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HELLA GmbH & Co. KGaA

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**Press contact:**

Dr. Markus Richter  
Company spokesman  
HELLA GmbH & Co. KGaA  
Rixbecker Straße 75  
59552 Lippstadt  
Deutschland  
Tel.: +49 (0)2941 38-7545  
Fax: +49 (0)2941 38-477545  
Markus.Richter@hella.com  
www.hella.com

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## **The company: brief portrait and key figures**

HELLA is a listed, globally positioned family-owned company with over 125 locations in some 35 countries. HELLA currently has around 39,000 employees worldwide, thereof almost 8,000 employees in research and development. As a leading automotive supplier, HELLA specializes in innovative lighting systems and vehicle electronics and, as one of the technology leaders, has been an important partner to the automotive industry and aftermarket for more than a hundred years now. In the Special Applications segment, HELLA also develops, manufactures and sells products for special vehicles. In the fiscal year 2018/2019, HELLA achieved sales of around € 7.0 billion.

The company is headquartered in Lippstadt (North Rhine-Westphalia, Germany) and has been among the innovative leaders in vehicle lighting since its founding in 1899. In the business division Electronics HELLA has achieved a market leading position in many prioritized product segments. With cutting-edge technology, HELLA primarily serves central market trends such as autonomous driving, efficiency and electrification, connectivity and digitalisation and individualisation. HELLA is also a partner of wholesalers and workshops. Additionally, HELLA develops and sells lighting and electronics solutions for manufacturers of special vehicles, such as buses, caravans and agricultural and construction machinery.

HELLA has a global presence with over 125 locations in roughly 35 countries and is continuing its global expansion to benefit from regional growth opportunities. Also, HELLA is working with industry partners for example in joint ventures as well as in open, flexible strategic partnerships to increase its company profile using this tried-and-tested network strategy.

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Key Financials in € million	Fiscal Year 2018/2019	Fiscal Year 2017/2018	Change
Sales reported	6,990	7,060	-1.0%
Sales portfolio-adjusted	6,968	6,619	+5.3%
EBIT adjusted	585	552	+5.9%
EBIT reported	808	574	+40.6%
Earnings for the period	630	390	+61.6%
Earnings per share in €	5.67	3.50	+62.0%
EBIT margin adjusted	8.4%	8.3%	+0.1 percentage points
EBIT margin reported	11.6%	8.1%	+3.4 percentage points
Headcount (as at 31 May)	38,845	40,263	-3.5%
Equity ratio	46.3%	41.9%	+4.4 percentage points



## HISTORY AND MILESTONES

- 1899** Founding of "Westfälische Metall-Industrie Aktien-Gesellschaft" as a specialty factory for lanterns, headlamps, horns, and pads for bicycles, wagons, and automobiles
- 1908** The "HELLA" trademark is created and the first product innovation hits the market—the "System HELLA" acetylene headlamp
- 1957** HELLA ventures into electronics and produces the first fully electronic flasher unit
- 1961** **Beginning of internationalisation with the first foreign factory**
- 1984** Sales exceed one billion for the first time (in Deutsche Mark)
- 1986** **Company changes its name to Hella KG Hueck & Co.**
- 1990** HELLA employs more than 20,000 employees worldwide
- 1992** HELLA founds its first subsidiary in Eastern Europe
- 1999** Beginning of the network strategy: joint venture with Behr
- 2000** Expansion of global activities through joint ventures in China and South Korea
- 2003** Change to a "Kommanditgesellschaft auf Aktien" (partnership limited by shares) under the name Hella KGaA Hueck & Co.
- 2013** Introduction of a state-of-the-art development center for electronics in Lippstadt. In the same year, HELLA introduces the world's first LED matrix headlamp
- 2014** HELLA opens the HELLA Globe, a guest house with conference center and sports facilities for international visitors to the Lippstadt location
- 2014** **Initial Public Offering: On November 11, 2014 HELLA shares are traded for the first time on the Frankfurt Stock Exchange**
- 2015** HELLA moves up into MDAX only a few months after the initial listing
- 2016** Presentation of MULTIBEAM LED headlamp, a development in partnership between Daimler and HELLA
- 2017** **Change of the corporate name to HELLA GmbH & Co. KGaA**
- 2018** Development of a comprehensive lighting package for new Audi A8 including front and rear lighting as well as the interior lighting in collaboration with Audi
- 2018** HELLA enters strategic partnerships with Plastic Omnium and Faurecia in the areas of car body and interior lighting



**2019** HELLA advances the development of innovative battery module solutions for mild hybrid vehicles

**2019** HELLA brings an innovative moisture sensor for aquaplaning detection onto the road

**2019** Together with the Californian start-up company AEye, HELLA is pushing its commitment in the field of LiDAR technology.

