Investor Presentation Q3/9M 2024/25

HORNBACH Holding AG & Co. KGaA

March 2025

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HORNBACH — one of Europe's most attractive home improvement stocks

HORNBACH Holding

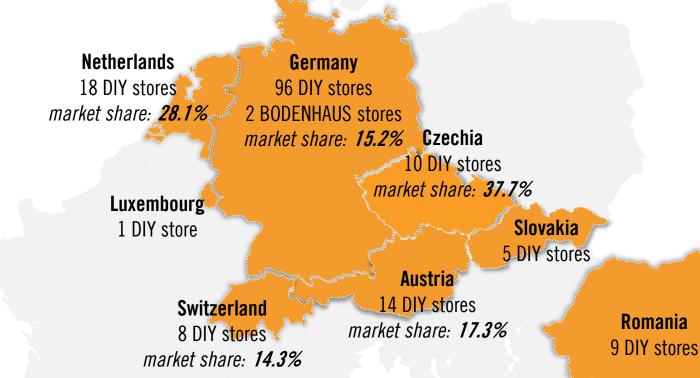
- Sales of € 6.2 bn
- € 254m adj. EBIT
- Reliable dividend since IPO

HORNBACH Baumarkt

- 9 countries
- 171 stores, 10 online shops
- 94% of Group sales

HORNBACH Baustoff Union

- Regional footprint (GER + FR)
- 39 builders merchant outlets
- 6% of Group sales



Sweden

8 DIY stores

Source: GfK DIY-TSR (Large DIY stores > 1,000 sqm), Jan-Dec 2024; no data for Luxemburg, Romania, Slovakia, Sweden



Attractive customer proposition

HORNBACH Baumarkt: No. 1 project DIY store for DIY enthusiasts and professionals

<u>Our mission:</u> Be the best partner for projects in house, apartment and garden.

<u>Customer needs:</u> Project execution with the right products and quantities within the given time frame and budget.

Broad and deep assortment with high product availability on >10,000 sqm

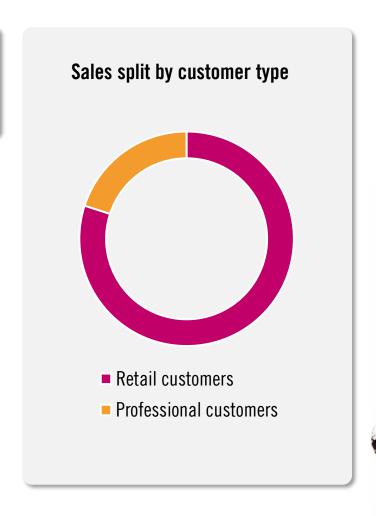
- More than 50,000 SKUs in large quantities available in-store
- Extended product range in the online store and on the online marketplace

Attractive pricing

- Every-day-low-price guaranteed: Price leadership online and in store
- With customer account: Price guarantee up to 30 days after purchase

Excellent service and advice

- Convenient shopping: Easily accessible locations, generous opening hours, drive-in
- Project consulting, installation services, rental service, financing, repair





HORNBACH Baumarkt: Interconnected retail strategy enhances shopping experience

©HORNBACH Group 2025



~50%

Share of HORNBACH customers who uses the webshop to prepare their shopping in the store

> 300 million

Visits in the HORNBACH webshop in 2023/24

< 5%

Low return ratio across all countries

#1

Best DIY webshop in Germany, Austria and the Netherlands¹⁾

Seamless "customer journey" across all channels

- Click & Collect, direct delivery of online orders to home / construction site / store
- Product availability and location in store
- Return of online orders to the store

Additional online services

- Configurators for made-to-measure products (paint, sheet metal, doors, windows, shower cubicles, etc.)
- Customer account: Shopping lists, purchase history, electronic invoices, credit notes for price guarantee
- Self-scan for convenient payment in the store
- Expert advice also via video conference



Attractive customer proposition

Seamless customer journey across ICR channels

Prepare

- Consult project manuals / videos
- Create shopping list
- Check product availability
- Compare / customize products



Get advice

- Talk to our experts in store or via video conferencing
- Call our centralized customer service center



Shop

- Locate product in store via app
- Click & collect
- Self-scan to accelerate checkout

Get delivered

- Direct delivery of products ordered online or in store to home / building site
- Get online products delivered to store
- Rent a truck or trailer

After sales

- Return products to store
- 30-day price guarantee¹⁾
- See online and offline receipts in customer account
- Re-purchase products as needed

DIFM

Choose from > 30 projects and thousands of products

- On-site measurement by a local professional
- Products with quotation from HORNBACH

Get project done by local partner

- Includes dismantling, demolition, delivery of materials etc.
- Warranty by HORNBACH



In the event of a price reduction at HORNBACH within 30 days of purchase, customers will have the price difference credited to their customer account

