

# CHERRY SE

## Q2/H1 RESULTS INVESTOR PRESENTATION

31 JULY 2025



## **LEGAL DISCLAIMER**

This presentation contains forward-looking statements.

These statements are based on the current views, expectations and assumptions of the management of Cherry SE and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Actual results, performance or events may differ materially from those described herein due to factors affecting Cherry SE such as, among other things, changes in the general economic and competitive environment, capital market risks, currency exchange rate fluctuations and competition from other companies, and changes in international and national laws and regulations, in particular with respect to tax laws and regulations. Cherry SE does not assume any obligation to update any forward-looking statements.

The information contained in this presentation is for background purposes only and does not purport to be full or complete. No reliance may be placed, for any purpose, on the information contained herein or its accuracy or completeness. The information in this presentation is subject to change.

## **MARKET & INDUSTRY DATA**

This presentation also contains estimates and other statistical data made by independent parties and by the Company relating to the Company's industry, the Company's business and the market for the Company's products and its future growth. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. In addition, projections, assumptions, and estimates of the Company's future performance and the future performance of the market for its products are necessarily subject to a high degree of uncertainty and risk.

## **GENERAL REMARK**

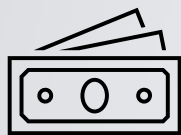
Figures may not add up due to rounding.



# INVESTMENT HIGHLIGHTS

OLIVER KALTNER, CEO

# H1 2025 FINANCIALS SNAPSHOT



Revenue

**EUR 46.0m**

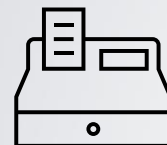
-25% yoy



adj. EBITDA margin

**-5,0%**

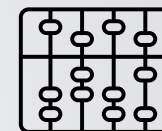
-9%pts. yoy



Cash on hand

**EUR 7.9m**

+18% qoq



Equity ratio

**45.6%**

-2.1%pts. qoq

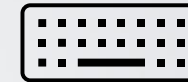


# FINANCING RESTRUCTURED ON SOLID FOUNDATION



## **22 April 2025: Extended Loan Agreement with UniCredit**

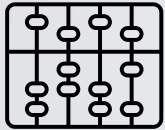
- Term extended by 1.5 years to 31 Dec 2027
- Loan amount reduced from EUR 25 to EUR 23m
- Interest rate unchanged at EURIBOR + 3.75%



## **28 May 2025: Closing of Sale of Hygiene Peripherals**

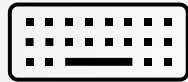
- Total purchase price of EUR 21m
- EUR 10.4m paid upon closing after NWC adjustments
- Remaining portion contingent upon achievement of certain performance targets until Dec 2026

# RELEASE OF CAPITAL DRIVEN BY EFFICIENT INVENTORY REDUCTION



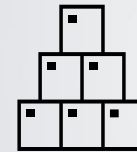
## Group Inventory reduced by half since summer 2023

- Peak inventory of EUR 82m
- EUR 43m as of Q2 2025



## Successful two year GOP clean-up process

- Realigned partner network
- Identification of balanced and viable distribution channels
- SKU reduction
- **Q2 25 Office Peripherals Europe sell-out up > 72%**
- Excellent inventory management in APAC



## Realistic repositioning of Components

- Response to market development and position
- Targeted inventory reduction



## DH&S with full control over inventories

- Exemplary coordination between forecasting and go-to-market
- No stock-related risk

# RESTRUCTURING & FOOTPRINT

## PRODUCTS & DEVELOPMENT

Centralized product management, product and technology development

Switch technology as innovation driver in peripherals – outstanding know-how and customer proximity in Auerbach, Vienna, Landskrona, Zhuhai & Shanghai

Professional, structured PMO supported by CRO

Seamless integration between Europe and Asia – agile and effective thanks to cultural strengths

## FOOTPRINT & LOGISTICS

Auerbach established as new multifunctional logistics hub with ideal geographic location in the heart of Europe

