Investor Presentation Q3/9M 2024/25

HORNBACH Holding AG & Co. KGaA

December 2024

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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

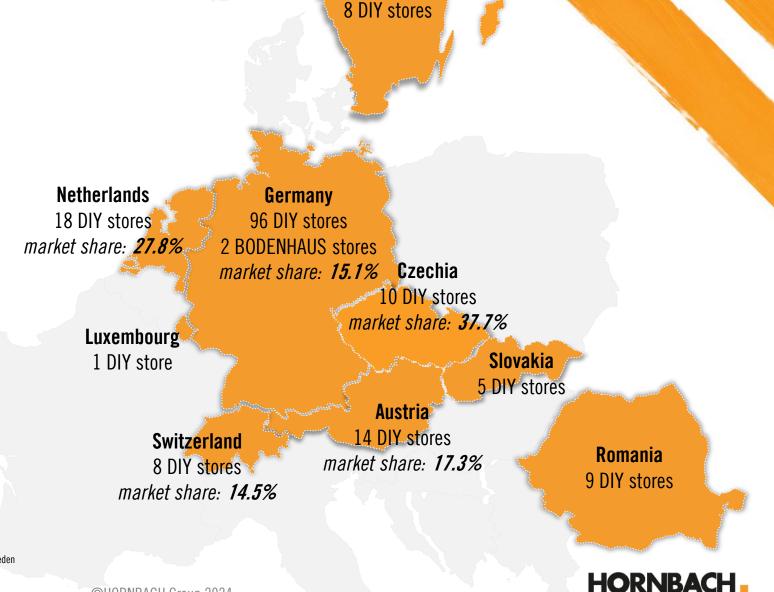
HORNBACH Baumarkt

- 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

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Holding

Sweden

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

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

Our mission: 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

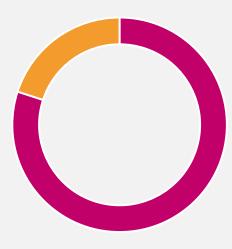
Attractive pricing

- 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

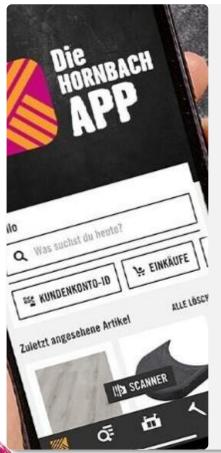
- Convenient shopping: Easily accessible locations, generous opening hours, drive-in
- Project consulting, installation services, rental service, financing, repair

Sales split by customer type



- Retail customers
- Professional customers

HORNBACH Baumarkt: Interconnected retail strategy enhances shopping experience



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~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⁾

1) Kundenmonitor, Germany/Austria, "Retailer of the Year" Netherlands

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

DIFM

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

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

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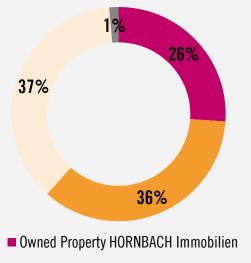
Store network

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

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- Owned Property HORNBACH Baumarkt
- Finance Lease
- \blacksquare Land rented, building owned



Logistics network

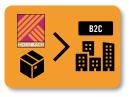
Flexible logistics network



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



Suppliers shipping directly to customers



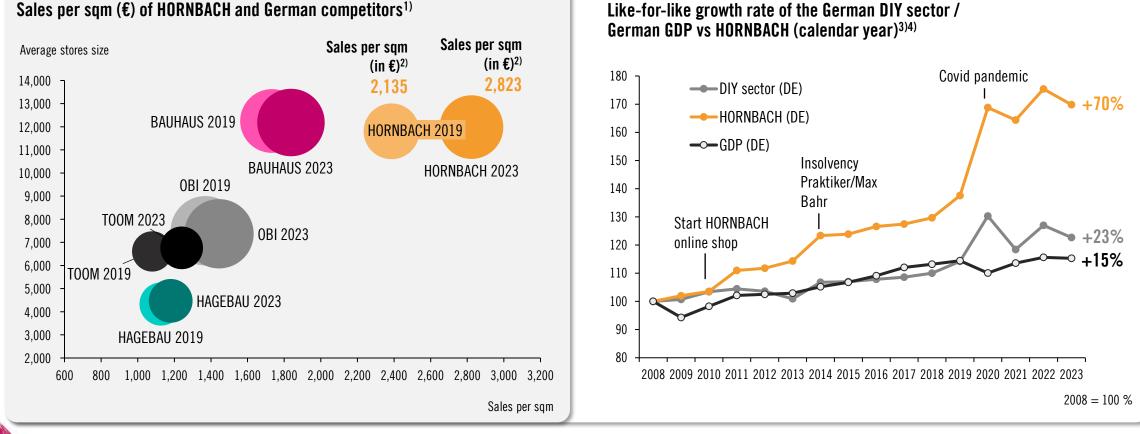
Selected HORNBACH stores equipped for B2C delivery



