CHERRY MANAGEMENT BOARD & MISSION STATEMENT

Oliver Kaltner - CEO

Mathias Dähn - CFO

Udo Streller - COO

CHERRY continually strives to learn and create value. We provide responsibly developed hardware, software & cloud-services, enabling efficient, creative design in the digital world.

70 YEARS OF RELEVANCE AS AN INNOVATION AND QUALITY LEADER

Business development on the foundation of global mega trends and the CHERRY Legacy

Gaming / eSports

- > 3bn. Gamers worldwide
- Individualization trend
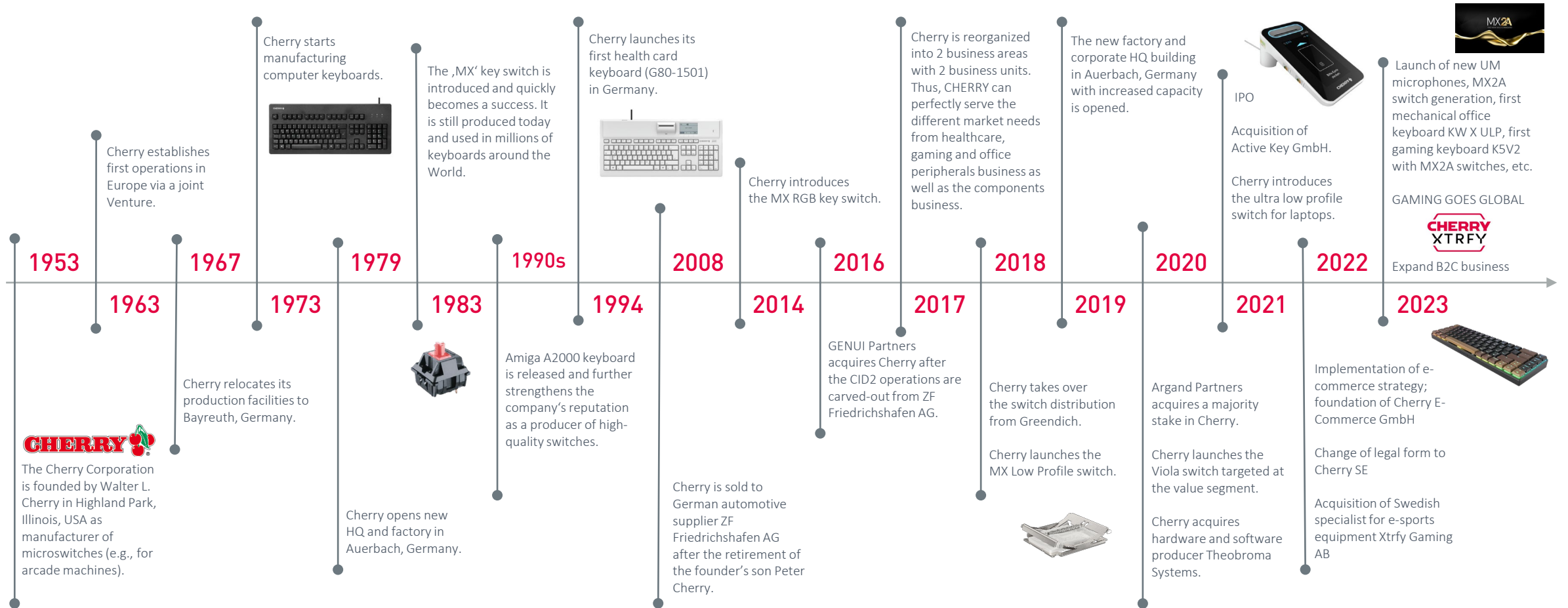- Mindset with Start-up-Logic

Work-from-anywhere

- > 2/3 Germans prefer hybrid workplaces
- Up to 80k daily keystrokes for Creators
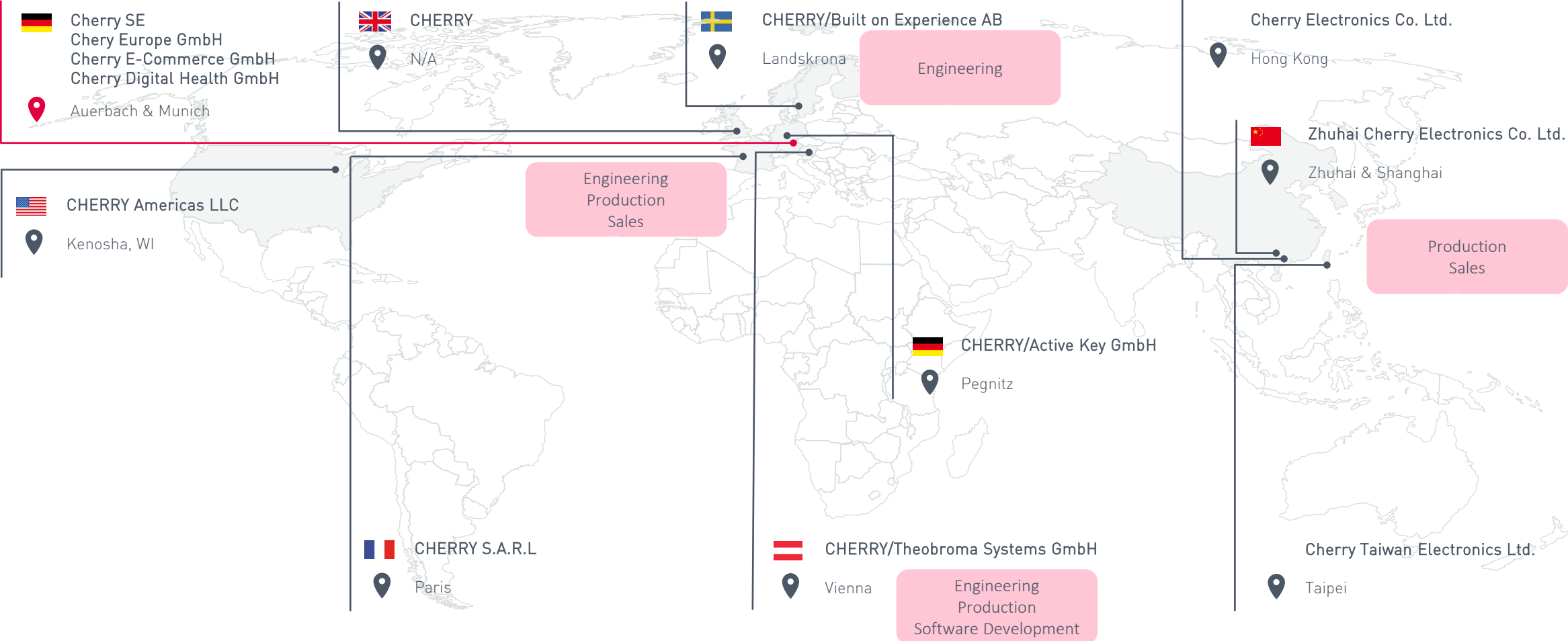- Enormous sales potential via eCommerce

Digital healthcare

- > 70% market share in new HW sales
- E-health PIN pad required in future
- Scalability via cloud-based SaaS-offering

CHERRY

CHERRY LEGACY – 70 YEARS OF RELEVANCE & TRANSFORMATION

Cherry starts manufacturing computer keyboards.