Mixture of owned and leased real estate supports operational agility

- Warehouse-style megastores in high-quality locations
- Homogeneous store network (77% of stores > 10,000 sqm): Economies of scale in store operation
- Average selling space of approx. 12,000 sqm
- 171 stores with > 2 million sqm retail space



Logistics network

Flexible logistics network



- 18 logistics locations (store logistics and fulfillment)
- ~ 350,000 sqm warehouse and outdoor storage space



Suppliers shipping directly to customers



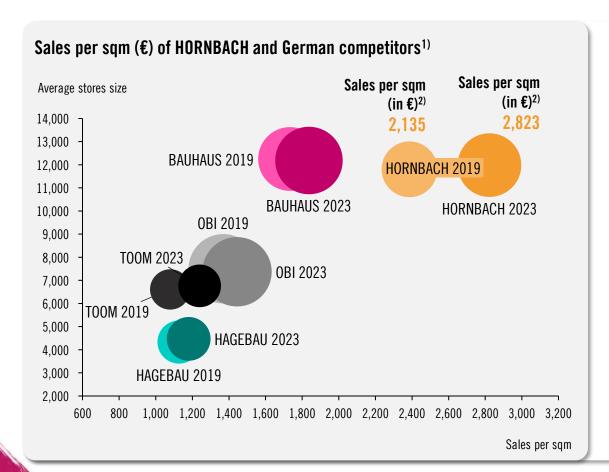
Selected HORNBACH stores equipped for B2C delivery

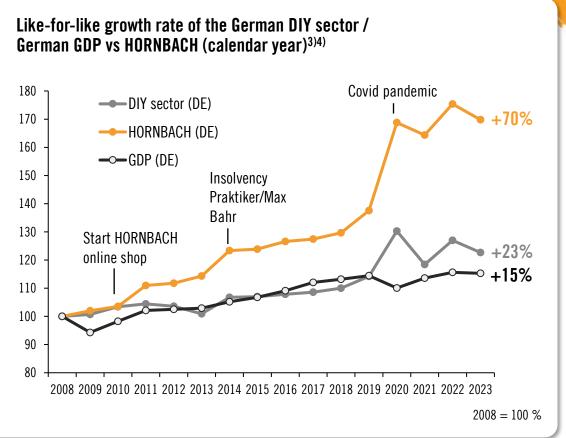


- Click & collect in all stores
- Pick-up/return of online orders in all stores



Market-leading and increasing sales floor efficiency and above-average growth

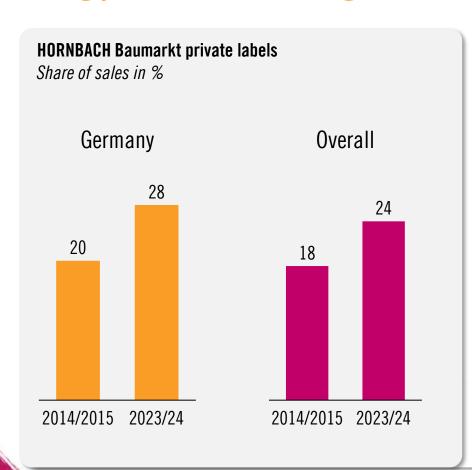




¹⁾ Dähne Statistik Baumarkt + Garten 2024/ own calculations 2) Weighted net sales per sqm (fiscal year 2023/24 3) In constant currencies; includes sales from all stores that have been open for at least one year as well as sales from online shops GfK DIY panel (until 2013), GfK DIY-TSR (since 2014)



Strong private labels with high customer benefit



Offering the full portfolio...

- Private labels from all product divisions complement our large product range.
- Strongest private label contribution to painting, wood and gardening segments.

...with value-for-money and high usability...

- Private label products with controlled, high-quality standards: Good Better Best.
- Customer choice based on individual needs, abilities and wallet.
- Top of the league for quality and selection as confirmed by "Kundenmonitor 2024".

...with attractive contribution for HORNBACH.

- Margin benefits compared to branded product selection.
- Private label assortment and sales share continuously expanded.
- Growth opportunities especially in Other Europe.

Examples:







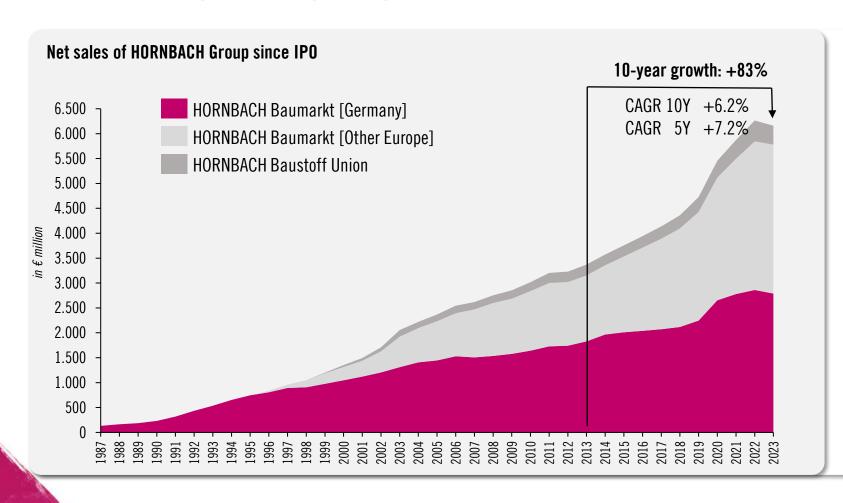


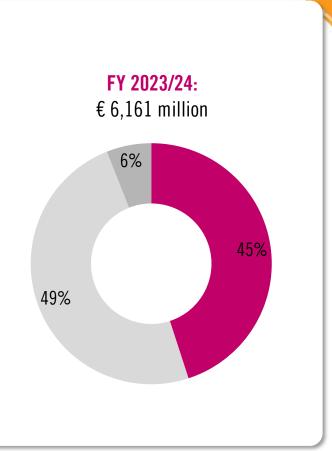






Successful long-term organic growth

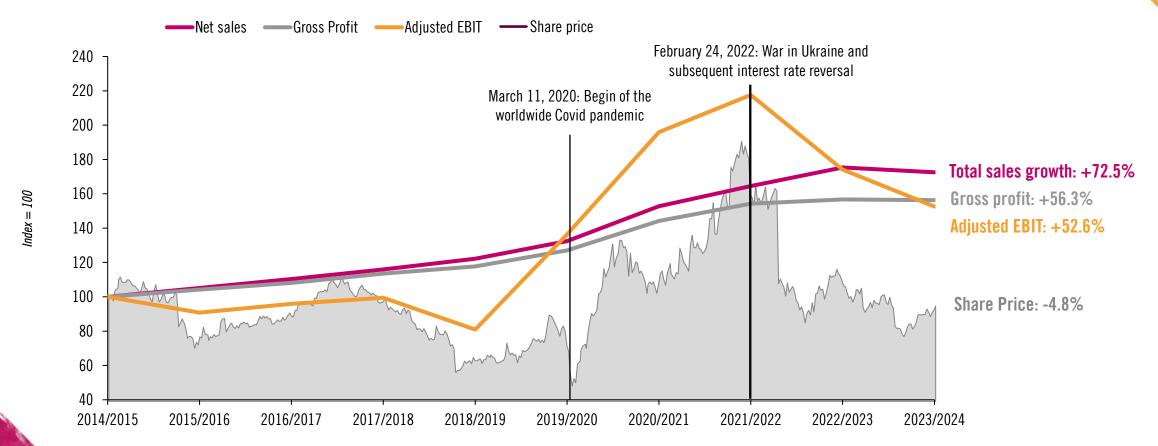






Strong KPI performance and growing earnings

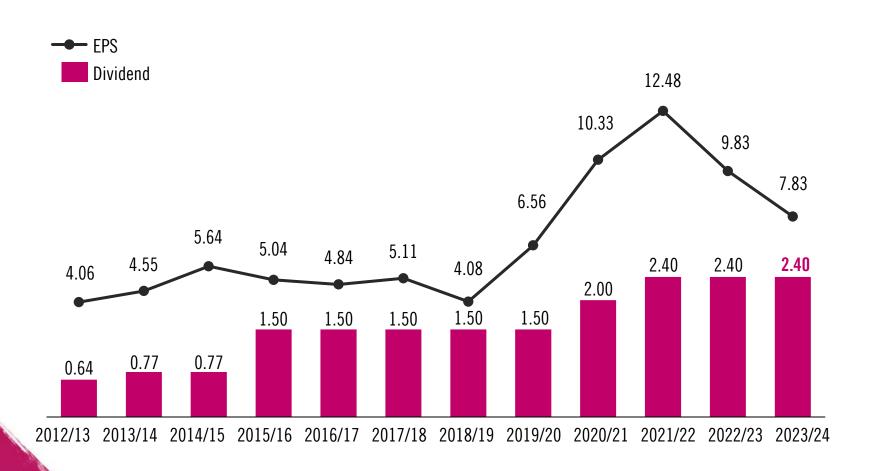
HORNBACH Group KPI development over time





Dividend per share in € and EPS in €

Stable dividend for financial year 2023/24



Dividend policy

- Sustainable pay-outs: Continuous dividend payments since IPO 1987
- Stable dividend: Pay-out at least at previous year's level
- Target: Average pay-out ratio of approx. 30% of consolidated net income
- 2023/24: **30.7%** vs. 2022/23: 24.4%



Capital allocation principles

Investing into future growth and attractive dividend



Organic Growth: Invest into organic growth opportunities within existing business. This includes new stores as well as a state-of-the-art technology and customer journey.



Select M&A: Pursue inorganic growth opportunities that are always in line with our highly selective business and financial criteria, fostering horizontal and vertical value creation.