Resilient, duty-optimized setup across the USA, Europe & Asia

Switch production with partners in China & Slovakia



# Q2 AND H1 2025 FINANCIALS

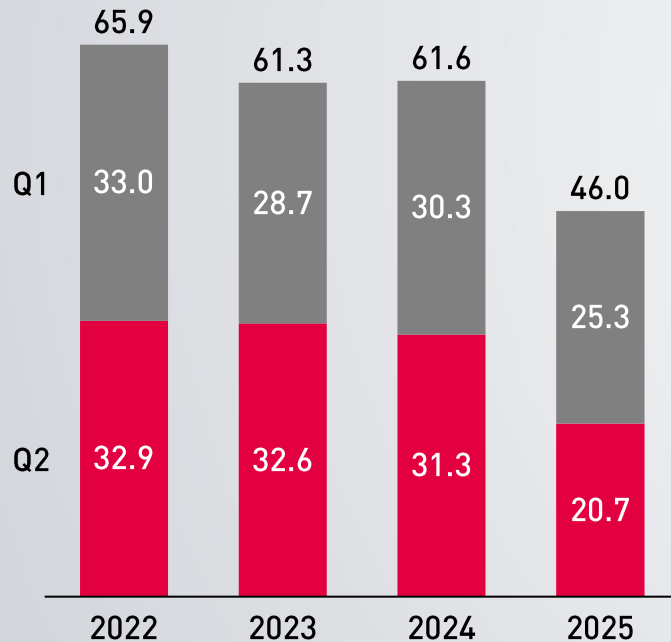
VOLKER CHRIST, EVP GLOBAL FINANCE & IT



# Q2 AND H1 KEY KPI OVERVIEW

## H1 REVENUE

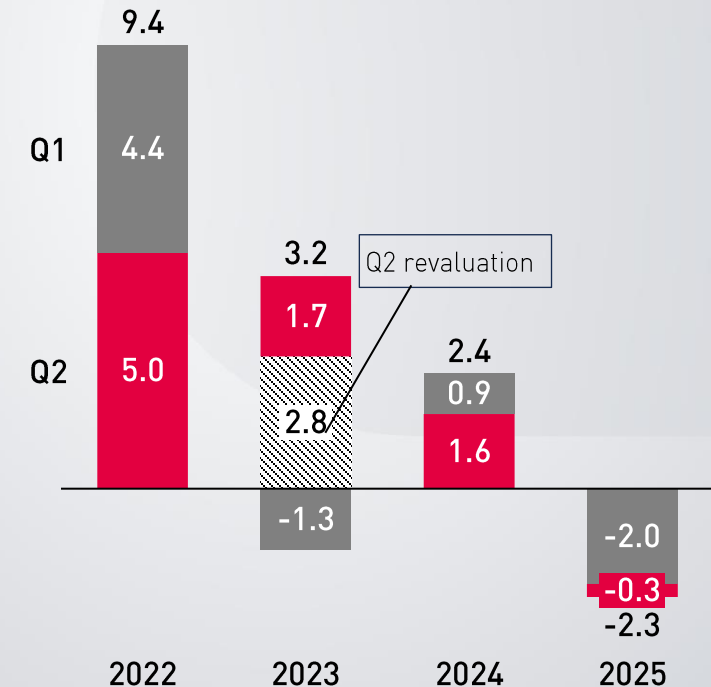
(EUR m)



- Impacted by subdued German economy
- CHERRY Americas continued to u/p
- Weak demand in Components
- Sell-in volumes deliberately reduced to clean up inventories and stabilize street prices
- Negative effect on sales volumes, gross contribution, and profit margins