The ,MX' key switch is introduced and quickly becomes a success. It is still produced today and used in millions of keyboards around the World.

Cherry launches its first health card keyboard (G80-1501) in Germany.

Cherry is reorganized into 2 business areas with 2 business units. Thus, CHERRY can perfectly serve the different market needs from healthcare, gaming and office peripherals business as well as the components business.

The new factory and corporate HQ building in Auerbach, Germany with increased capacity is opened.

IPO

Acquisition of Active Key GmbH.

Cherry introduces the ultra low profile switch for laptops.

Launch of new UM microphones, MX2A switch generation, first mechanical office keyboard KW X ULP, first gaming keyboard K5V2 with MX2A switches, etc.

GAMING GOES GLOBAL

Expand B2C business

Cherry establishes first operations in Europe via a joint Venture.

Cherry introduces the MX RGB key switch.

1953

1967

1979

1990s

2008

2016

2018

2020

2022

1963

1973

1983

1994

2014

2017

2019

2021

2023

GENUI Partners acquires Cherry after the CID2 operations are carved-out from ZF Friedrichshafen AG.

Amiga A2000 keyboard is released and further strengthens the company's reputation as a producer of high-quality switches.

Cherry relocates its production facilities to Bayreuth, Germany.

Cherry takes over the switch distribution from Greendich.

Cherry launches the MX Low Profile switch.

Argand Partners acquires a majority stake in Cherry.

Cherry launches the Viola switch targeted at the value segment.

Cherry acquires hardware and software producer Theobroma Systems.

Implementation of e-commerce strategy; foundation of Cherry E-Commerce GmbH

Change of legal form to Cherry SE

Acquisition of Swedish specialist for e-sports equipment Xtrfy Gaming AB

The Cherry Corporation is founded by Walter L. Cherry in Highland Park, Illinois, USA as manufacturer of microswitches (e.g., for arcade machines).

Cherry opens new HQ and factory in Auerbach, Germany.

Cherry is sold to German automotive supplier ZF Friedrichshafen AG after the retirement of the founder's son Peter Cherry.

CHERRY GLOBAL FOOTPRINT

With satellite hubs and highly automated production

Cherry SE
Chery Europe GmbH
Cherry E-Commerce GmbH
Cherry Digital Health GmbH

Auerbach & Munich

CHERRY

N/A

CHERRY/Built on Experience AB

Landskrona

Engineering

Cherry Electronics Co. Ltd.

Hong Kong

Zhuhai Cherry Electronics Co. Ltd.

Zhuhai & Shanghai

CHERRY Americas LLC

Kenosha, WI

Engineering
Production
Sales

Production
Sales

CHERRY/Active Key GmbH

Pegnitz

CHERRY S.A.R.L

Paris

CHERRY/Theobroma Systems GmbH

Vienna

Engineering
Production
Software Development

Cherry Taiwan Electronics Ltd.

Taipei

CHERRY

VISION & STRATEGIC FOCUS 2023

VISION

We enable people to advance into and scale the digital world to maximize performance, creativity, and interaction across the digital value chain.

STRATEGIC FOCUS

- Combination of **profitable organic** & and **strategic non-organic growth**

- Leverage **digitization** of German **healthcare sector** to introduce platform-based **SaaS business model** with recurring revenues

- **Expand and internationalize** CHERRY's **premium market position** in gaming with the rapid global spread of eSports activities and the global "work-from-anywhere" trend

- Keep the CHERRY business model "**asset-light**"

2023 – A YEAR IN STRATEGIC & OPERATIONAL TRANSITION

Managing the growth – turning an established manufacturer into a Tech Company

Current optimization focus is on fundamental business processes, i.e.

- Market analysis and assessment
- Sales planning and control
- Production planning and control
- Finance, accounting and controlling
- Seamless interaction between Sales / Supply Chain / Finance

Achieving greater overall resilience and precision in our business and economic processes

"To change and strive for improvement is living part of the DNA of the Cherry culture in a dynamic world." Oliver Kaltner, CEO of Cherry SE

SPEEDING UP BUSINESS PERFORMANCE WITH OPERATIONAL EXCELLENCE

Ongoing efforts to solidify & leverage our position as an industry leader

Corporate Policy Update

- Market orientation includes customers and competitors and involves all business partners
- Management culture to co-create efficient business processes in hybrid work environment
- Employees/quality/processes orientation for continuous improvement and efficiency
- Commitment to environmental protection with resource-efficient production processes

Organizational Development

- Creation of a unified BU "Peripherals & Gaming" incl. full integration of Xtrfy to promote synergies between teams and drive further efficiencies with clear Route to Market strategy
- Transformation of Industrial Engineering department into Operational Excellence to focus on Product Engineering, Project Management, Industrial Engineering

People & Culture

- Several changes in management positions to boost efficiencies – full Xtrfy integration
- Execution of first Cherry Culture Survey throughout all locations
- Early achievement of 10% goal for women in management – „Female Talents@Cherry"

REVISED M&A STRATEGY

Clear focus on software and cloud services in Digital Health & Solutions and Gaming business units

Objectives

M&A as catalyzer for transformation towards platform-oriented portfolio of HW/SW (SaaS) & Cloud Services

Creating a well-balanced revenue mix post 2025

Generating positive impact on profitable growth & IP portfolio

Regions & Sizes

Focus on Europe & USA

≥ Single digit €m revenue

Focus on IT & dev.

Focus areas

High priority:
SaaS & cloud services
(Start-ups / Grown-ups)

Opportunistic:
HW Peripherals & Switches
(Established Players)

- Cherry is an attractive takeover company for other companies.
- We integrate these assets into our business, with technical, workflow and cultural processes almost seamlessly.
- We are leaving the brand essence of these companies with the aim of further developing the CHERRY platforms in full.
- We ensure that integrated companies meet the corporate objectives immediately after acquisition.
- We avoid sales or profit losses in the ramp-up phase.

PEOPLE & CULTURE

New role for HR: Cultural development of CHERRY as an employer

HR's remit is changing as part pf Cherry's realigned strategy

People & Culture as…

- Shaper of the transformation towards being a listed pioneer TECH Company with an attractive & positive culture

- Ambassador of the company culture

- Driver & explainer of the necessary organizational changes

| Important Measures | Value communication | Communicate training and development opportunities | Promote diversity | Attractive workplace design / hybrid work | Effective & efficient people processes | Satellite Hubs |

KEY ACTION ITEMS 2023 (YTD)

Variety of discrete actions successfully executed in all relevant business areas

B2B2C

- Refinement of partner bonus and incentive program for T1 and T2

- Strong focus on synchronized sales steering across all channels

- Controlled inventory management both in own warehouses and in all distribution partner channels

- Full availability of all product lines in all countries, especially Gaming finished goods in Americas and Office products in APAC