Stable Dividend: Return cash to our shareholders in a reliable manner, paying dividends on prior-year level or above since IPO in 1987.



Optimal Leverage: Net Debt / EBITDA target of 2.5x or below, ensuring advantageous financing conditions for future growth opportunities.



DIY plays an important role in adjusting homes to our needs

Cocooning and working **from home**¹⁾ are here to stay requiring multifunctional living spaces



High energy prices and the pledge towards **carbon neutrality** in 2050²⁾ drives energy refurbishment

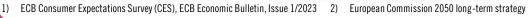


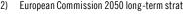
An **ageing society** triggers rising demand for low-barrier renovations



DIY is a low-cost alternative vs appointing a professional









Rising need for renovations

Renovation market expected to grow

- 85% of buildings in Europe were built over 20 years ago¹⁾; 85-95% are expected to still be standing in 2050²⁾
- Around 15% of Europeans live in homes with a leaking roof, damp walls, floors or foundations³⁾
- Only 2% of apartments in Germany are low-barrier or barrier-free⁴⁾
- Required investments to bring the building stock in line with climate-neutrality by 2050¹¹ are estimated at € 243bn per year



Buildings Performance Institute Europe 2) EU comission 2020 3) Eurostat 4) Destatis

Fragmented home improvement market offers opportunities to expand in other segments

Growth potential beyond DIY segment

- DIY stores currently account for 9% of the German home improvement market
- Huge potential to gain market share from other segments by addressing trade professionals, offering "do-it-for-me" services, creating specialized store formats



assortments (furniture, electronics) (supermarkets, online pure players)

1) Klaus Peter Teipel, Research & Consulting (in € bn) for 2023



German home

improvement market

valued at € 284bn¹⁾

290

HANDWERKER-

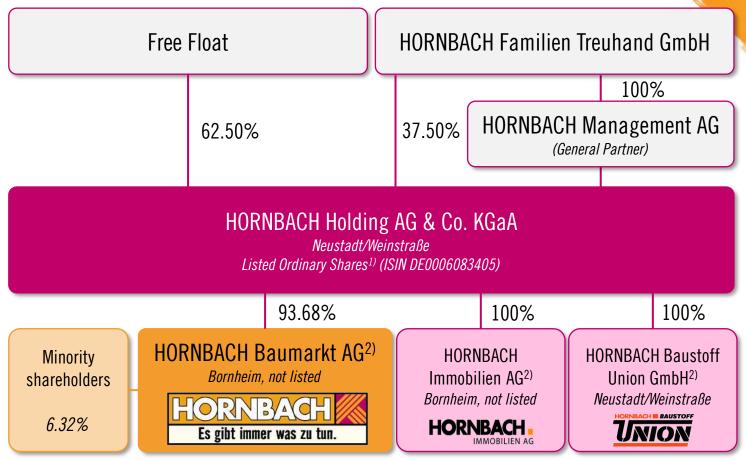
SERVICE

seniovo 1

(plumbing, timber, tiles etc.)

Strong commitment of Hornbach family as anchor shareholder

- HORNBACH Familien Treuhand holds all shares in HORNBACH Management AG and must hold more than 10% in HORNBACH Holding (currently 37.5%)
- HORNBACH Management AG is led by Albrecht Hornbach as CEO
- Three family members of the 6th generation hold management positions within HORNBACH Group



L) Number of shares: 16,000,000 / stock market code: HBH 2) Including other subsidiary companies in Germany and abroad



Sustainability

Committed to sustainable business, reflected in our values and CSR Standards

Assortment

Transparent product information

Timber from sustainable forestry (FSC® Chain of Custody certificate) Respect of human rights, social and **environmental standards** in the supply chain

No hand-hewn natural stone

People

Commitment to open communication and diversity

Attractive education and training programs

• Fair remuneration above sector average and attractive benefits

Environment

Continuous reduction of CO2e emissions

Evaluation of Scope 3 emissions and reduction potential

 Active contribution to circular economy reusing, repairing, refurbishing and recycling

Commitment to Paris Agreement (1.5 degrees)

Communities

Our stores support social projects in local communities with building material and know-how

Company foundation "Menschen in Not" supports people in need

HORNBACH **Foundation**

HORNBACH **Values**

CSR Guidelines

CSR Standards (suppliers)

Implementation of ESG KPIs in management compensation since 2023



Leading European home improvement player with a resilient business model



Best customer experience: broad and deep product offering, EDLP strategy and industry-leading e-commerce platform.



Best sales density based on efficient big box store network, large project focus and interconnected retail.



Strong international contribution with consistently growing market shares in key international markets.



Operational and financial flexibility with 62% of high-quality selling space owned in 9 European countries.



Well positioned to supply for a rising need for renovations: energy efficiency, ageing housing stock and demographic change.