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

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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 4) GfK DIY panel (until 2013), GfK DIY-TSR (since 2014)



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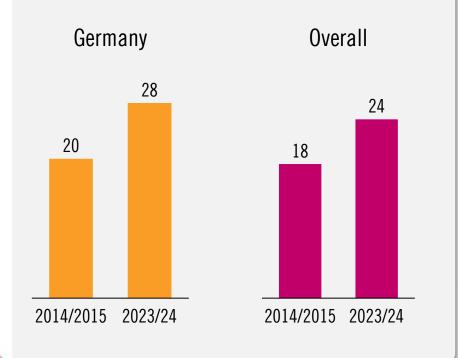
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HORNBACH's private labels

Strong private labels with high customer benefit

HORNBACH Baumarkt private labels Share of sales in %

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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.





Sustainable long-term growth

Successful long-term organic growth

Net sales of HORNBACH Group since IPO 10-year growth: +83% CAGR 10Y +6.2% 6.500 HORNBACH Baumarkt [Germany] FY 2023/24: CAGR 5Y +7.2% 6.000 HORNBACH Baumarkt [Other Europe] € 6,161 million 5.500 HORNBACH Baustoff Union 5.000 6% 4.500 in € million 4.000 3.500 45% 3.000 2.500 49% 2.000 1.500 1.000 500 0

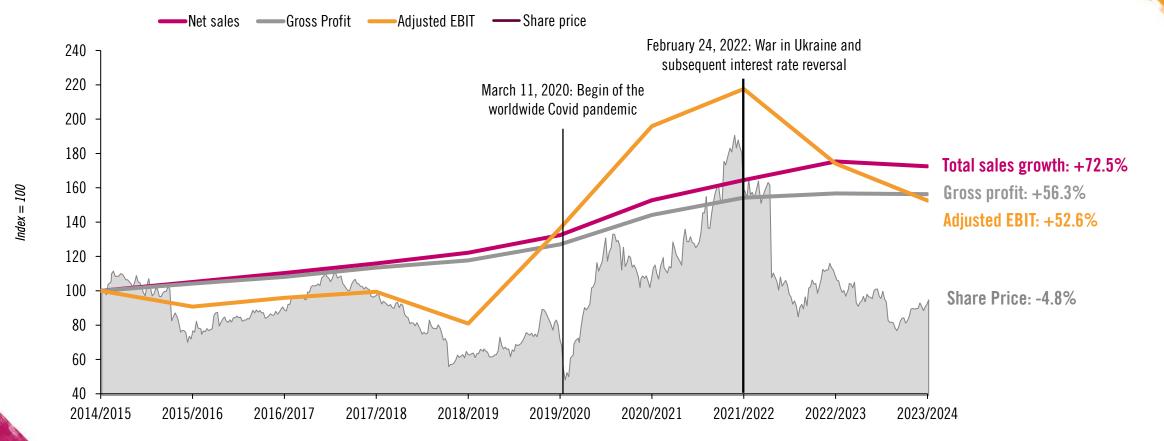


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Sustainable long-term growth