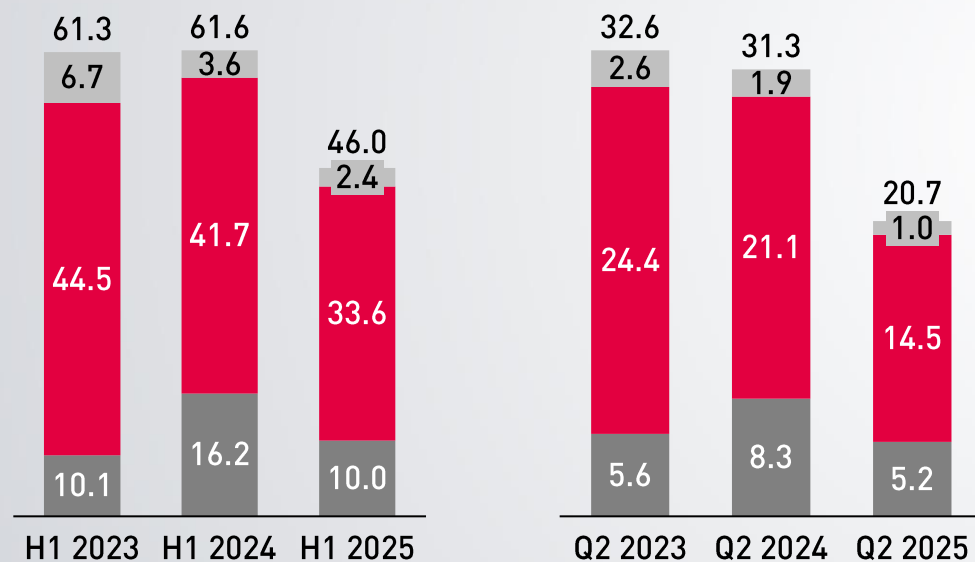
## H1 ADJ. EBITDA

(EUR m)

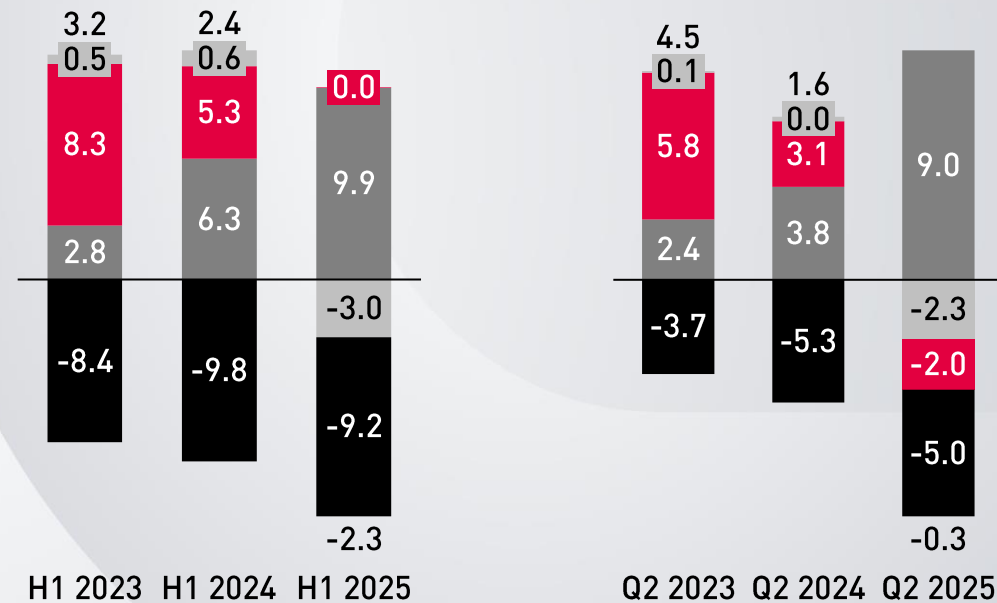


# SEGMENTAL OVERVIEW: DH&S OUTSTANDING

REVENUE SPLIT (EUR m)