B2C

- Strong focus on sales steering & inventory management

- Successful integration of XTRFY into Gaming and Office Peripherals BU

- Extension of product reach due to sponsorships and internationalization

- Expansion of eCommerce business both in breadth and depth

- Full availability of new microphone product series

- Market introduction of new high-end office keyboard with ULP-Switches

- Introduction of "Pokemon" Series Products in China

B2B

- Rigorous reduction of production overhead

- Switch production adjusted to current market situation ("built-to-order") and latest demands

- Start of MX2 Production

- Launch of E-Health PinPad

- Initial development cooperation with Medion ERAZER

INTRODUCTION OF OUR BUSINESS AND STRATEGIC OUTLOOK

Innovative and high-quality products & services that are specially developed for specific customer needs

GAMING	PROFESSIONAL

Switch business	Peripherals for gaming and (hybrid) office	Health & security

Components
Keyboard Switches / Notebook Switches

Gaming Devices
Keyboards / Mice / Headsets

Peripherals
Keyboards / Mice / Microphones

Digital Health & Solutions
E-health terminals /
encryption & disinfection devices
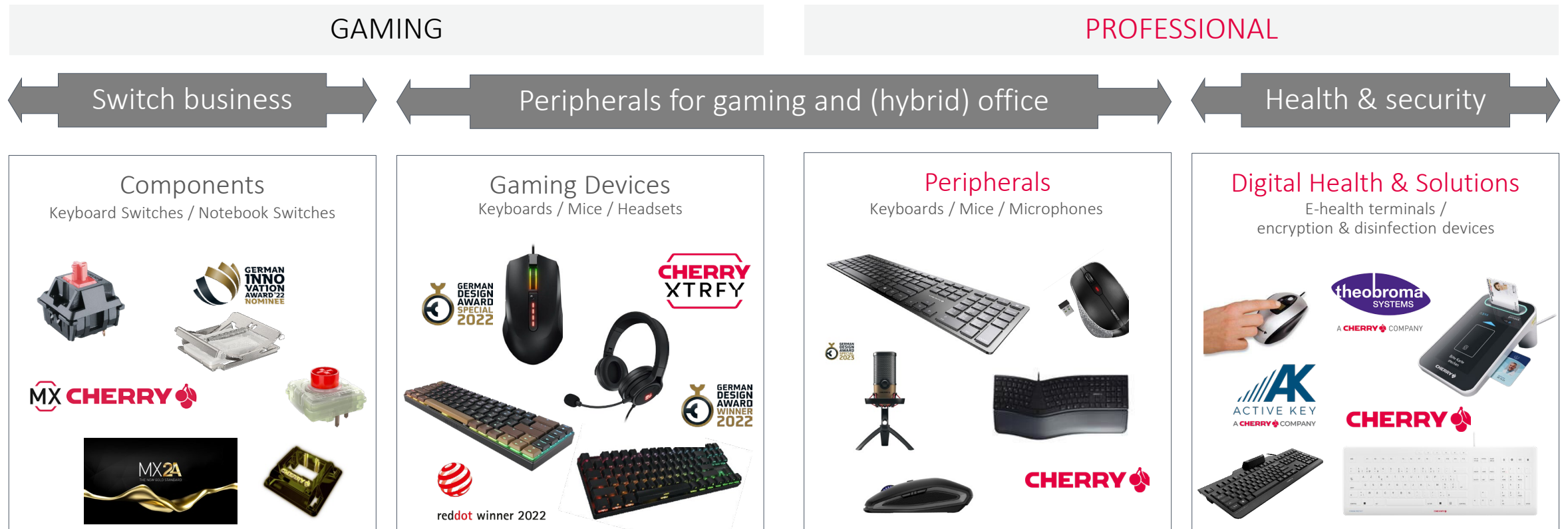
> Successful positioning of business activities in core markets along major global trends <

Components
Keyboard Switches / Notebook Switches
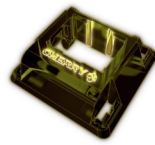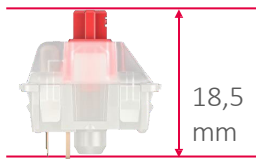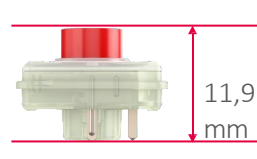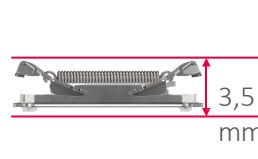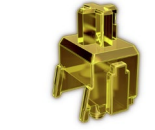
World leading switch technology

INVENTOR & INNOVATION LEADER FOR MECHANICAL SWITCHES

The CHERRY legacy: the first snap-action switches were produced in 1953

Driving innovator for mechanical keyboard switches

MX STANDARD	MX LOW PROFILE	MX ULTRA LOW PROFILE
18,5 mm	11,9 mm	3,5 mm

Exclusive and patented switch design	Maximum precision, durability and perfect function	Highly precise and extremely reliable gold crosspoint contact system	Special choice of materials and environment-friendly packaging	Improved smoothness, ping, and stem wobble by the next gold standard MX2A

MX2A
THE NEW GOLD STANDARD

MX CHERRY

U.S. Patent   Aug. 21, 1984   Sheet 1 of 3   4,467,160

FIG. 1
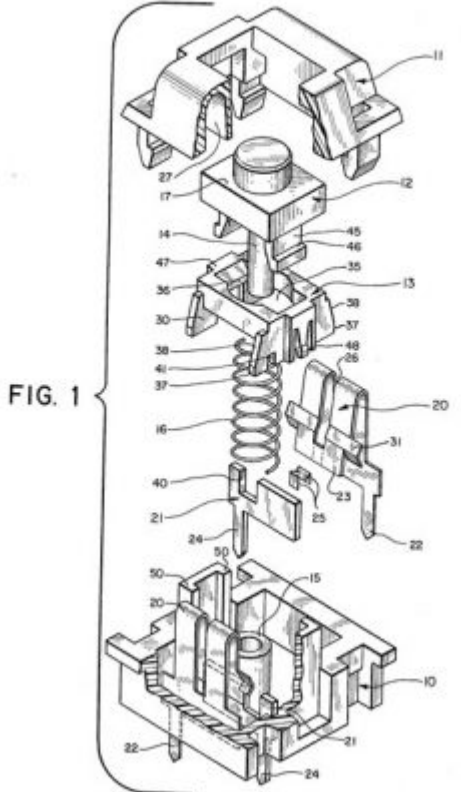
The exclusive and patented switch design includes the feature set of CHERRY MX switches that has been proven for decades, which ensures maximum precision and perfect function even in the ultra-thin design. This is primarily due to the highly precise and extremely reliable gold crosspoint contact system as well as the special choice of materials such as stainless steel or high-temperature resistant polymer plastic, which are essential for the market-leading specifications of this switch.