### **Business divisions, segments and business activities**

HELLA's business activities are divided into three segments: Automotive, Aftermarket, and Special Applications. The Automotive segment consists of the business divisions Lighting and Electronics and achieved sales of € 5.8 billion in the fiscal year 2018/2019, corresponding to a share of more than 80 percent of Group-wide sales. Its broad customer base includes vehicle manufacturers across the globe as well as other automotive suppliers.

The Aftermarket segment, which achieved sales of € 0.7 billion in the fiscal year 2018/2019, stands on two pillars: the independent aftermarket on the one hand, the business with sophisticated workshop equipment on the other.

In the Special Applications business segment, which achieved sales of € 0.4 billion in the fiscal year 2018/2019, HELLA develops, manufactures and sells lighting and electronics products for special vehicles such as buses, caravans, agricultural and construction machinery.

#### *Business division Lighting*

In the business division Lighting, HELLA develops and produces headlamps, rear combination lamps as well as car body and interior lighting for nearly all reputable OEMs throughout the world. Based on its long-standing cooperation with premium

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original equipment manufacturers, HELLA has established a particularly strong position in the area of innovative high-end lighting products. After a successful market launch, HELLA has also been working intensively on modularization and the rollout of these technologies in other vehicle segments.

The innovative capacity of HELLA in the lighting technology segment is central to the company's history: HELLA has launched a number of innovative lighting solutions since the company was first founded: Starting with the first Acetylene headlamps in 1908 and the first headlamps with asymmetric light distribution in 1957 to the start of the world's first series production of full LED headlamps in 2008. This was followed in 2013 by the world's first Matrix LED headlamps, which emit a permanent high beam without dazzling oncoming traffic. In 2016, HELLA presented a world's first – the MULTIBEAM LED headlamp. This headlamp, developed in collaboration with Daimler, features 84 LEDs arranged in three rows, each of which can be controlled individually. This individual control allows for an extremely precise, highly-adjustable light distribution in the entire high beam range and, for the first time, emits a low beam which is not reliant on mechanical actuators. In 2018, HELLA has developed a comprehensive lighting concept for the new A8 in collaboration with Audi.

One focus of headlamp development is on high-resolution digital technologies. To enable intelligent lighting functions, HELLA has also developed a control unit that regulates all headlamp functions - from low beam and high beam to wiping indicators and animations to welcome or say goodbye to the driver. Since 2019, HELLA has been offering an integrated solution for complex lighting systems under the name "Light Design". All components, from headlamp modules to control units and sensors, can be assembled according to the modular principle. In addition, automobile manufacturers receive innovative software solutions for simulating lighting functions or for designing animations.

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In the area of interior and car body lighting, the company is also working on technologies for vehicle interiors and exterior lighting of the future. Car body lighting in particular plays an important role in autonomous driving in order to communicate with other road users. As part of the "Front of the Car" approach, new concepts are also being developed for the vehicle front, in which lighting and electronic components are seamlessly integrated into the vehicle exterior, thus offering new styling and functional possibilities.

### *Business division Electronics*

In the business division Electronics, HELLA is particularly focusing on innovative product solutions for central market trends of the automotive industry. Thanks to continuous innovations, HELLA has achieved a leading position on the global market in many fields.

HELLA's range of services in the business division Electronics includes sensors and actuators, body electronics, lighting electronics and innovative technologies for driver assistance, energy management systems and power steering. For example, HELLA's radar sensors ensure a higher level of safety in traffic, as they monitor the rear of the vehicle and assist the driver when changing lane or carrying out a reverse bay parking manoeuvre. HELLA bundles the competencies as a component supplier (e.g. in the 77 GHz sensor area) as well as in the area of sensor and data processing solutions in a targeted manner in order to realise complex subsystem functionalities of automated driving, such as automated parking.

HELLA also accompanies customers holistically on their way to electromobility and therefore offers the entire product range in addition to battery sensors for micro hybrids (start/stop functions) - from power electronics for mild hybrid vehicles based on 48V to battery electronics for high-voltage applications in full hybrids and fully electric vehicles.

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On this basis, HELLA is increasingly positioning itself as a supplier of subsystems in the field of electromobility. Core products are the 2019 newly introduced system solutions for mild hybrids - the Dual Voltage Battery Management System and the PowerPack 48V.

In addition, HELLA is continuously expanding its position as an important supplier in the area of steering control modules. Scalable fail operational modules pave the way for highly automated driving functions. They also permit the implementation of steer-by-wire systems, i.e. the transmission of steering commands by means of electrical impulses instead of a steering rod. In the field of comfort functions, HELLA is present worldwide with radio keys and rain/light and climate sensors, among other things.

### *Business segment Aftermarket*

In the business segment Aftermarket, HELLA is one of the most important partners for spare parts distributors and independent workshops in Europe. In fiscal year 2018/2019, the business segment Aftermarket contributed € 0.7 billion to consolidated sales.