Strong KPI performance and growing earnings

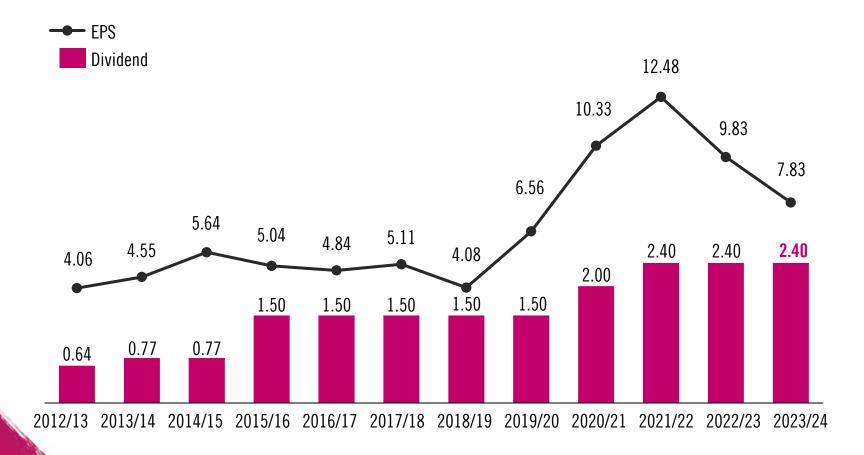
HORNBACH Group KPI development over time





Dividend per share in ${\ensuremath{\mathfrak \epsilon}}$ and EPS in ${\ensuremath{\mathfrak \epsilon}}$

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%



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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.



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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**



1) ECB Consumer Expectations Survey (CES), ECB Economic Bulletin, Issue 1/2023 2) European Commission 2050 long-term strategy

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



DIY is a **low-cost alternative vs appointing a professional**

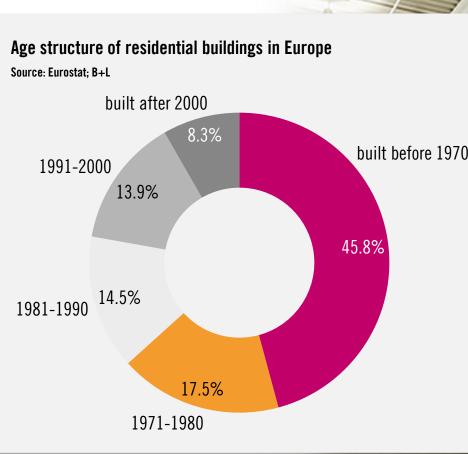




Rising need for renovations

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 2050¹) are estimated at € 243bn per year





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

9%

SERVICE

Fragmented home improvement market offers opportunities to expand in other segments

Growth potential beyond DIY segment

Retail

ORNBACH Es gibt immer was zu tun.

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DIY stores

- 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

Union

BODENHAUS

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Specialist stores and small outlets

(plumbing, timber, tiles etc.)

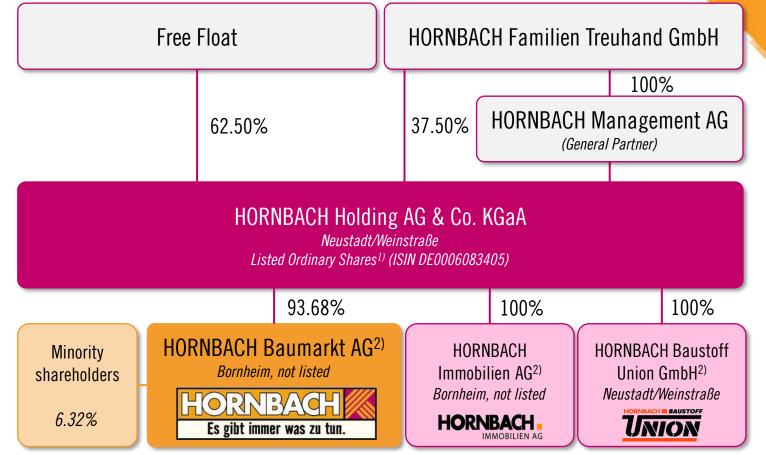
nprovement market	HANDWERKER- SERVICE Montieren. Installieren. Verlegen.	German home improvement market valued at € 284bn ¹⁾			
s by addressing trade professionals, offering	Seniovo 🏫	290			
)	153				
34 52					
Other specialist stores with DIY Other distribution channels assortments (furniture, electronics) (supermarkets, online pure players)	Trade services	Total home improvement market			