CHERRY

MX2A SWITCH LAUNCH IN AUGUST 2023 – THE NEW GOLD STANDARD

Yet another revolution in mechanical switch technology by the market leader – redefining excellence

Characteristics

- Each technical aspect of the switch has been precisely refined
- Unrivaled tactile experience
- Derivatives available for ultimate customization
- 100M lifetime

Key Benefits

- Even more precise contact actuation
- < 1ms bounce time
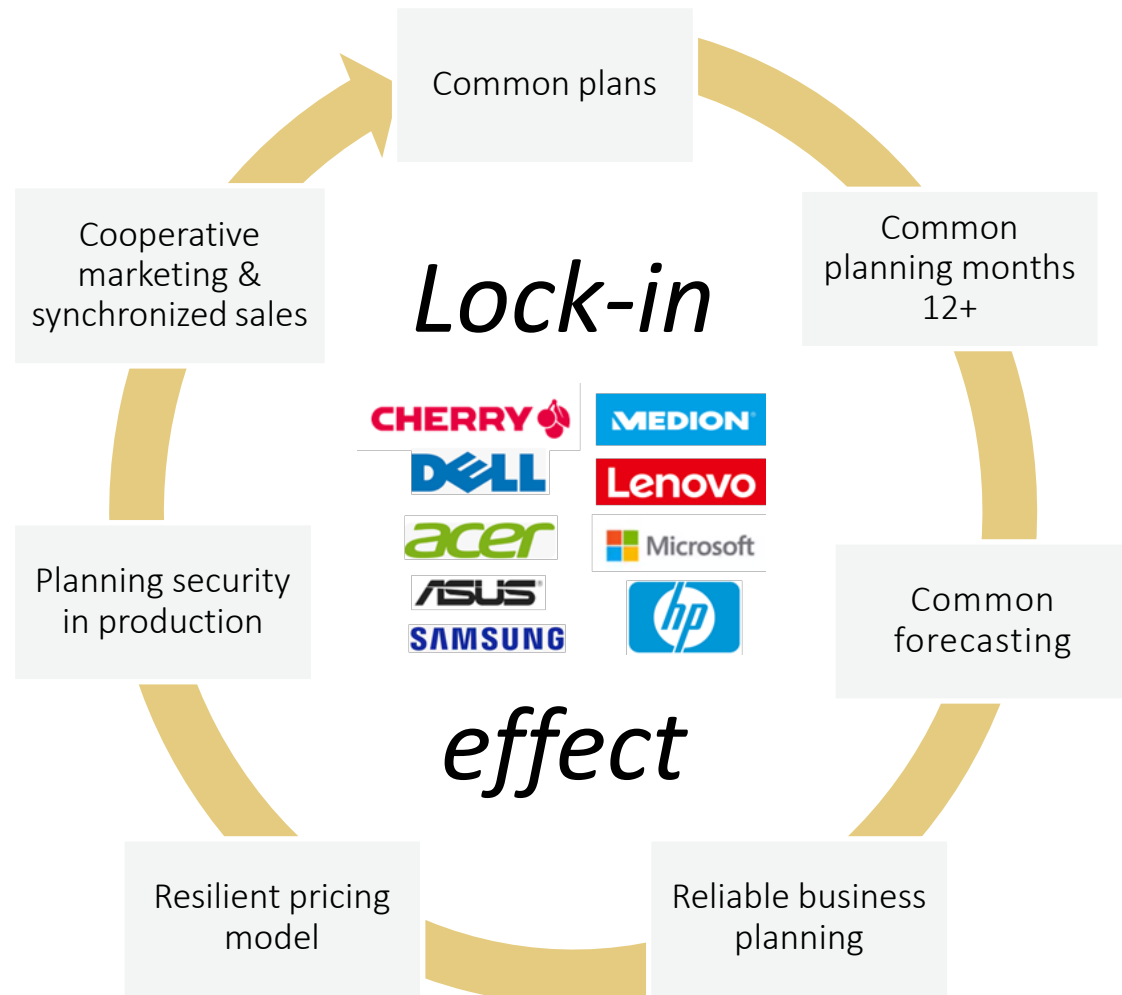- Extra smooth operation with low friction
- No pinging sound

Environment

- Packaging reduces plastic waste by more than 90%
- 35% higher packaging density on palette
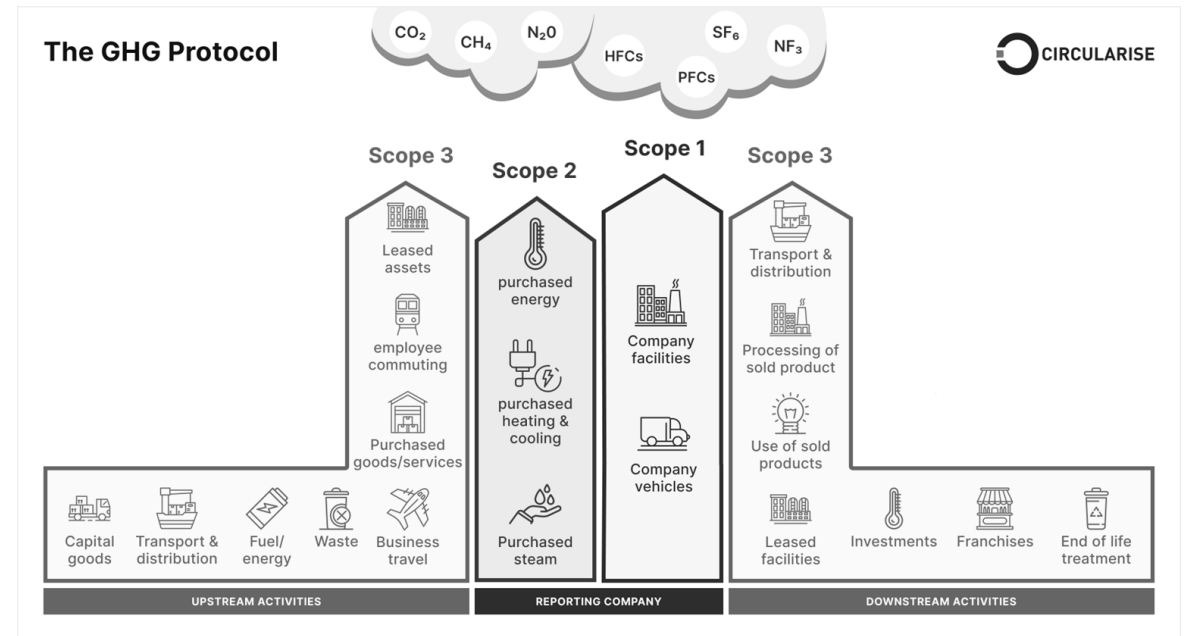- Reduced storage space and CO_2 emissions during transport
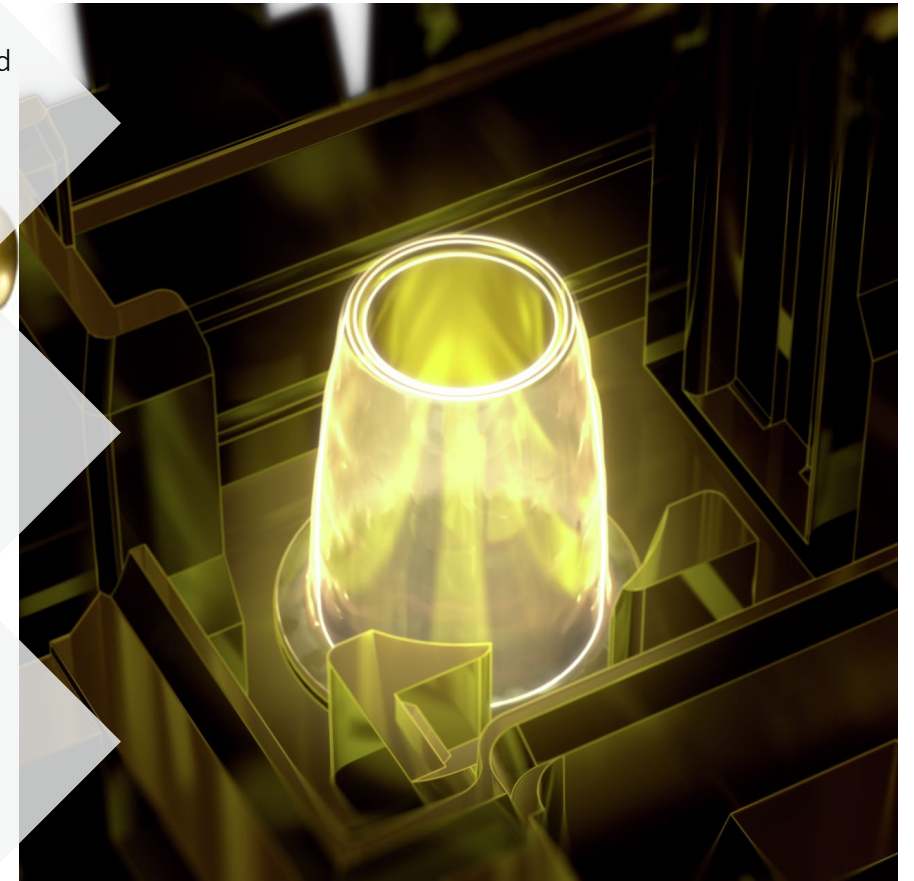
CHERRY