The business segment Aftermarket stands on two pillars: the independent aftermarket and the business with workshop equipment. HELLA is a leading independent aftermarket partners in Europe for spare parts and for independent workshops. Via a dedicated network and together with a large number of partners, HELLA sells vehicle-specific or universal wear parts, spare parts and accessories and offers its customers the highest level of technical service and sales support. With an offer of high-quality workshop equipment, at the heart of which is the company's subsidiary, Hella Gutmann Solutions, HELLA helps workshops to diagnose, maintain and repair vehicles. Thanks to the comprehensive expertise and longstanding experience, HELLA is a strong partner for workshops that require practical support with extensive vehicle data and



diagnostics units that are intuitive to use. In this context, HELLA will align its aftermarket activities even more consequently along its own original equipment competencies especially in the areas of lighting and electronics while closely linking them to the company's great workshop equipment expertise. To tap into new digital business models, HELLA has established its new Mobility Solutions business unit in the past calendar year.

### *Business segment Special Applications*

In the business segment Special Applications, HELLA develops, manufactures and sells lighting and electronics products for special vehicles such as construction equipment, agricultural vehicles, buses and motor homes, as well as for the marine sector. The high level of technological expertise in the Automotive segment provides the launch pad for innovative product solutions in this segment. Segment sales in fiscal year 2018/2019 came to around € 0.4 billion. The main driver of the business performance here, too, is the accelerated roll-out of LED technology as well as the transfer of knowledge from the business division Electronics.

HELLA offers standard products as well as vehicle-specific innovations for commercial and numerous special vehicles. As a result, customers benefit from technological and economical synergies with a large-scale automotive production. The highly diversified portfolio of the business division Lighting includes front and rear lights, work and auxiliary headlamps, beacons and roof beams. The range of electric and electronic products includes components for smart energy management in vehicles, rain and light sensors, turning angle sensors, module switches and flasher units. HELLA's products are specially designed for the extreme external conditions to which agricultural and construction vehicles, municipal vehicles or off-road vehicles are exposed on a day-to-day basis.



## **Global presence and growth strategy**

HELLA is a globally positioned company that started on the road to internationalisation in the 1960s. 1961 saw HELLA's very first foreign factory. In China HELLA has been present more than 25 years now. A central part of the corporate strategy is gaining a global presence in significant growth markets. In fiscal year 2018/2019 HELLA generated roughly one third of its consolidated sales in the markets outside Europe.

Geographic proximity to customers is thus an important success factor for HELLA and ensures a great deal of flexibility in addressing local demand. In this regard, the HELLA "leading concept" is an important part of the growth strategy. Following this central strategy, HELLA co-ordinates worldwide development principally from Germany. In addition, there are local development centers in the large growth regions, which support regionally specific adaptation on the one hand and also advance independent developments for the relevant markets on the other. In this way, HELLA pursues market-driven customization of technologies and product designs to meet customer needs.

HELLA's success is also largely based on the innovation and technological leadership that has always been a feature of the company. Almost 8,000 employees throughout the world work in research and development. In the past fiscal year HELLA invested over € 600 million in the development of new, advanced and future-oriented automotive technologies. This corresponds to 8.8 percent of the consolidated sales and demonstrates a clear strategic objective of strengthening the position as an established technological leader in the automotive industry.



## **Shareholders and corporate management**

HELLA is an internationally operating, family-owned company with a history spanning more than 100 years. In 2003, HELLA changed to a “Kommanditgesellschaft auf Aktien” (partnership limited by shares). Since the successful initial public offering in November 2014, the HELLA shares are being traded in the Prime Standard of the regulated market of the Frankfurt stock exchange. Less than a year later, HELLA moved up into MDAX.

Currently, 60 percent of the shares are held by the shareholder family; these shares are subject to a pool agreement at least until 2024. The free float is 40 percent. According to the definition of Deutsche Börse (German Stock Exchange), the number of shares held by the family shareholders that are not included in the pool agreement accounts is assigned to the free float. The remaining shares are held by institutional investors as well as private shareholders.

The company is managed by the Hella Geschäftsführungsgesellschaft mbH headed by Dr. Rolf Breidenbach (President & CEO, Business Division Electronics, Purchasing, Quality, Legal and Compliance). Further members of the management board of HELLA are Dr. Werner Benade (Aftermarket & Special Applications), Dr. Frank Huber (Business Division Lighting), Bernard Schäferbarthold (Finance, Controlling, Information Technology and Process Management) as well as Dr. Nicole Schneider (Human Resources). The Hella Geschäftsführungsgesellschaft mbH is the sole Managing General Partner of the company.

The Shareholder Committee, consisting of four family shareholders and three external members, is the major regulatory body of HELLA GmbH & Co KGaA. Together with the Supervisory Board it advises the Management Board and makes decisions on the actions of the Management Board that require approval.