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



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



HORNBACH -

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

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

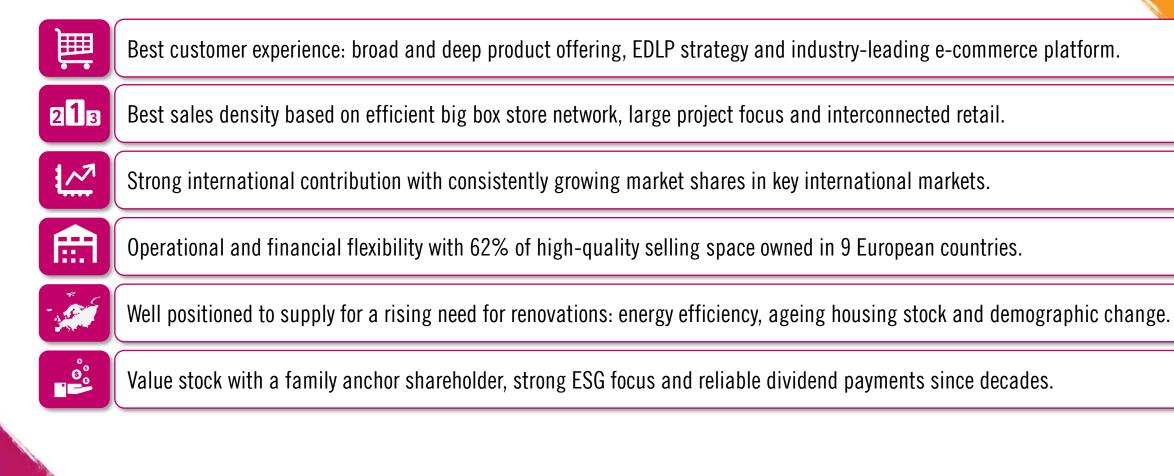
The second	Assortment	 Transparent product information Timber from sustainable forestry (FSC[®] Chain of Custody certificate) 	 Respect of human rights, social and environmental standards in the supply chain No hand-hewn natural stone 	<u>Hornbach</u>
	People	 Commitment to open communication and diversity Attractive education and training programs 	 Fair remuneration above sector average and attractive benefits 	<u>Foundation</u> <u>HORNBACH</u> Values
	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) 	<u>CSR Guidelines</u> CSR Standards
A starte	Communities	 Our stores support social projects in local communities with building material and know-how 	 Company foundation "Menschen in Not" supports people in need 	(suppliers)
	I	mplementation of ESG KPIs in management	compensation since 2023	



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Leading European home improvement player with a resilient business model





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Q3/9M 2024/25

March 1, 2024 until November 30, 2024



Key financials: Stable sales and strong gross margin

Sales	Gross Profit / margin	Adj. EBIT / margin	EPS		
€4,950.8m Total sales: +0.5% LFL (DIY): +1.1%	€1,713.1m 34.6% +4.3% +1.3pp	€300.0m 6.1% +11.4% 5.5%	€11.84 <i>€9.59</i>		
CAPEX	Free Cash Flow	Net leverage	Equity ratio		
€107.2m <i>-28.2%</i>	€149.8m (+>100%) <i>€ 55.9m</i>	2.3x (Net debt / EBITDA)	46.8% Feb. 2024: 43.5%		



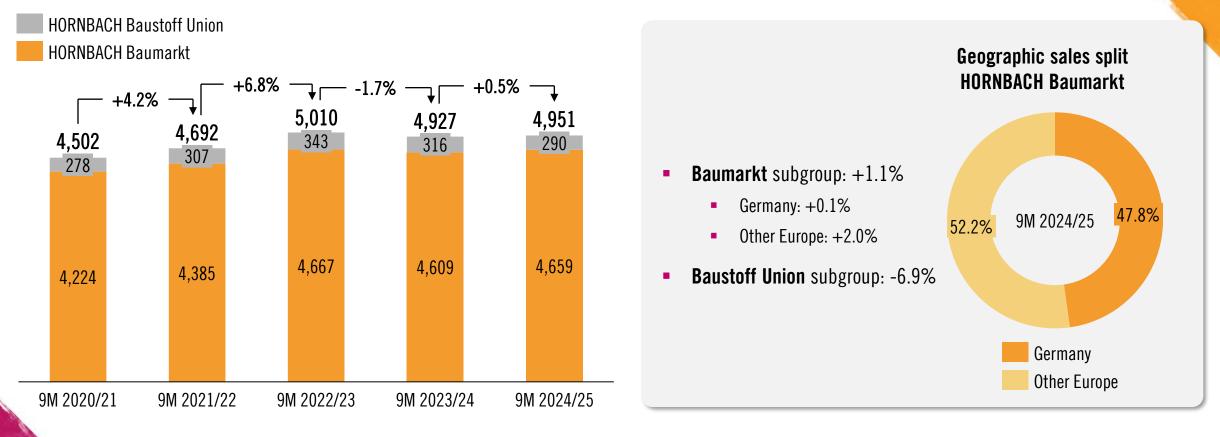


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Net sales slightly up on the back of positive organic development across Europe

