



# H1 2021 – INVESTOR & ANALYST CONFERENCE CALL

August 16, 2021

# TODAY'S PRESENTERS



Rolf Unterberger  
- CEO



Bernd Wagner  
- CFO & COO

# CHERRY AT A GLANCE

## FACTS & FIGURES

Cherry and the first six months of 2021 at a glance



**34.4%**  
Revenue growth in  
H1 2021 v H1 2020



**56.9%**  
EBIT adjusted growth  
in H1 2021 v H1 2020



**EUR 37.9 M**  
Order volume  
already on the books



**EUR 62.2 M**  
Cash and cash  
equivalents (net  
debt EUR -41.0 m)



**EUR 138 M**  
Gross proceeds  
from successful  
IPO

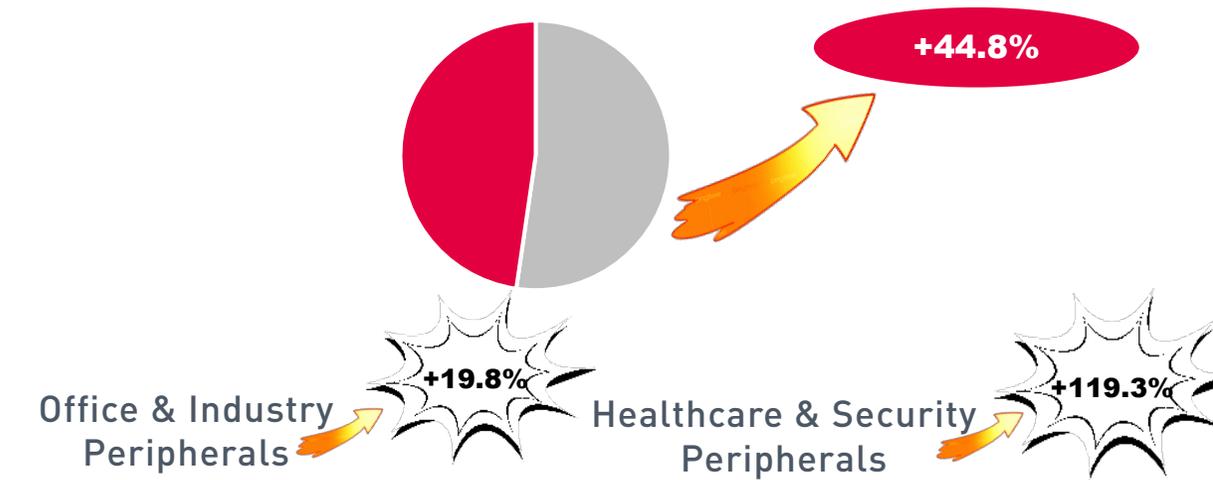
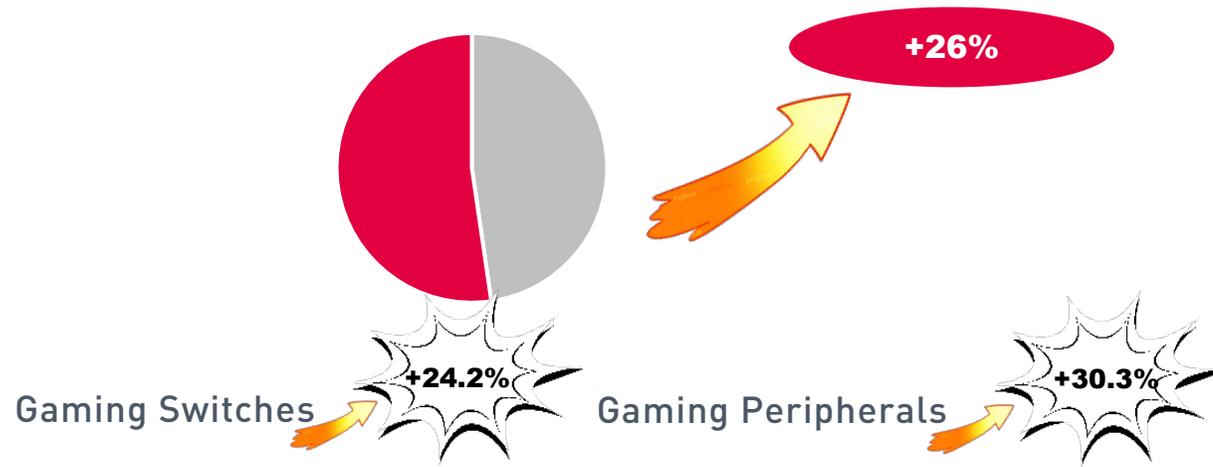


**ACTIVE KEY**  
Successful M&A in  
the professional  
segment

# OUR BUSINESS UNITS H1 2021

**GAMING**  
52.3 % of revenue

**PROFESSIONAL**  
47.7 % of revenue



MX switch



Ultra low profile switch



Viola switch



Low profile switch



Gaming keyboard



Gaming mice



Gaming headsets



Office & Industry Peripherals



Wireless keyboards & mice



Secure telematics peripherals



Disinfectable / washable keyboards & mice



Secure fingerprint mice



**2021 Revenue Outlook: 30-40% Organic Growth<sup>(1)</sup>**

(1) Under the premise that, during the portion of fiscal year 2021 remaining as of June 30, 2021, the Company's business will not be negatively affected by an economic downturn, shortage of supplies or other unforeseeable impacts and events.

