



SIXT SE

ELEVATOR PITCH

PULLACH  
AUGUST 2022

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# WE ARE A DIGITAL INTEGRATED MOBILITY PROVIDER WITH CAR RENTAL AT ITS CORE



# SIXT IS ABLE TO INCREASE EFFICIENCY VIA AN INTEGRATED MOBILITY PLATFORM

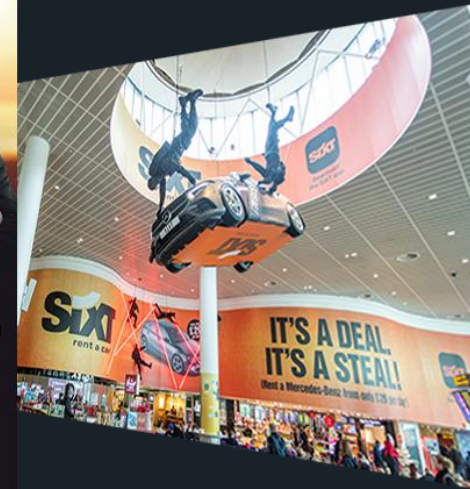
1. ONE PREMIUM DEMAND PLATFORM
2. ONE PREMIUM PRODUCT PLATFORM
3. ONE PREMIUM SERVICE PLATFORM
4. ONE PREMIUM FLEET PLATFORM
5. ONE PREMIUM TECH PLATFORM



# THE SIXT STRATEGY



# SIXT ESTABLISHED A BRAND WITH ENORMOUS BRAND AWARENESS USING STATE OF THE ART MARKETING



GERMAN STEVIE® AWARDS  
STEVIE® AWARDS DEUTSCHLAND

**SIXT IS ALMOST AS FAMOUS AS GEORGE CLOONEY**

Brand Awareness SIXT in Germany<sup>1</sup>: 94%  
George Clooney<sup>1</sup>: 96%

<sup>1</sup>GER: Civey 04-2018, German population, age 18+, car users

# WINNING MARKET SHARE THROUGH INTERNATIONALISATION AND SCALING OF PRODUCTS



## GROW INTERNATIONAL REVENUES

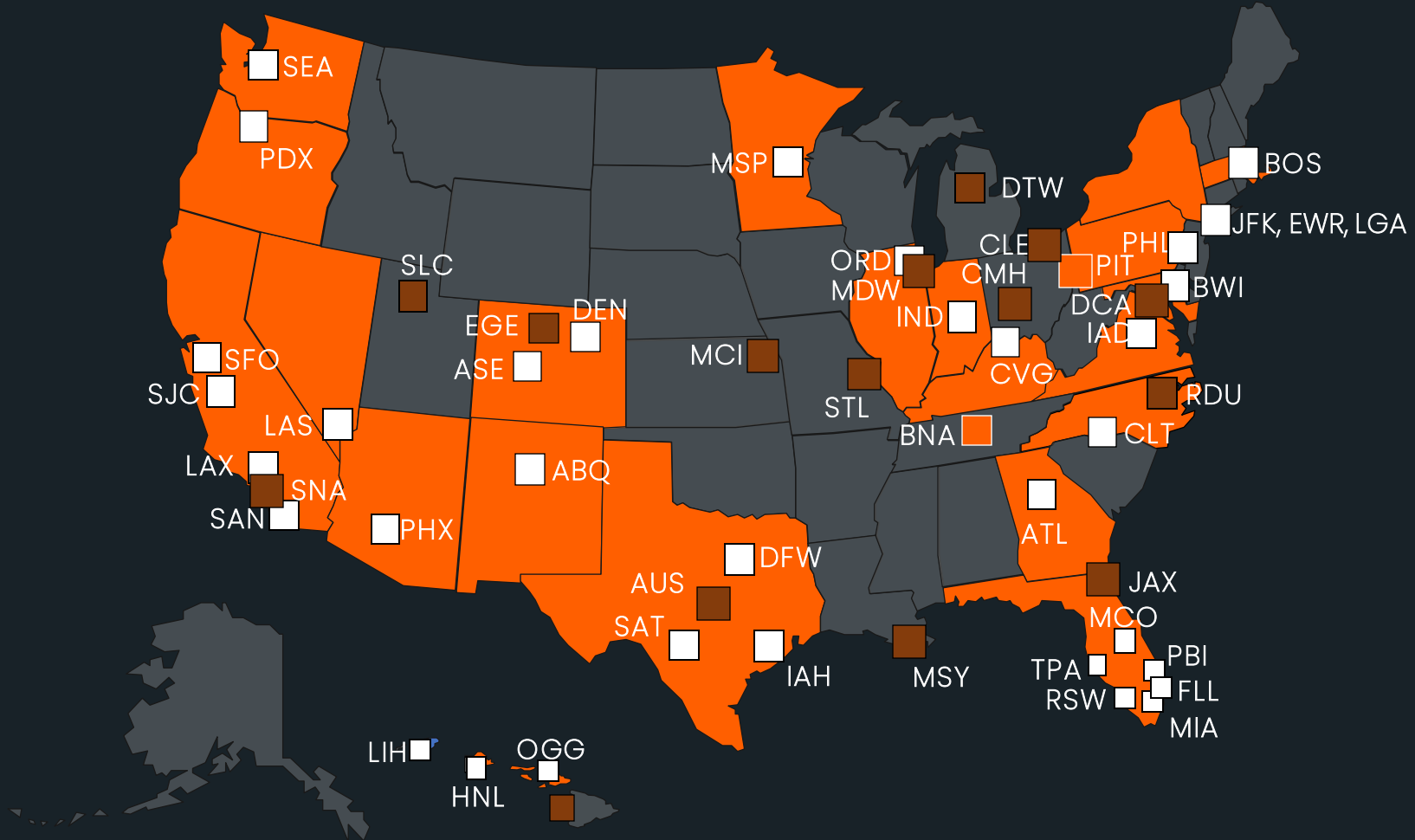
- Defend market leadership in Europe
- USD 1 bn revenue in the US
- Asset-light, low-risk growth in Franchise markets, especially 2021 added AUSTRALIA



## SCALE OUR PRODUCTS

- Grow Van & Truck business focusing on core markets DACH, France, and UK
- Grow SIXT+ Subscription
- Grow Sixt share and launch new city
- Increase Ride offering to additional cities

# SIXT IS NOW PRESENT AT 36 AIRPORTS WITH PLANS TO EXPAND TO A TOTAL OF 53 AIRPORTS



Existing Confirmed Under review for 23/24







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