9M net sales (Mar 1 - Nov 30)

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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

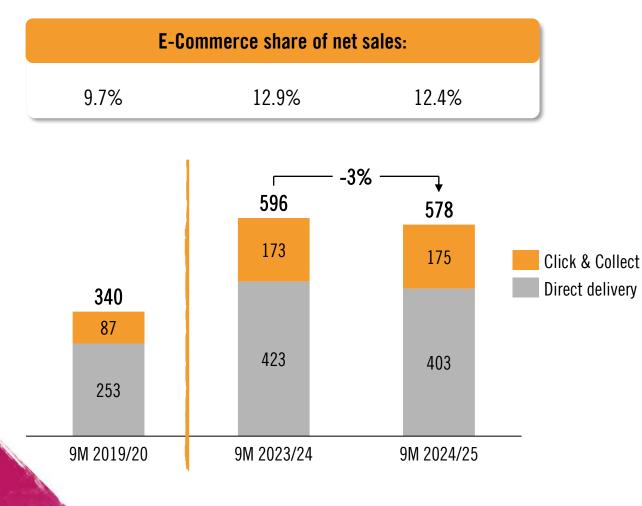
	Q1 2023/24	Q2 2023/24	Q3 2023/24	9M 2023/24	Q1 2024/25	Q2 2024/25	Q3 2024/25	9M 2024/25
Total	(3.2)	1.0	(4.3)	(2.2)	2.5	(1.2)	2.0	1.1
Germany	(5.7)	0.3	(5.0)	(3.5)	2.9	(2.2)	0.2	0.4
Other Europe	(0.8)	1.6	(3.6)	(0.9)	2.1	(0.3)	3.7	1.8
Austria	(6.6)	(3.5)	(9.0)	(6.3)	3.0	(3.4)	0.6	0.1
Czechia	(3.2)	(1.2)	(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)	(0.8)	(1.6)

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

Lfl = Like-for-like, in constant currencies; includes sales from all stores that have been open for at least one year as well as sales from online shop



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



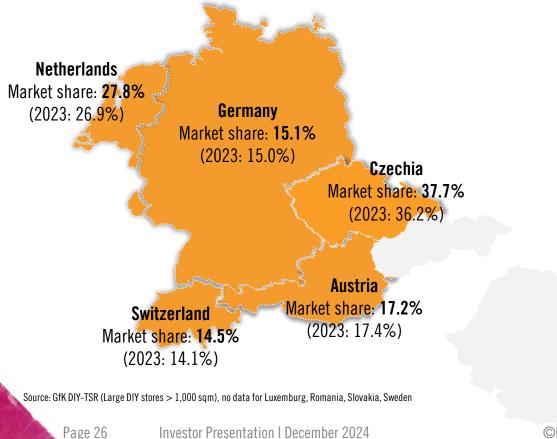
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Market share calendar year: Jan – Oct 2024 in %

HORNBACH Baumarkt – positive market share development

Market share 2024 in key countries

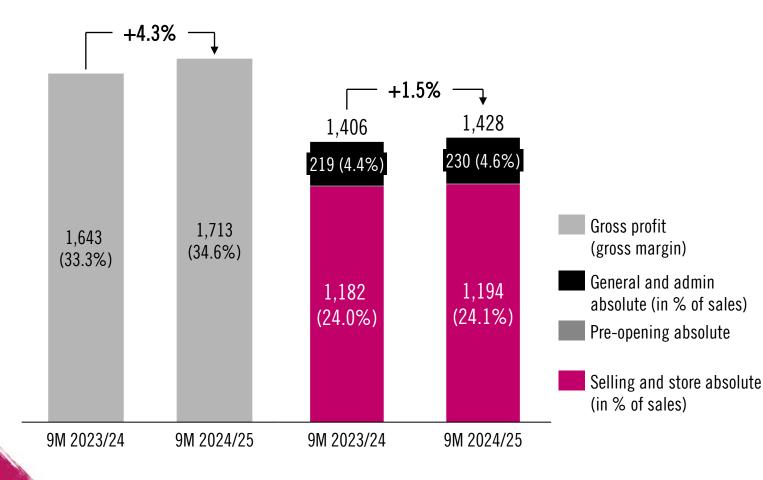
Market share of HORNBACH Baumarkt January – October 2024 in % (GfK)