COMPONENTS – SWITCHES GOES OEM

From indirect business to direct business

Cherry's extra opportunity

OEM brands are trying to reduce their dependence on China for sourcing and production and are looking for production sites in Europe to reduce Scope 3 emissions

GAMESCOM 2023 – ERAZER AND CHERRY MX UP TO JOIN FORCES

World's largest computer and video games event from Aug. 23 – 27 in Cologne

VISIT US @
GC (Hall 8.1/Booth B-021)

erazer

MX | CHERRY

@ gamescom

## Europe's leading business platform for games/eSports industry

- Visitors had the opportunity to test CHERRY MX switches at the ERAZER booth for the first time

- CHERRY MX ULP switches highlighted in existing flagship gaming laptops such as ERAZER Beast X40 and ERAZER Major X20

- Joint development of new gaming keyboard announced by CHERRY and ERAZER to expand partnership into peripherals

- Plans to develop partnership even further into multi-media sector

High-end MEDION ERAZER Beast X40, one of the fastest laptops ever, has received numerous awards and is highly praised by external testers.

CHERRY
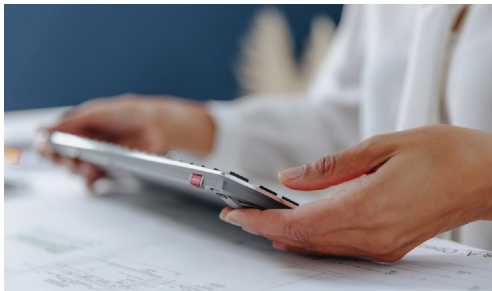
CHERRY LEGACY
TOUCH IT. FEEL IT. LOVE IT.

| Gaming Devices | Peripherals |
| Keyboards / Mice / Headsets | Keyboards / Mice / Microphones |

High-end peripherals for Gaming/ eSports, Creators and (hybrid) Office

POSITIONING AS LEADING INNOVATOR IN HIGH-END GAMING PERIPHERALS

Kick-off event at Saturn Xperion Cologne in May and live events at Gamescom 2023 in August

> 100 million total reach published press content

Major events with international reach in gaming/IT industry

- > 130 international journalists, influencers, streamers from Germany, France, UK, Sweden, USA (e. g. Heise, Chip, PC-Welt, Toms Hardware, Fnac, Axel Springer, Rocket Beans) covering CHERRY XTRFY

- One joint premium brand to the customer with new style guide introduced to international customers and partners, eSport teams & gamers (e. g. API, Cyberport, Terra, SK)

- Gamescom 2023 exclusive sponsor of peripherals for "HMX4"

XTRFY K5 COMPACT RGB – 5th generation keyboard shaped by the community's input and trusted by top players, ultra-customizable with super-scan technology for instant response, pre-lubed PCB-mounted stabilizers and double layers of sound-dampening foam.

INTERNATIONALIZATION: E-COMMERCE AS STRONG DRIVER

Increasing global brand awareness of end consumers through a variety of online platforms and market-places

United Kingdom
amazon
RS

Sweden
amazon
ELKJØP

China
JD.COM
TMALL
bilibili
TikTok

United States
amazon
BEST BUY
ebay

Netherlands
amazon
cool blue

Germany
Onlineshop
amazon
Media Markt
ALTERNATE

France
Onlineshop
amazon
LDLC
fnac

South Korea
coupang

Taiwan
Shopee

CHERRY

INTERNATIONALIZATION ON TRACK

Country expansion, multi-channel approach and various partnerships leverage strong growth potential

Direct business on 3 continents with 30 countries covered

- Country expansion and deepening sales lines in the major markets outside of German-speaking markets, the United States and China.

- Broadening our sales lines in Central Europe with focus on France and the UK, Benelux, the Nordic countries, Italy, and Spain, as well as Korea and other Asian countries.

Multi-channel approach as a B2B and B2C company

- Further strengthening of multi-channel sales and targeted additions to our product portfolio.

B2B – Direct Partnerships & Distribution Partnerships

B2C – Direct Retail & eCommerce & Distribution Partnerships & Sub-Distribution Partnerships.

At CHERRY, we are investing in the successive expansion of our eCommerce activities. Platforms such as Amazon in the USA and Europe are supplemented by online social media platforms such as TikTok, JD and others in China and Asia.

RECENT NEW PRODUCT RELEASE HIGHLIGHTS

New product innovations in peripherals serve as ambassadors for latest CHERRY switch technology ULP & MX2A

reddot winner 2023

INTRODUCING:
CHERRY XTRFY K5V2.

NEW MX2A RED
BUTTERSMOOTH TYPING
OPTIMIZED ACOUSTICS

CHERRY KW X ULP - first keyboard with CHERRY MX ULP

- Combines the advantages of a mechanical keyboard with the aesthetics of modern slimline devices – market launch in April.

- Equipped with state-of-the-art connectivity, a rechargeable battery and high-quality materials, it sets new standards.

CHERRY XTRFY K5V2 - first gaming keyboard with CHERRY MX2A

- Global market introduction of one of the most customizable 65% mechanical gaming keyboards in the world in August at Gamescom 2023 (ETA: late 2023).

- Based on the popular K5 keyboard, it will feature hot-swappable CHERRY MX2A Red switches, pre-lubed PCB-mounted stabilizers as well as double layers of sound-dampening foam and super-scan technology for instant response.