Value stock with a family anchor shareholder, strong ESG focus and reliable dividend payments since decades.



Q3/9M 2024/25

March 1, 2024 until November 30, 2024



Key financials: Stable sales and strong gross margin

Sales

€4,950.8m

Total sales: +0.5% *LFL (DIY):* +1.1%

Gross Profit / margin

€1,713.1m 34.6% +4.3% +1.3pp

Adj. EBIT / margin

€300.0m 6.1% +11.4% 5.5%

EPS

€11.84 *€9.59*

CAPEX

€107.2m -28.2%

Free Cash Flow

€149.8m (+>100%) *€ 55.9m*

Net leverage

2.3x (Net debt / EBITDA)

Equity ratio

46.8% *Feb. 2024: 43.5%*



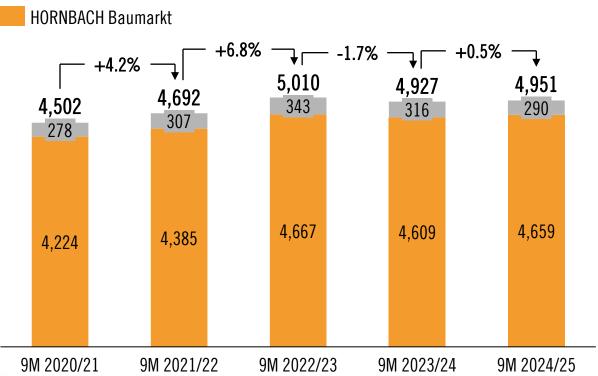


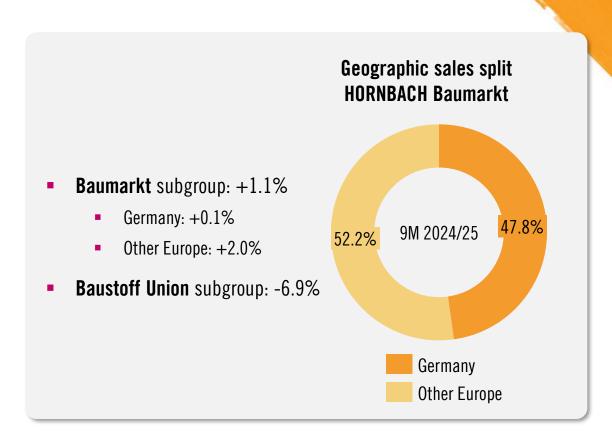
Consolidated net sales in € million

Net sales slightly up on the back of positive organic development across Europe

9M net sales (Mar 1 - Nov 30)

HORNBACH Baustoff Union







9M 2024/25 like-for-like sales with positive development in majority of countries

- Demand benefitted from better weather conditions in most countries across Europe during Q1, having a positive impact on garden & plant sales
- Unfavorable weather conditions from May to August lead to mixed Q2 results
- Q3 benefitted from a warm fall as well as growth in Other Europe
- Group-wide equal number of business days as in prior-year period

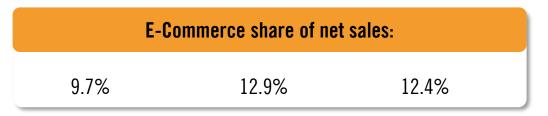
Like-for-like sales growth¹⁾ per quarter and 9M in %

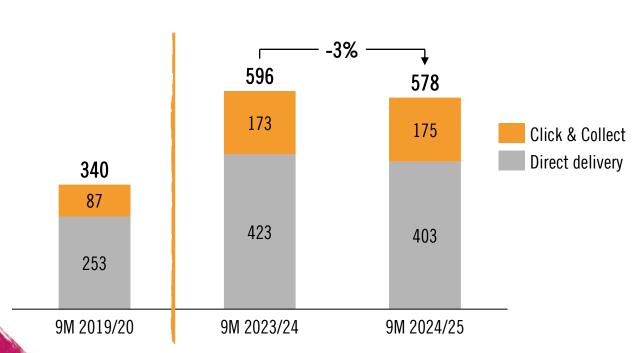
	Q1 2023/24	Q2 2023/24	Q3 2023/24	9M 2023/24	Q1 2024/25	Q2 2024/25	Q3 2024/25	9M 2024/25
Total	(3.2)	1.0	(4.3)	(2.2)	2.5	(1.2)	2.0	1.1
Germany	(5.7)	0.3	(5.0)	(3.5)	2.9	(2.2)	0.2	0.4
Other Europe	(0.8)	1.6	(3.6)	(0.9)	2.1	(0.3)	3.7	1.8
Austria	(6.6)	(3.5)	(9.0)	(6.3)	3.0	(3.4)	0.6	0.1
Czechia	(3.2)	(1.2)	(5.6)	(3.3)	3.4	2.3	5.2	3.2
Luxembourg	0.6	7.7	(1.0)	2.4	(2.3)	(4.4)	0.1	(2.3)
Netherlands	7.7	7.5	(0.3)	5.1	1.8	1.9	7.6	3.6
Romania	(2.2)	(0.9)	(3.5)	(2.2)	3.9	1.7	3.5	3.1
Slovakia	(0.4)	1.3	(5.2)	(1.3)	2.7	(0.1)	3.3	1.9
Sweden	(7.1)	(0.7)	0.5	(2.8)	3.9	0.3	2.6	2.2
Switzerland	(2.3)	1.6	(3.9)	(1.5)	(0.7)	(3.4)	(8.0)	(1.6)