- HORNBACH has a clear focus on growing its market share (GfK) in a highly competitive environment
- Market share in the **Netherlands** grew by +0.9 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 15.1%



Gross margin significantly improved – cost structure stable despite higher wages

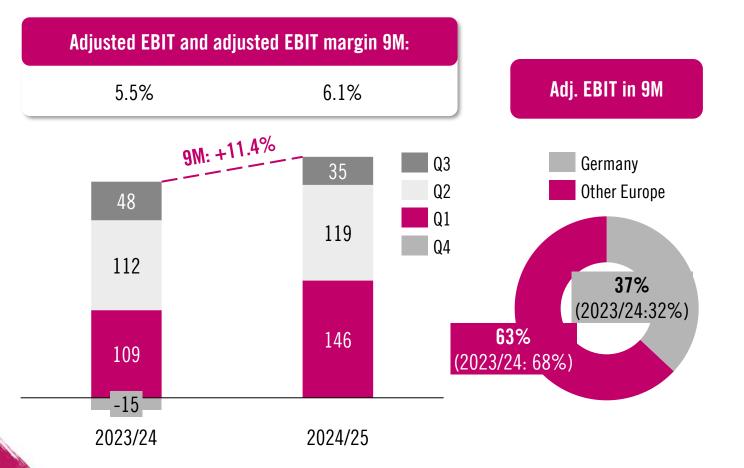


- Gross margin improved significantly to 34.6% reflecting normalized core commodity prices and healthier product mix – gross profit up by 4.3%
- Selling and store expenses in % of sales largely stable – prior year affected by adjustments mainly triggered by ECB interest rate changes
- General and administration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



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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

HORNBACH -Holding

1) 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

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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



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Strong balance sheet structure

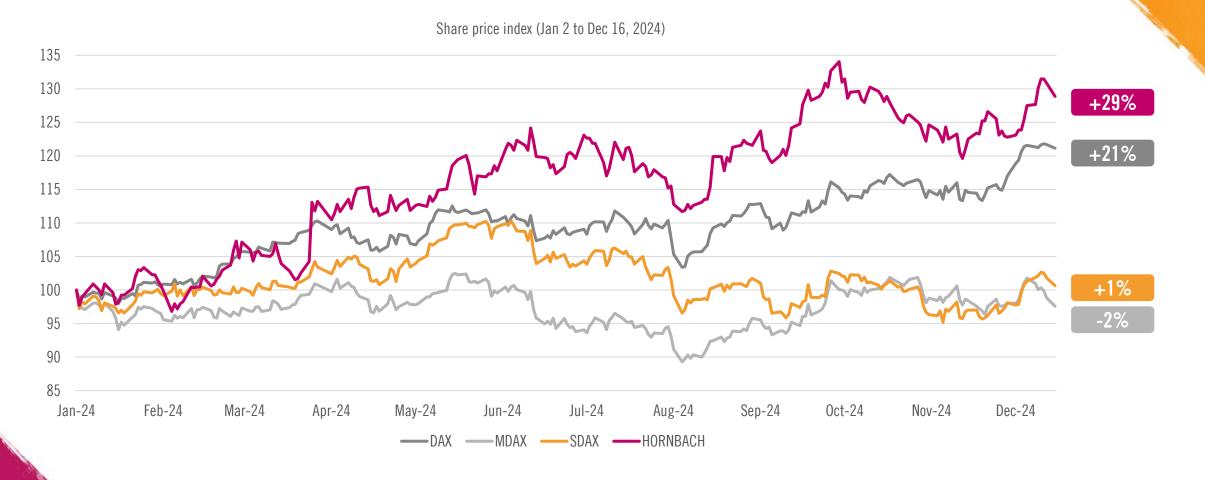
As	sets	Equity & l	iabilities
4,477	4,446	4,477	4,446
370	391 Liquid fundsInventories.accounts receivable	1,061	968 Current liabilities
	and other assets	1,468	1,400 Non-current liabilities
2,719	2,720 Non-current assets	1,948	2,078 Shareholders' equity
29 Feb 2024	30 Nov 2024	43.5% 29 Feb 2024	46.8% 30 Nov 2024