RECENT AWARD HIGHLIGHTS OF INNOVATIVE PRODUCT RANGE

Awards as a proof point for further upgrading the portfolio with relevant products strengthen CHERRY legacy

CHERRY UM 9.0 PRO RGB – microphone for streaming and gaming

- USB microphone for maximum versatility – whether for a Let's Play, a podcast with several people or a face-to-face interview.

- Four different polar patterns available to specific user needs: CARDIOID, OMNIDIRECTIONAL, BIDIRECTIONAL, STEREO.

- Shock mount function ensures interference-free recordings and filters out any unwanted vibrations or background noise.
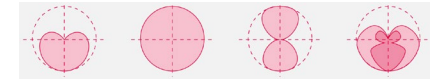
CHERRY eHealth PIN-Pad PP-1516 – Ideal extension for CHERRY eHealth terminal

- Applications of the telematics infrastructure (e. g. electronic patient record, electronic medication plan, emergency data management) require PIN entry by the patient.

- The PIN pad is the ideal terminal device for comfort and hygiene on the patient side, easy to disinfect and prepared with a 5 MP camera for reading data matrix codes (QR codes).

- It is ideally suited for use in (medical) practices, clinics and pharmacies, among others.

CHERRY LEGACY
TOUCH IT. FEEL IT. LOVE IT.
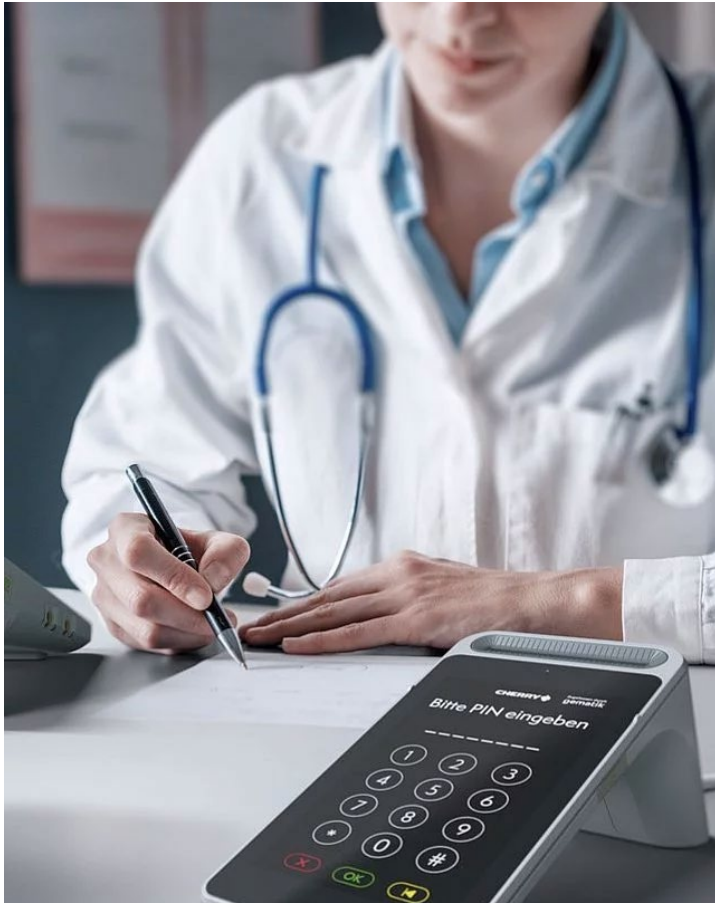
Digital Health & Solutions
E-health terminals /
encryption & disinfection devices

Driver & enabler for healthcare digitalization

INCREASING POPULARITY OF CHERRY DIGITAL HEALTH & SOLUTIONS

Focus on smart solutions, high quality and certified components to further increase installed base

Advantage of the technological edge of CHERRY devices, i.e.

- Four card slots and NFC enable authentication and give access to the telematics infrastructure via eHealth Terminal.

- Connectivity via LAN (power supply or PoE) or USB (supported by the CHERRY "eHealth USB-LAN Proxy" software). The new eHealth PIN pad can also be connected to the eHealth Terminal via USB.

- Thanks to the REST API, all settings of the eHealth terminal (e.g., entering the SMC-B PIN) can be performed remotely via a web browser.

- Integrated VPN client also supports use in TI-as-a-Service environments and in the future with TI gateway and high-speed connectors.

- Can be used with Apple devices via USB (USB-ECM) due to MAC-OS compatibility, thereby further increasing user-friendliness.

- Prepared with a 5 MP camera for reading data matrix codes (QR codes), the PIN pad is ideally suited for use in (medical) practices, clinics and pharmacies, among others.

CHERRY AT THE SWEET SPOT OF FUTURE DIGITAL HEALTHCARE MARKET

Digitization of German healthcare system unlocks potential for additional recurring revenues via SaaS

Momentum of digitization of the German healthcare system is picking up

- Increasing political direction from the German Federal Minister of Health to introduce e-prescriptions across the board from July

- E-prescription is set to be made mandatory from 2024 and thus established as a fully digital standard in the provision of medicines

- Digitization of the German healthcare market will be significantly expedited in future and new digital health applications will be brought closer to the point of care

- The move will create a huge demand for diverse cloud-based application software combined with certified hardware in future

Cherry Digital Health preparing to expand business model

Future-proof expansion of the value chain

- Expand market share of > 70% in new eHealth terminal sales

- Capitalize on technical advancements of current devices, driven by

    - Roll-out of additional applications
    - Deployment to new user groups
    - Synergies with connector replacement efforts
    - Strong partnerships. i.e.

akquinet   BECHTLE   CGM CompuGroup Medical   concat AG IT SOLUTIONS   DGN Deutsches Gesundheitsnetz

SAMHAMMER AG The Service Excellence Company   TELEKONNEKT   T Systems

G87-1505
(Since Q2/2018)

eHealth Terminal ST-1506
(Since Q1/2021)

eHealth PIN-Pad PP-1516
(Since Q3/2023)

SaaS

Future Cloud-based Services...

CHERRY

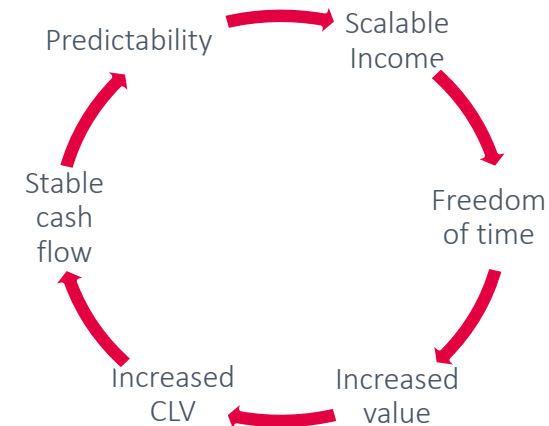# BENEFITS AND ASPECTS OF THE RECURRING REVENUE BUSINESS MODEL

About the attractiveness and relevance of business models with recurring revenues

A reversed development process in the digital era

- HW remains an important part of the triad with SW and cloud services, however

- Cloud services determine the future HW requirements in the development process.

- The recurring component of these business models consists accordingly in the regular renewal or extension of the subscription.
- The installed base (hardware and software base) is defined by the number of users or subscribers.
- The attractiveness of such a business model depends very much on the strength of the "lock-in" effect: opt-out instead of opt-in.