E-commerce with slight growth in Q3 – sales share stabilizing





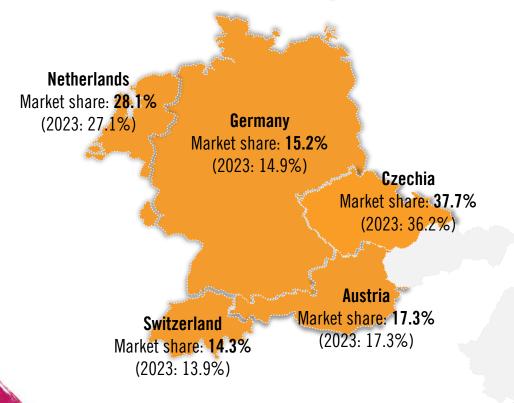
- **E-commerce share of HORNBACH Baumarkt** sales (incl. Click & Collect) of 12.4% in 9M 2024/25, comparable to H1 figure
- Slight e-commerce growth in Q3 2024/25, driven by uptick in Click & Collect and Direct Delivery
- Click & Collect with overall positive development in 9M 2024/25



HORNBACH Baumarkt – positive market share development

Market share 2024 in key countries

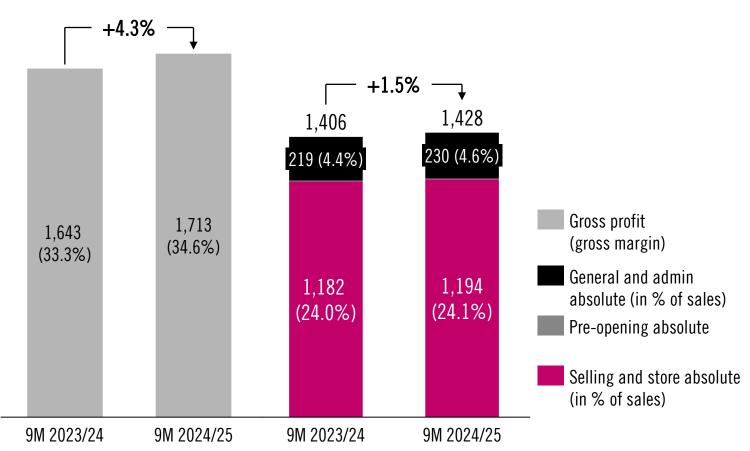
Market share of HORNBACH Baumarkt January – December 2024 in % (GfK)



- HORNBACH has a clear focus on growing its market share (GfK) in a highly competitive environment
- Market share in the Netherlands grew by +1.0 ppt driven by successful expansion and increasing same store sales
- Czechia +1.5 ppt compared to 2023
- Switzerland increased market share by 0.4% driven by shifts in competitive landscape
- High level market share in **Germany** slightly increased to 15.2%



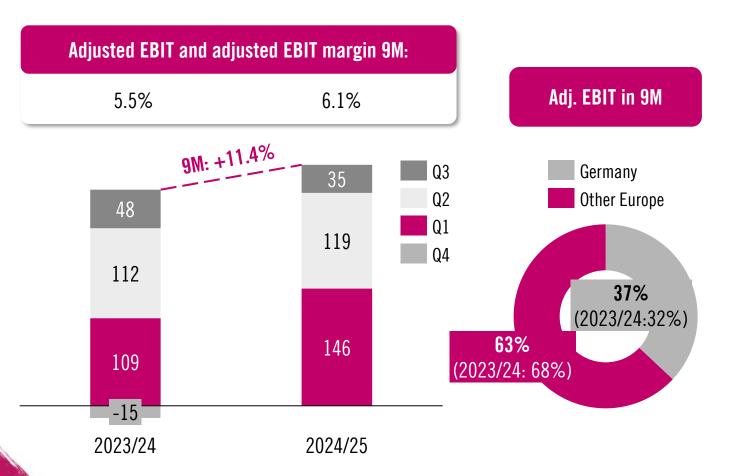
Gross margin significantly improved – cost structure stable despite higher wages



- Gross margin improved significantly to 34.6% reflecting normalized core commodity prices and healthier product mix – gross profit up by 4.3%
- Selling and store expenses in % of sales largely stable — prior year affected by adjustments mainly triggered by ECB interest rate changes
- General and administration expenses in % of sales slightly up, mainly driven by necessary wage increases