# OUR GROUP STRATEGY

## BRAND RECOGNITION

### Innovative Leadership



- New products
- New technology

### Retain Premium Position



- Through continued quality leadership

### Geographic Expansion



- Geographic expansion: Asia (Japan, Indonesia, Malaysia)
- Europe (Nordic & CEE)

### M&A



- Complement product portfolio
- Complement know how / skills
- Regional presence

Organic Growth

Inorganic Growth

# PERFORMANCE H1 2021 OVERVIEW

## ORGANIC SALES GROWTH IN LINE WITH AMBITIOUS PLANS FOR 2021

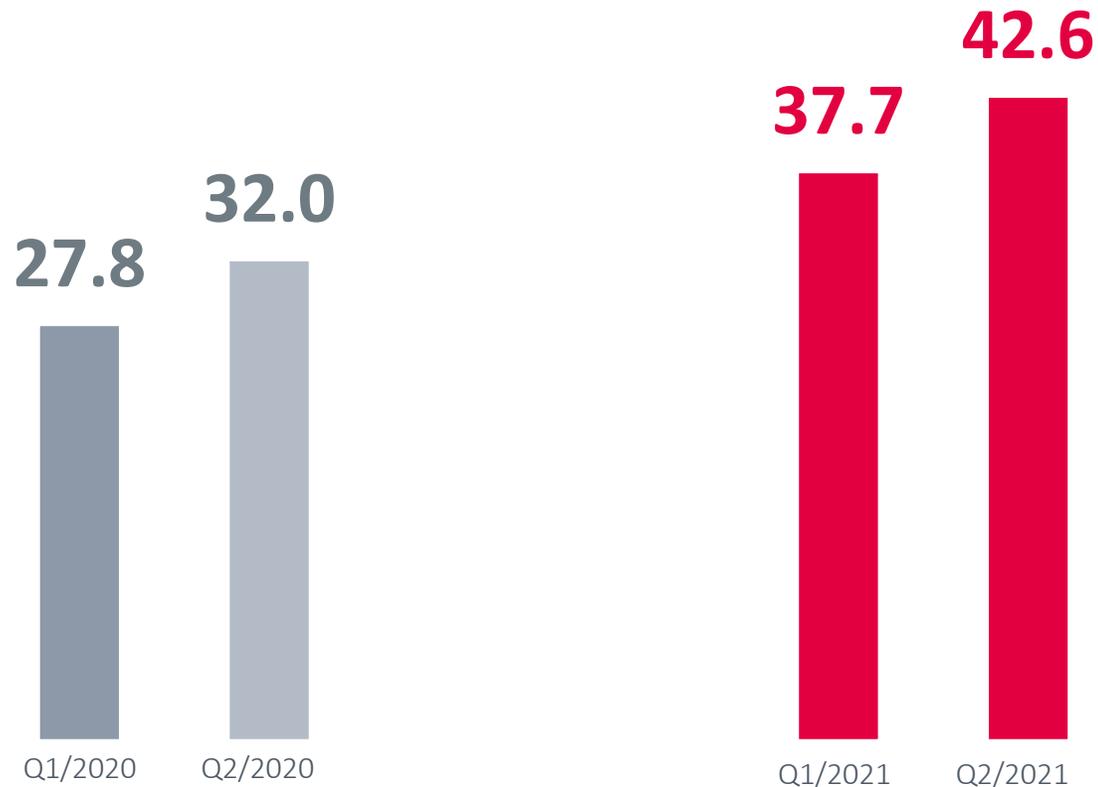
H1 2021 was marked by the successful IPO and implementation of the growth strategy for dynamic organic growth at 34.4% yoy.

Corporate Transactions, loan repayments and IFRS-required accounting caused high non-recurrent one-off effects

IN EUR MILLION	H1 2021	H1 2020
Revenue	80.3	59.8
EBITDA adj.	24.3	15.8
EBITDA	18.9	15.7
EBITDA Margin adj.	30.2%	26.4%
EBITDA Margin	23.5%	26.2%
EBIT adj.	17.0	10.9
EBIT	11.7	10.7
EBIT Margin adj.	21.2%	18.2%
EBIT Margin	14.5%	18.0%

# REVENUE GROWTH

Growing continuously and at pace



---

## REVENUE GROWTH AT 34.4% YOY IN H1 2021

Traditionally, the second half year is slightly stronger in revenue.

Revenue growth is expected to continue H2 2021 in line with the guidance given for full year 2021 (+30-40 % yoy)

# ADJUSTED PERFORMANCE MEASURES

H1 2021 was marked by high non-recurrent one-off effects

IN KEUR	H1 2021	H1 2020	IN KEUR	H1 2021	H1 2020
Consolidated profit/loss	-2,539	8,575	Adjusted EBIT	17,035	10,856
+ Income taxes	824	1,857	+ Depreciation and amortization	7,217	4,938
- Financial result	13,401	302	Adjusted EBITDA	24,252	15,794
EBIT	11,686	10,734	EBIT	11,686	10,734
+/- Staff expenses (incl. share-based staff expenses) / (income)	3,659	-	+ Depreciation and amortization	7,217	4,938
+ Expenses in connection with capital market transactions	988	-	EBITDA	18,903	15,672
+ Expenses in connection with M&A transactions	777	20	Consolidated profit/loss	-2,539	8,575
+ Expenses in connection with natural disaster and pandemic	12	-	+/- Total operating result adjustments	5,349	122
+ Other one-off cost	-87	102	+/- Financial cost for early loan repayment (cash)	7,784	-
Total operating result adjustments	5,349	122	+/- Financial cost for early loan repayment (non-cash / effective interest method)	2,123	-
Adjusted EBIT	17,035	10,856	Tax effects on adjustments*	-1,777	-35
			Adjusted consolidated profit/loss	10,940	8,662

# YOUR QUESTIONS



Rolf Unterberger  
- CEO



Bernd Wagner  
- CFO & COO

THANK YOU