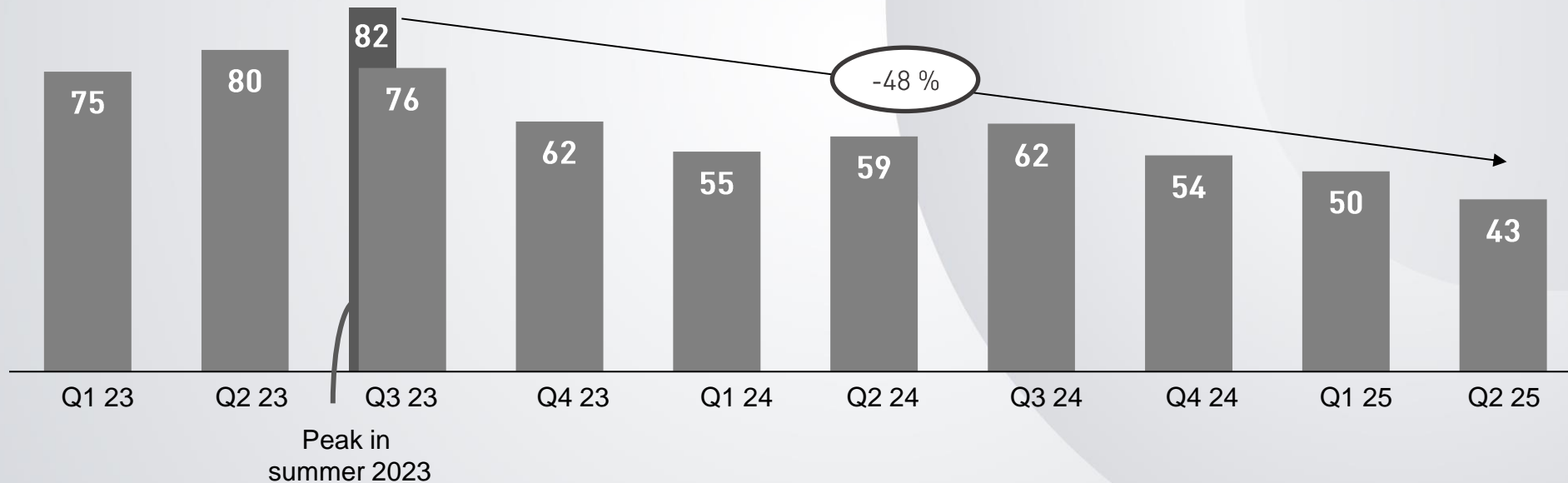
ADJ. EBITDA SPLIT (EUR m)



COMP GOP DH&S CENTRAL

# SIGNIFICANT INVENTORY REDUCTION ACHIEVED

INVENTORIES (in EUR m)