CHERRY is evolving from a hardware into a

hardware, software and cloud services company

Predictability → Scalable Income → Freedom of time → Increased value → Increased CLV → Stable cash flow → Predictability

CHERRY

CHERRY AT A GLANCE – FINANCIAL HIGHLIGHTS H1/23

Overall development of business activities above internal plan

€ 61.3m
Revenue with strong growth momentum in Q2
(+13.6% from Q1/23)

5.2%
EBITDA margin (adj.)
due to strong Q2/23 (13.8%)

448
Employees (FTE)
down 0.7% from Q1/23

€ -26.6m
Operating cash flow H1/23
(thereof € -8.7 in Q2/23)

€ 8.7m
Net debt
(Cash at bank € 52.4m)

M&A
Ongoing negotiations
with potential targets

Global market leader

Innovation and quality leadership

Brand recognition

Blue chip customer base

Global multichannel sales

Scalable production base

Solid financial profile

KEY FINANCIAL INDICATORS H1/23

Profitable growth in Q2/23 supports FY 2023 targets

in € million/ As indicated	Q2/23	Q2/22	Δ	H1/23	H1/22	Δ
Revenue	**32.6**	**32.9**	*-0.9%*	**61.3**	**65.9**	*-6.9%*
Gross profit margin	36.6%	33.4%	*3.2pp.*	30.2%	31.6%	*-1.4pp.*
EBITDA margin	13.4%	12.9%	*0.5pp.*	2.5%	12.4%	*-9.9pp.*
(adj.) EBITDA	4.5	5.0	*-10.4%*	3.2	9.4	*-66.2%*
(adj.) EBITDA margin	**13.8%**	**15.3%**	*-1.5pp.*	**5.2%**	**14.3%**	*-9.1pp.*
EBIT	0.9	0.4	*115.9%*	-5.7	0.4	*n.a.*
Group result	0.3	-0.4	*n.a.*	-5.0	-0.6	*n.a.*

Group revenue mainly driven by

- Strong sequential growth in Q2 in Digital Health & Solutions, Office Peripherals, and Gaming Devices, thereby further gaining market shares in focus markets

- Xtrfy included in Gaming Devices revenue in H1/23

Gross profit margin mainly impacted by

- Positive product mix effects

- Significant reduction of cost of sales in Q2 (€ 20.7m) below 2-year average (øQ2/21 – Q1/23: € 24.4m)

EBITDA margin (adj.) mainly driven by

- Higher gross profit margin in Q2/23

CHERRY

OUTLOOK FY 2023 CONFIRMED

Current fiscal year as a year of transition and consolidation

Revenue

€ 135 to 165m

(adj.) EBITDA margin

10% to 14%

- **GAMING***
  Double-digit revenue growth and a slightly higher (adj.) EBITDA margin (2022: - 0.7%)

- **PROFESSIONAL***
  Single-digit revenue growth and a slightly lower EBITDA adj. margin (2022: 17.0%), mainly due to higher Sales & Marketing costs

Key mid-term targets	Range (in % of Group revenue)
Inventories	25% to 30%
Research & Development expense ratio	3% to 4.5%
Selling & Marketing expense ratio	10% to 12.5%

Mid-term Outlook:
Return to an (adj.) EBITDA margin at Group level of over 20%

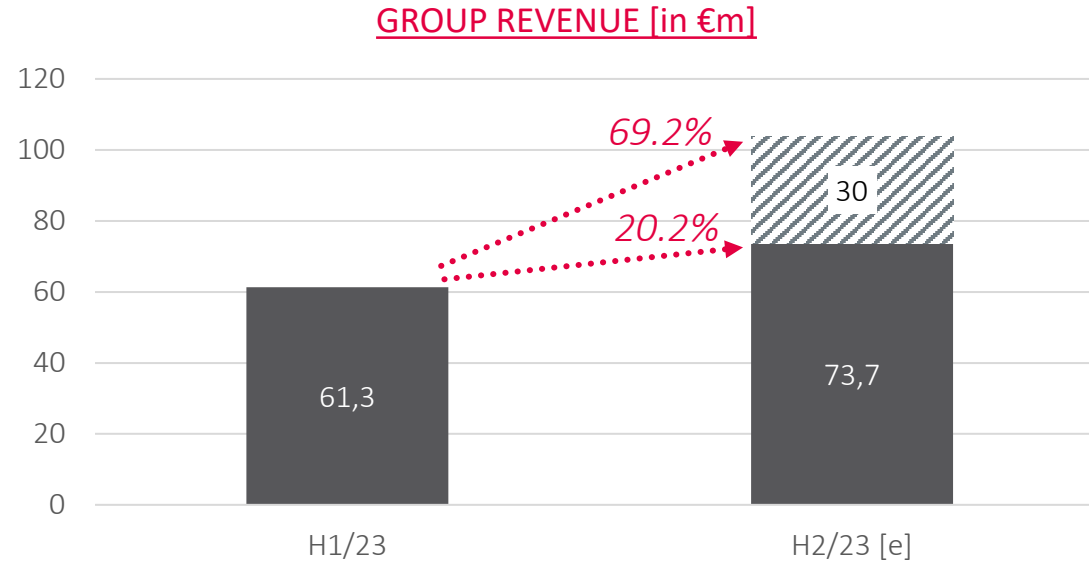* Change in segment reporting from FY 24 with 3 operating segments.

