WHEELER COMPANY.