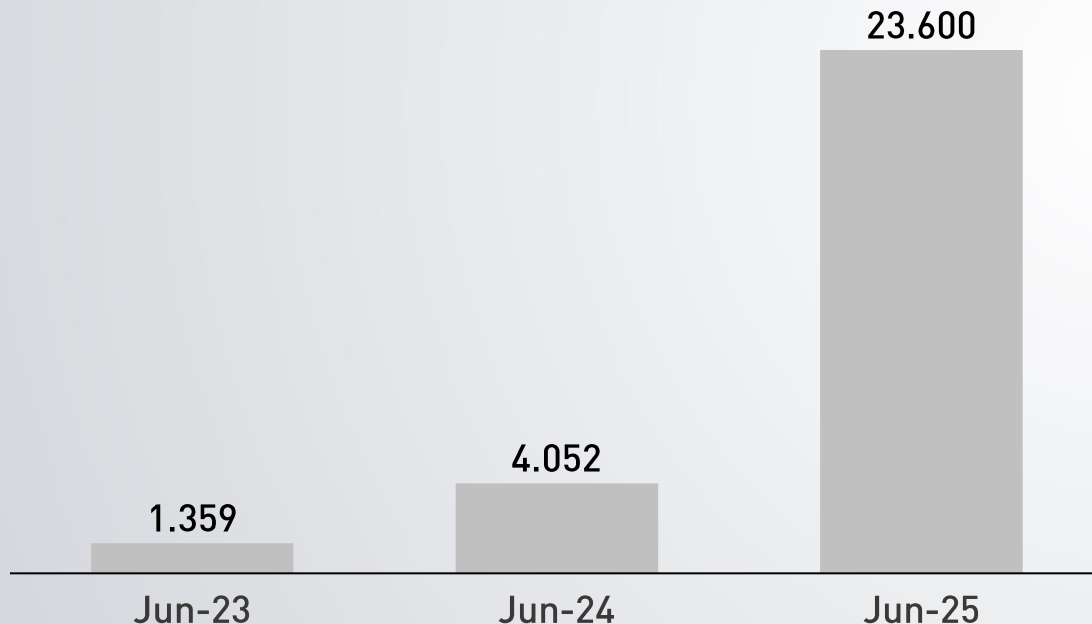
# DH&S DEEP DIVE

DR. PHILIP GROTH



# E-HEALTH TERMINAL SALES TO BE ACCELERATED BY REGULATORY PUSH

## SMC-B CARD APPLICATIONS (new healthcare professions)



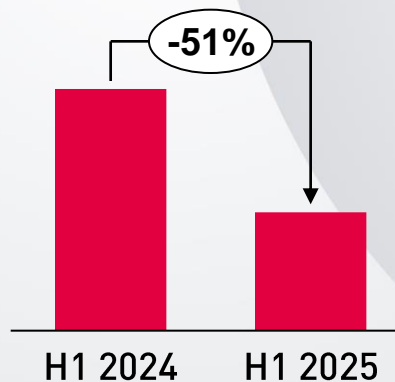
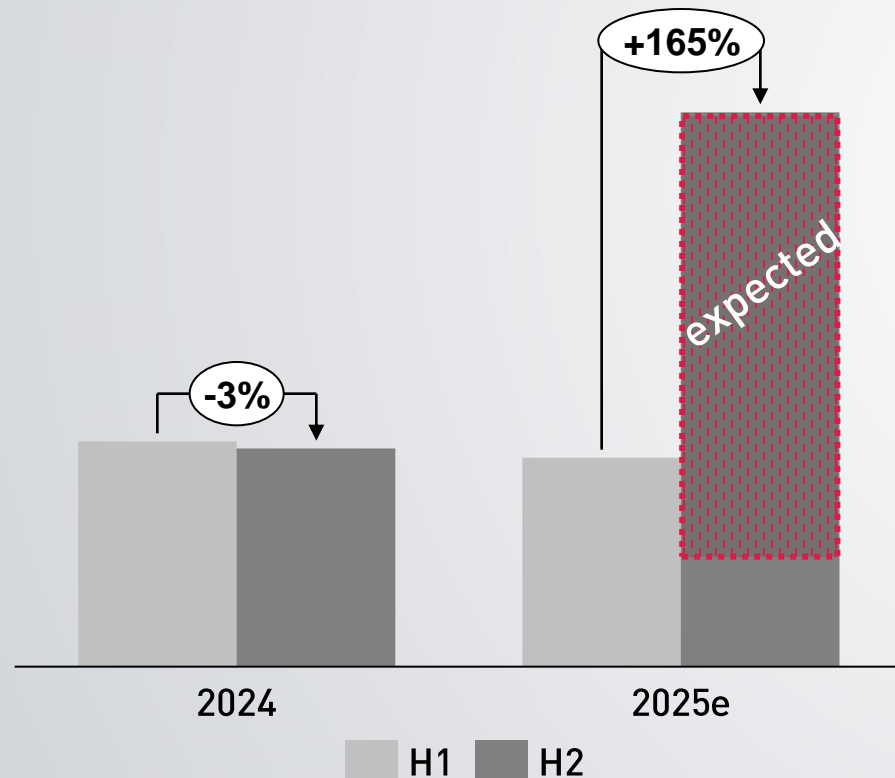
### Key Takeaways

- Applications for TI connectivity surged +500% YoY
- Cumulative applications expected to surpass 100,000 by 2026
- Every SMC-B card requires at least one eHealth terminal to operate