Adjusted EBIT substantially increased by 11.4%



- Group adjusted EBIT significantly increased due to improved gross profit (+4.3%) combined with conscious investments into future growth
- Prior year adjustments were mainly driven by ECB interest rate changes

Reconciliation (in €m)	9M 2023/24	9M 2024/25
EBIT	251.5	301.0
Non-operating effects	+17.9	-1.0
Adjusted EBIT	269.4	300.0



Adjusted to exclude non-operating earnings items, e.g. impairment losses on assets, income from disposals of properties, income from write-ups of assets impaired in previous years

Cash flow in € million

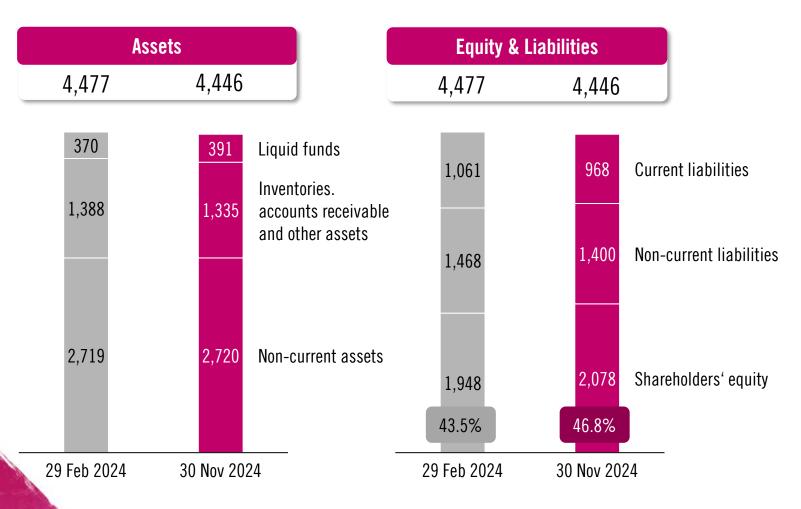
Strong cash flow from operating activities reflects good business momentum

	9M 2023/24	9M 2024/25		
Cash flow from operating activities	236.9	284.4		
of which: change in working capital	(98.3)	(83.9)		
Cash flow from investing activities	(170.4)	(94.7)		
of which: gross CAPEX	(149.2)	(107.2)		
Cash flow from financing activities	(171.7)	(169.9)		
Cash-effective change in cash and cash equivalents	(105.3)	19.8		
Free cash flow (after net CAPEX and dividend)	55.9	149.8		

- Cash flow from operating activities
 increased by better net result and working capital management
- **CAPEX split 9M 2024/25**:
 - Land and new stores (50%)
 - Store conversions and equipment (36%)
 - Software (14%)
- Substantial CAPEX to come in Q4, as previously communicated
- Free cash flow of €149.8m (9M 23/24: €55.9m) reflects strong 9M operations



Strong balance sheet structure



- Slightly reduced inventories reflect seasonality
- Net financial debt slightly below February 2024 level
- Continuous strong equity ratio of 46.8%

Credit Rating	Nov 2024	Feb 2024
Net debt / EBITDA	2.3x	2.5x
S&P Rating	BB+; outlook stable	BB+; outlook negative
Scope Ratings	BBB-; outlook stable	



Pursuing long-term opportunities while navigating current challenges



- Sustain price leadership and remain a reliable partner to our customers
- Continue to invest in our ICR strategy and the digitalization of our business to maintain strong market positions
- Further improve efficiency by actively managing costs and inventory
- Advance our ESG priorities and objectives within our own operations, supply chain and product offering
- Maintain a strong balance sheet and attractive dividend

We are confident in our business model and ability to grow market shares as we remain well positioned to navigate the complex macroeconomic environment and have the financial strength to continue to invest strategically.



Guidance and store openings

Earnings guidance for FY 2024/25 unchanged

Net sales 2024/25

Net sales 2023/24

Adjusted EBIT 2024/25

Adjusted EBIT 2023/24

Additional item:

CAPEX 2024/25

CAPEX 2023/24

At the level of 2023/24*

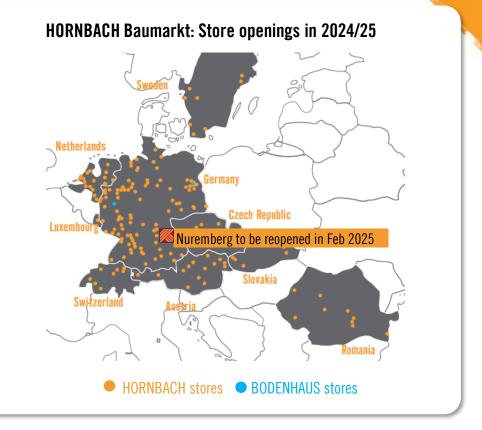
€ 6,161m

At or slightly above the level of 2023/24

€ 254.2m

€ 160m – € 180m

€ 192.6m



Guidance nomenclature: Sales "At previous year's level" = -1% to +1% | "Slight" = +/- 2% to +/- 5% | "Significant" = > +/- 12%. Future developments are subject to considerable uncertainty. Please see disclaimer at the beginning of the presentation regarding forward-looking statements.

