



Technology with Vision

HELLA Group Overview

March 2021



HELLA – Partner of the automotive industry and the aftermarket for over 120 years

FACTS & FIGURES

- Global market-listed, family-owned company with more than 125 locations in some 35 countries
- Sales of € 5.8 billion in Fiscal Year 2019/2020
- Around 36,000 employees worldwide, thereof almost 8,000 in Research & Development (as at 31 May 2020)
- Attractive business portfolio with the three segments Automotive, Aftermarket and Special Applications

SEGMENT

PRODUCT EXAMPLES

Automotive Lighting

Sales:
~ € 2.6 bill.



Full-LED Headlamps



Glare-free beam light

Automotive Electronics

Sales:
~ € 2.3 bill.



Energy Management



Automated Driving

Aftermarket

Sales:
~ € 0.6 bill.



Independent Aftermarket



Workshop Equipment

Special Applications

Sales:
~ € 0.3 bill.



Lighting technology for specialist vehicles



Lighting technology for marine

HELLA Group

Corporate Structure



	Dr. Rolf Breidenbach President and CEO			
	Business Segment Automotive		Business Segment Aftermarket	Business Segment Special Applications
	Business Division Lighting Dr. Frank Huber	Business Division Electronics Dr. Rolf Breidenbach Björn Twiehaus (Deputy)	Dr. Rolf Breidenbach	Bernard Schäferbarthold
Finance, Controlling, Information Technology and Process Management Bernard Schäferbarthold	Executive Board: Marcel Bartling, Jens Grösch, Dr. Christof Hartmann, Didier Keskas, Dr. Michael Kleinkes, Peter Neuhoff, Christian Päschel, Ludger Rembeck, Michael Sohn, Dr. Tobias Sprute, Barnabas Szabo, Wolfgang Vlasaty	Executive Board: Heiko Berk, Jörg Brandscheid, Dr. Naveen Gautam, Jens Grösch, Jens Hunecke, Michael Jaeger, Gerold Lucas, Andreas Lütkes, Bernd Münsterweg, Lennart Pletziger, Guido Schütte, Jörg Weisgerber, Joachim Ziethen	Executive Manager: Stefan van Dalen	Executive Manager: Christoph Söhnchen
Human Resources Dr. Rolf Breidenbach Dr. Lea Corzilius (Deputy)				
Purchasing, Quality, Legal and Compliance Dr. Rolf Breidenbach				
International HELLA Companies				

General Partner: Hella Geschäftsführungsgesellschaft mbH

Management Board of Hella Geschäftsführungsgesellschaft mbH:

Dr. Rolf Breidenbach (CEO), Dr. Lea Corzilius, Dr. Frank Huber, Bernard Schäferbarthold, Björn Twiehaus

Chairman of the Supervisory Board: Klaus Kühn

Shareholder Committee: Carl-Peter Forster (Chairman), Dr. Jürgen Behrend, Horst Binnig, Samuel Christ, Roland Hammerstein, Klaus Kühn, Dr. Matthias Röpke, Konstantin Thomas



HELLA Group History

1899 – 2020: Milestones



Founding
of the West-
fälische
Metall
Industrie
AG

1899



HELLA
becomes a
trademark

1908



**First
factory
abroad** in
Australia

1961



**Start of
production
in China**

1992



**Beginning
of Network
Strategy:**
Joint Venture
for air
conditioning
control units
and front-end
modules
with Behr

1999



**Continuation
of Network
Strategy:**
Joint Venture
for diagnostics
with Gutmann;
Joint Venture
for chassis
electronics and
driver
assistance
systems
with Mando

2008



**HELLA
becomes a
listed
company**
On 11
November
2014 HELLA
shares are
traded for the
first time on the
Frankfurt Stock
Exchange.