# E-HEALTH TERMINALS DEVELOP STRONG MOMENTUM AND SHARPLY LOWER RETURN RATES

Number of eHealth terminals delivered

Return Rates

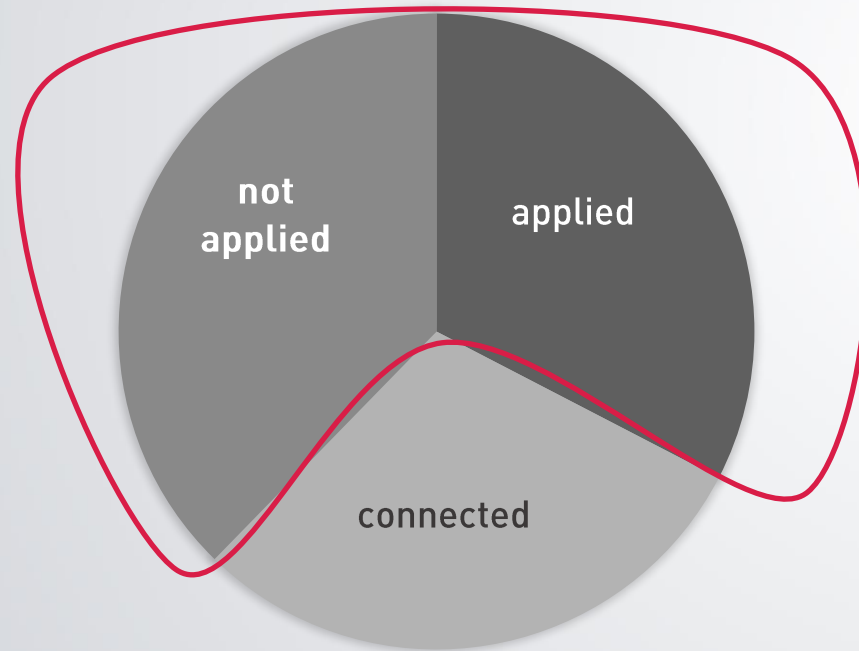


## Key Takeaways

- Strong Baseline established: H1 terminal sales in line with PY
- H2 acceleration already visible in July orders
- Return rates halved YoY, supporting margin uplift

# TI FOR ELDERLY CARE: ONLY 30% CONNECTED BY H1 - 70% STILL TO CAPTURE

## TI Connectivity Elderly Care



Elderly Care  
Institutions still  
to be served

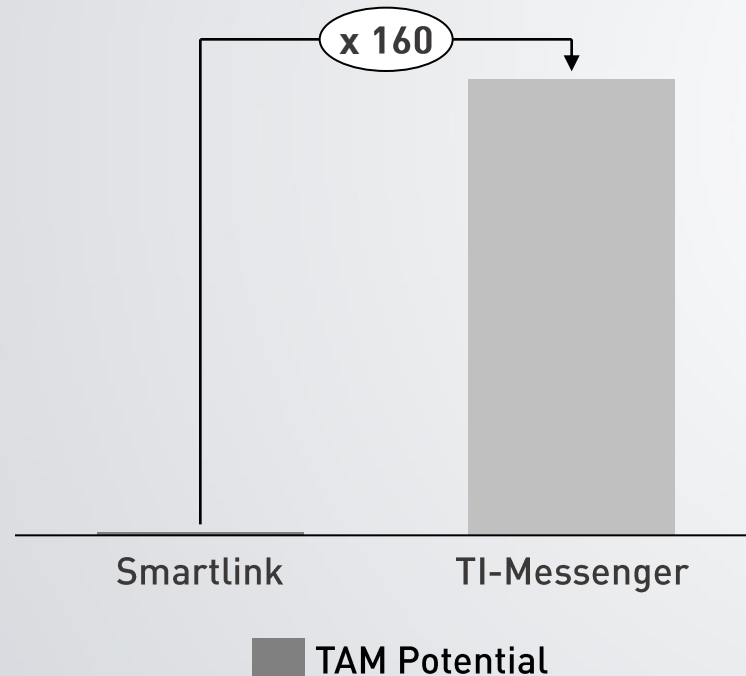
### Key Takeaways

- 30% of elderly care institutions connected to TI by H1
- TI connectivity in this segment to accelerate in H2
- 32,000 institutions to address in H2