* Previously expected slightly above the level of 2023/24



Upcoming events & IR contact

Financial Calendar

March 12, 2025

J.P. Morgan - European Opportunities Forum, London

Warch 13, 2025

Warch 25, 2025

March 31, 2025

March 31, 2025

March 31, 2025

Metzler Small Cap Days, Frankfurt/Main

April 2, 2025

May 12, 2025

J.P. Morgan - European Opportunities Forum, London

UBS 2025 Global Consumer and Retail Conference, New York

Trading Statement FY 2024/25 as of February 28, 2025

Quirin Champions Conference, Frankfurt/Main

Metzler Small Cap Days, Frankfurt/Main

April 2, 2025

Sequity Forum German Spring Conference, Frankfurt/Main

Annual Report FY 2024/25 as of February 28, 2025 / Analyst Conference

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Updates on our IR website

May 21, 2025

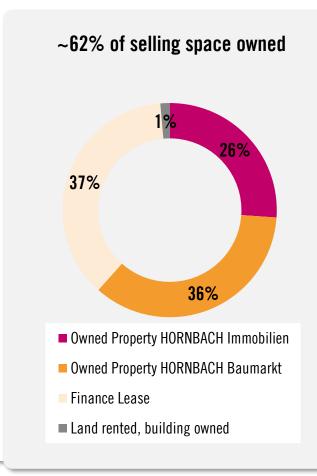


Appendix



62% owned real estate with hidden reserves

- Warehouse-style megastores in attractive, big catchment areas
- Homogeneous store network (77% of stores > 10,000 sqm): Economies of scale in store operation
- Average selling space of approx.12,000 sqm
- > 2 million sqm retail space
- € 934 million hidden reserves in owned retail properties as of February 29, 2024



Hidden reserves in retail properties¹⁾

February 2024 (€ million)	Book value	Yield value (x13) ²⁾	Hidden reserves (x13) ²⁾
HORNBACH Baumarkt Subgroup	936	1.359	423
HORNBACH Immobilien Subgroup	386	897	511
HORNBACH Group	1,322	2,256	934



¹⁾ Based on our own assumptions and calculations as of February 29, 2024 2) Long-term average multiplier of 13 and age discount of 0.6 % p.a;

Key figures: 10-year overview

In € million unless otherwise stated	2023/24	2022/23	2021/22	2020/21	2019/20	2018/19	2017/18	2016/17	2015/16	2014/15	2013/14
Net sales	6,161	6,263	5,875	5,456	4,729	4,362	4,141	3,941	3,755	3,572	3,369
of which in Germany	3,158	3,270	3,149	2,985	2,536	2,376	2,312	2,262	2,223	2,172	2,035
of which in other European countries	3,003	2,994	2,726	2,471	2,193	1,986	1,829	1,679	1,533	1,400	1,334
Sales growth as % of net sales	-1.6	6.6	7.7	15.4	8.4	5.3	5.1	4.9	5.1	6.0	4.3
Gross margin as % of net sales	33.8	33.4	35.0	35.2	35.8	36.0	36.6	36.6	37.0	37.3	36.6
EBITDA	474	505	565	516	420	235	263	254	231	243	236
as % of net sales	7.7	8.1	9.6	9.5	8.9	5.4	6.3	6.5	6.2	6.8	7.0
EBIT	226	259	355	312	214	121	161	157	138	165	160
as % of net sales	3.7	4.1	6.0	5.7	4.5	2.8	3.9	4.0	3.7	4.6	4.8
Adjusted EBIT 1)	254	290	363	326	227	135	166	160	151	167	164
as % of net sales	4.1	4.6	6.2	6.0	4.8	3.1	4.0	4.1	4.0	4.7	4.9
Earnings before taxes (EBT)	179	218	314	266	166	99	132	130	113	140	128
as % of net sales	2.9	3.5	5.3	4.9	3.5	2.3	3.2	3.3	3.0	3.9	3.8
Net income for the year before non-controlling interest	132	168	245	201	123	75	96	90	98	107	86
as % of net sales	2.1	2.7	4.2	3.7	2.6	1.7	2.3	2.3	2.6	3.0	2.6
Earnings per share	7.83	9.83	12.48	10.33	6.56	4.08	5.11	4.84	5.04	5.64	4.55
Employees - annual average - converted into full-time equivalents	20,750	20,582	19,961	18,720	17,935	17,053	16,223	15,751	15,283	14,663	14,064

adjusted to exclude non-operating earnings items, e.g. impairment losses on assets, income from disposals of properties, income from write-ups of assets impaired in previous years