CHERRY

MAIN DRIVERS FOR H2/23

Continued growth momentum supporting the business performance in H2/23

Revenue Outlook FY 23

€ 135 to 165m

GROUP REVENUE [in €m]

```
120 ┤
100 ┤                                    69.2% ↗  ┌─────┐
                                                   │ 30  │
 80 ┤                                   20.2% ↗    ├─────┤
                                                   │     │
 60 ┤        ┌─────┐                               │     │
            │     │                               │73,7 │
 40 ┤       │61,3 │                               │     │
            │     │                               │     │
 20 ┤       │     │                               │     │
            │     │                               │     │
  0 ┼───────┴─────┴───────────────────────────────┴─────┴──
            H1/23                                  H2/23 [e]
```
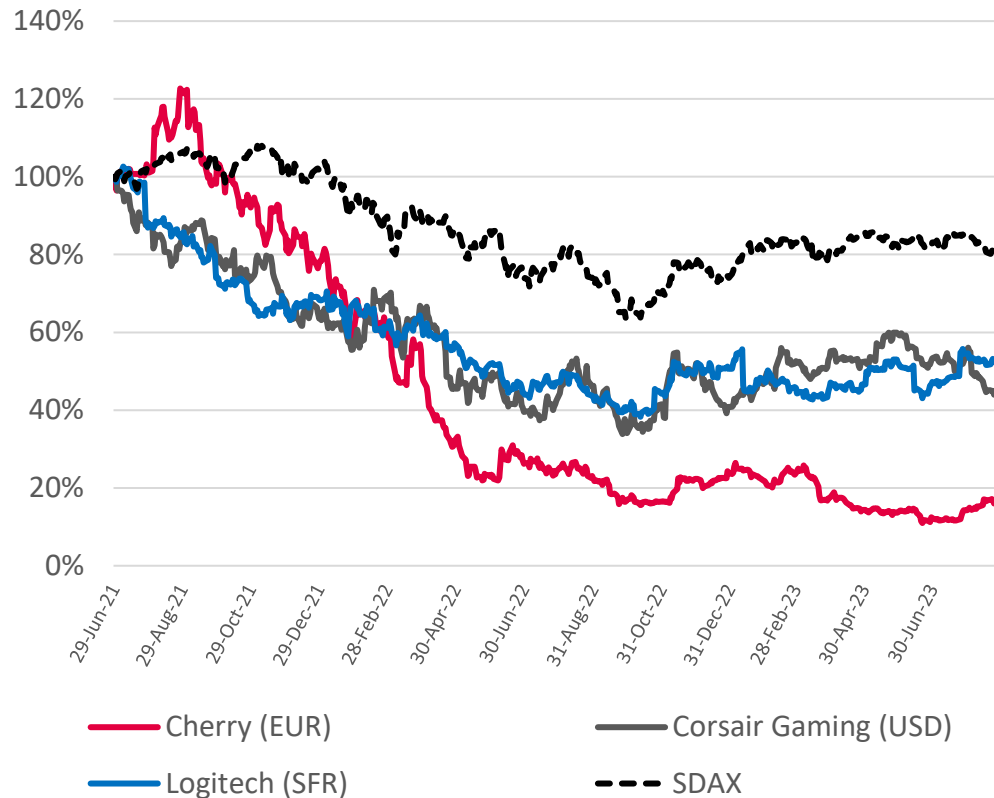
- Continued internationalization of Gaming Devices and Office Peripherals business to further penetrate European and US markets
- Seasonal peaks in demand in both B2C and B2B due to various sales events, i.e. "Black Friday", "Cyber Monday", and holiday season
- Various product launches and updates and increasing collaboration with influencers, e-sports organizations, etc.
- Current legislative projects establishing e-prescription as digital standard in pharmaceutical care from January 1, 2024, among others
- Initial sales from MX2 switch generation and increased sales of ULP switches
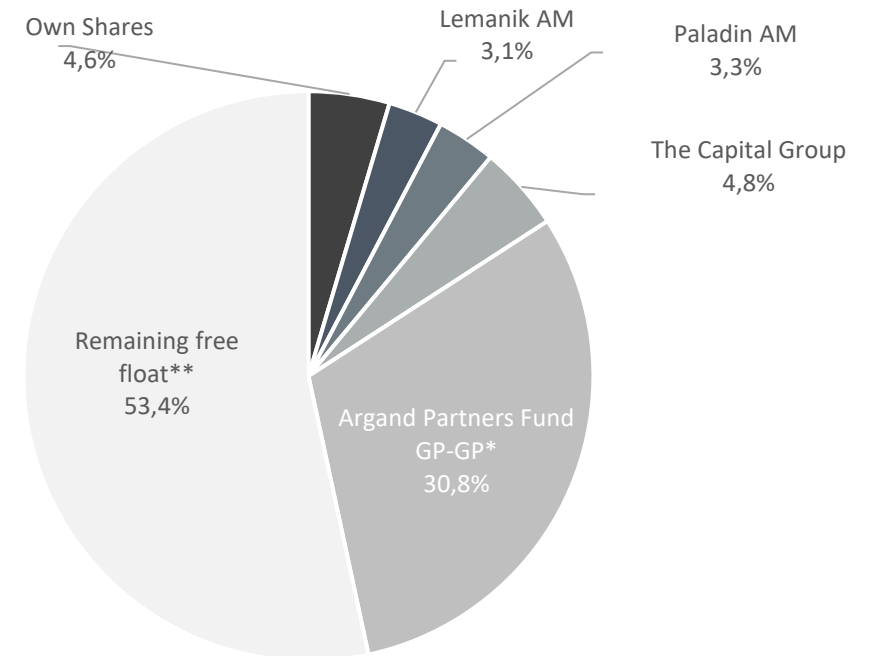
APPENDIX

RELATIVE SHARE PERFORMANCE & CURRENT SHAREHOLDER STRUCTURE

RELATIVE SHARE PERFORMANCE

- Cherry (EUR)
- Logitech (SFR)
- Corsair Gaming (USD)
- SDAX

SHAREHOLDER STRUCTURE

- Own Shares 4,6%
- Lemanik AM 3,1%
- Paladin AM 3,3%
- The Capital Group 4,8%
- Remaining free float** 53,4%
- Argand Partners Fund GP-GP* 30,8%

* Based on internal investor reporting to Cherry, not subject to disclosure.
** Includes 0.3% held directly and indirectly by the members of the Management Board.

CHERRY SHARE BUY BACK PROGRAM 2022 COMPLETED

Overview

- The Management Board has resolved on June 9, 2022, with the consent of the Supervisory Board, to launch a share buyback program using the AGM authorization of June 23, 2021.

- Within the framework of the Share Buyback Program 2022, up to a total of 2,000,000 shares (corresponding to up to 8.2 % of the existing share capital of the Company) may be repurchased

- from June 13, 2022, to June 30, 2023,

- at a total purchase price (excluding incidental acquisition costs) of a maximum of EUR 25.0 million

- up to a price cap of EUR 14.00 per share.

Programme completed as of June 30, 2023

Period	No. of shares purchased	Average price (in €)	Purchased volume (in €)
Q2/22	215,318	9.0457	1,947,711
Q3/22	434,894	7.5458	3,281,642
Q4/22	256,905	6.1301	1,574,849
Q1/23	170,843	7.1235	1,217,002
Q2/23	266,462	4.6512	1,239,357
Total	**1,344,422***	**6.9031**	**9,280,680**

* Including 234,138 shares transferred in Q1/23 as part of the Xtrfy acquisition.

** Excluding Bank Commissions.

DAILY NO. OF SHARES REPURCHASED
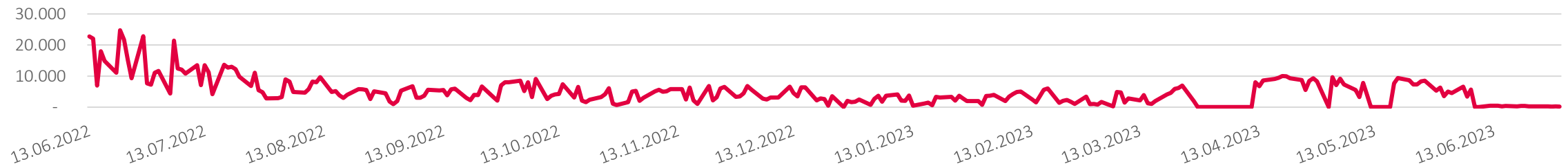
FINANCIAL CALENDAR 2023*

DATE	EVENT
September 4/5	Equity Forum
September 18/19/20	Berenberg Flagship German Corporate Conference
November 15	Interim report for Q3/9M 2023
November 16	Münchner Kapitalmarkt Konferenz

* Expected dates, subject to change..

FORWARD LOOKING STATEMENTS

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 in this announcement 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.

THANK YOU FOR
YOUR ATTENTION

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