# TI-MESSENGER HOLDS 160x THE MARKET POTENTIAL OF DISCONTINUED SMARTLINK

Total addressable markets comparison:

Smartlink vs. TI-M



## Key Takeaways

- Smartlink discontinued: legacy tech stack and limited market potential
- Strategic focus shifted to TI-M as highly scalable platform and superior potential
- Provider certification expected within 10–15 days, unlocking G2M



# DH&S POISED TO LEAD: STRONG HARDWARE BASE & SCALABALE SOFTWARE UPSIDE

## Hardware

### eHealth Terminal



The eHealth Terminal ST-1506 is the market leader among newly sold eHealth terminals in Germany.

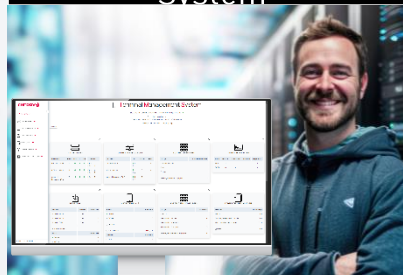
### PIN-Pad



The PIN pad PP-1516 enables secure eHBA signatures – compliant with legal requirements and useful for home offices or on the go.

## Software

### Terminal Management System



The CHERRY TMS enables efficient remote management of card terminals within complex organizational structures.

### TI-Messenger



CHERRY TI-M is built for secure and efficient communication for all stakeholders in the healthcare sector.

## Key Takeaways

- Leading hardware portfolio forms reliable revenue base and near-to mid-term growth
- Software portfolio gaining traction, driven by relevance and need
- Transitioning to SaaS models for scalable, recurring revenues



# OUTLOOK

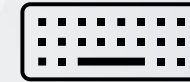
OLIVER KALTNER, CEO

# GOAL: CHERRY TO BECOME AN INTERNATIONAL PROVIDER OF AGNOSTIC, DIGITAL ECOSYSTEMS



## DH&S plays central role in this strategy

- Fundamental paradigm shift
- TI-M the key to new identity as platform provider
- From project based HW sales to multiple predictable and recurring SW revenue streams



## GOP unlocking new potential

- OFFICE
  - Streamlined structures with focus on go-to-market execution
  - Acquisition of highly qualified talent.
- GAMING:
  - Focused strategy to sharpen competitive edge and expand footprint
  - Targeted marketing initiatives for CHERRY XTRFY to enhance visibility