- 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



Strong performance of the HORNBACH share compared to German indices





Strategic focus

Pursuing long-term opportunities while navigating current challenges



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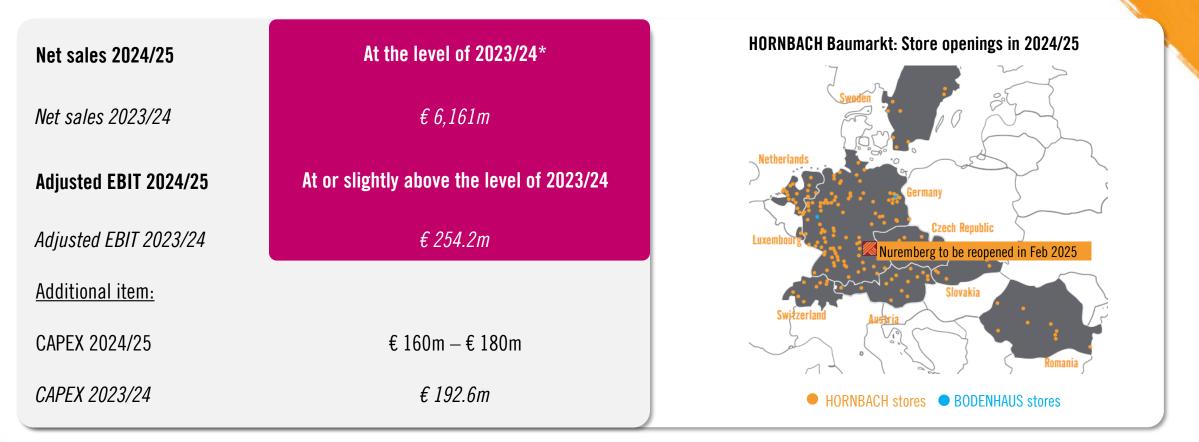
- Sustain price leadership and remain a reliable partner to our customers
- Continue to invest in our ICR strategy and the digitalization of our business to maintain strong market positions
- Further improve efficiency by actively managing costs and inventory
- Advance our ESG priorities and objectives 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



Guidance nomenclature: Sales "At previous year's level" = -1% to +1% | "Slight" = +/- 2% to +/- 5% | "Significant" = changes of more than 6%. | Adj. EBIT "At previous year's level" = -5% to +5% | "Slight" = +/- 5% to +/- 12% | "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



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Upcoming events & IR contact

Financial Calendar

January 9, 2025 **ODDO BHF Forum, Lyon** January 13, 2025 Commerzbank and ODDO BHF – German Investment Seminar, New York Kepler Cheuvreux/ UniCredit - 24th German Corporate Conference, Frankfurt/Main January 22, 2025 February 5, 2025 Montega Hamburg Investor Day, Hamburg March 12, 2025 J.P. Morgan - European Opportunities Forum, London March 25, 2025 Trading Statement FY 2024/25 as of February 28, 2025 April 1, 2025 Metzler Small Cap Days, Frankfurt/Main April 2, 2025 MKK - Münchner Kapitalmarkt Konferenz, Munich May 21, 2025 Annual Report FY 2024/25 as of February 28, 2025 / Analyst Conference

Investor Relations Contact

Antje Kelbert (+49) 0 63 48 / 60-2444 antje.kelbert@hornbach.com

Anne Spies (+49) 0 63 48 / 60-4558 anne.spies@hornbach.com

Maximilian Franz (+49) 0 63 48 / 60-2071 maximilian.franz@hornbach.com

Fabienne Villwock (+49) 0 63 48 / 60-5262 fabienne.villwock@hornbach.com

www.hornbach-holding.de HORNBACH on LinkedIn



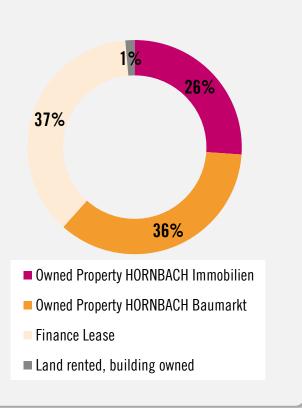
Updates on our <u>IR website</u>

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



~62% of selling space owned

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



) 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

1) 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



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