# NAVIGATING HEADWINDS WITH FOCUS AND RESILIENCE

Germany in 3<sup>rd</sup> year of recession

Overall German market still over-stocked  
with Office Peripherals

Declining overall US demand and import  
tariff woes burden DE exports to US

CHERRY Americas – distribution to be  
aligned with demand

APAC fast development, but short life-  
cycles

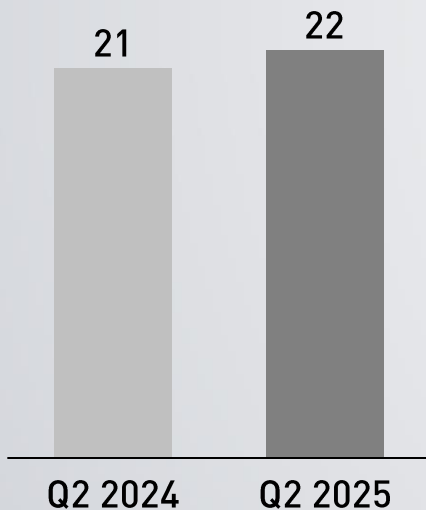
Gaming back to normal post Covid



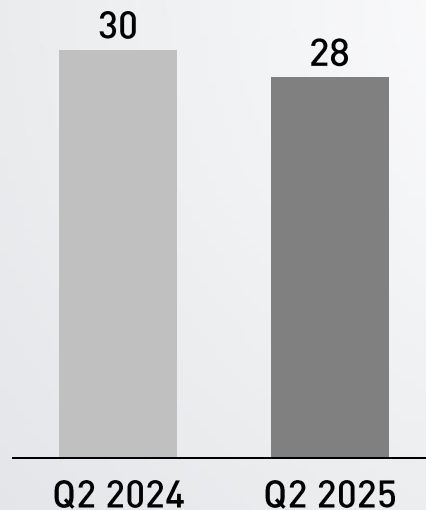
# MARKET DATA UNDERSCORES CUSTOMER SATISFACTION & SUCCESSFUL PRICE REALIZATION

## PRICING DISCIPLINE CLEARLY REFLECTED

CHERRY's DE market share\* (% value)



CHERRY's DE market share\* (% units)



Q2 value market share of Office product in Germany up 1%pt. yoy

Strong growth in OER\*\* (+10%pts.) and CS\*\*\* (+9%pts.)

Mass Merch (e.g. Amazon) value share up 3%pts.

# INTRODUCING OUR NEW CFO, JURJEN JONGMA



Jurjen Jongma

## PROFESSIONAL SUMMARY

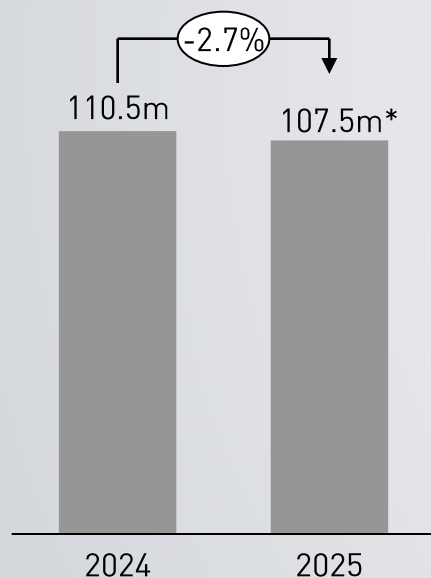
- Effective 1 September 2025
- Over 30 years of international finance leadership experience
- Proven track record in all finance functions incl. M&A, Reporting, Equity and Debt Financing, Tax Optimization, and Performance Management
- Held CFO and senior finance roles at Ebusco, Versuni and Royal Philips

“Jurjen Jongma is a results-driven finance expert with a proven track record across organizations of varying scale and complexity. He will be a valuable asset in shaping Cherry SE’s financial strategy going forward.”

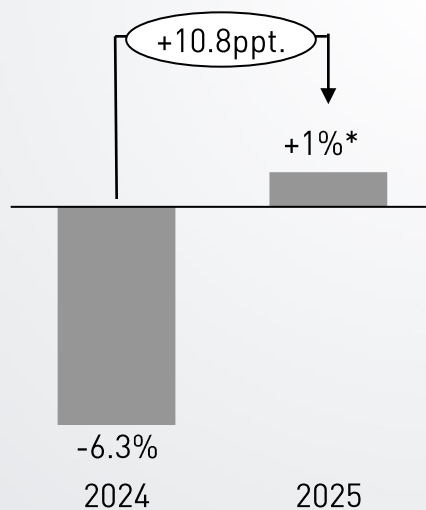
Marcel Stolk, Chairman of the Cherry SE Supervisory Board

# FY 2025 FORECAST, UPDATED ON 21 JULY

2025 REVENUES  
c. EUR 100m to 115m



2025 ADJ. EBITDA MGN.  
of c. 0% to 2%



\* mid point of guided range





# IR CONTACT

NICOLE SCHILLINGER  
SVP INVESTOR RELATIONS

EMAIL: [IR@CHERRY.DE](mailto:IR@CHERRY.DE)  
PHONE: +49 9643 2061 848  
WEB: [HTTPS://IR.CHERRY.DE](https://ir.cherry.de)