2014



**MULTIBEAM
LED:**

84 individually
controllable
LEDs per
headlamp
adjust the light
distribution
dynamically,
depending on
traffic, weather,
and road
conditions. The
adaptive High
Beam Assistant
Plus also
ensures that
high beam is
used more
frequently

2016

- **12% global market share*** in lighting business, **top 2 Europe***
- **Leading market position** with regard to selected electronic products
- **One of the largest trade organizations** for spare parts in Europe
- More than **125 locations** in roughly **35 countries**
- **More than 10 Joint Ventures**

Today

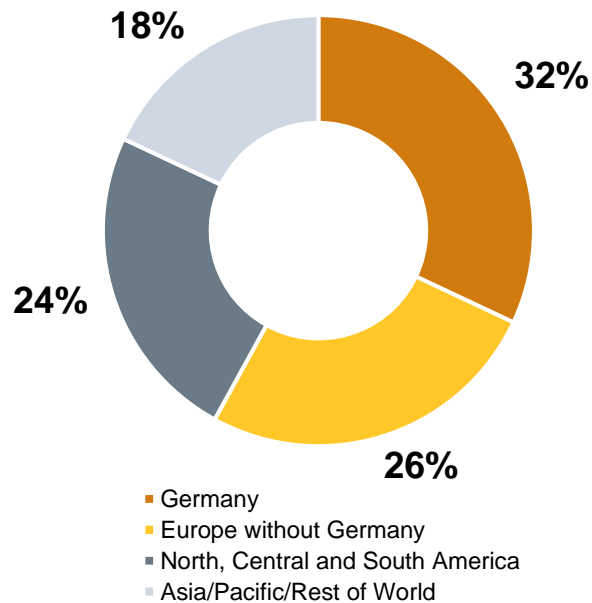
* Based on a market study commissioned by HELLA



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Regional market coverage – Fiscal Year 2019/2020

Sales Automotive by regions

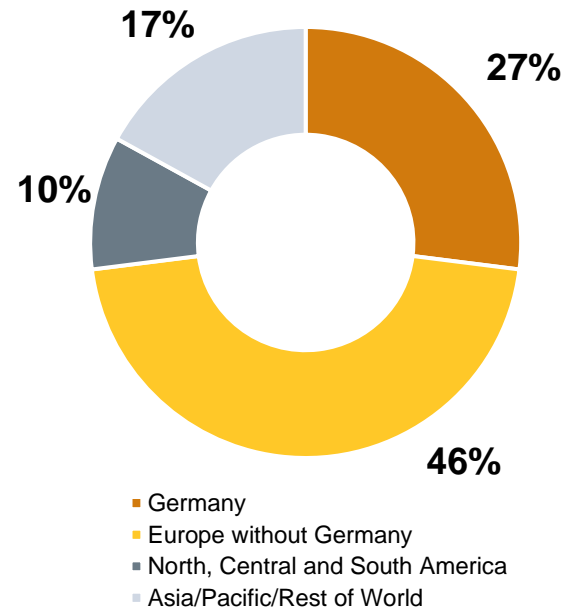


Sales of € 4.9 billion



Presence in all relevant core markets of the automotive industry

Sales Aftermarket and Special Applications by regions



Sales of € 0.9 billion



Business focus Europe ("regional business")

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Business development FY 2018/2019 and 2019/2020

Key figures of the income statement	Fiscal Year 2018/2019	Fiscal Year 2019/2020	Change
Sales currency and portfolio-adjusted in € million	6,770	5,800	-14.3%
EBIT adjusted in € million (% of sales)	572 (8.4%)	233 (4.0%)	-59.3% (-4.4 percentage points)
EBIT reported in € million (% of sales)	808 (11.6%)	-343 (-5.9%)	-142.5% (-17.4 percentage points)
EBITDA adjusted in € million (% of sales)	948 (14.0%)	667 (11.4%)	-29.6% (-2.6 percentage points)
EBITDA reported in € million (% of sales)	1.191 (17.0%)	576 (9.9%)	-51.7% (-7.2 percentage points)

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Development of key figures FY 2018/2019 and 2019/2020

Important key figures	Fiscal Year 2018/2019	Fiscal Year 2019/2020	Change
Equity in € million	2,968	2,107	-29.0%
Equity ratio	46.3%	37.0%	-9.3% percentage points
Net financial debt / - liquidity in € million	66	-140	-206
Research & development expenses in € million	611	620	+1.6%
Employees as at balance sheet date (31 May)	38,845	36,311	-6.5%

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Global network

→ **36,311 employees*** are working for HELLA at more than 125 locations in some 35 countries



North, Central and South America

- Brazil ■ ▲ ○
- Mexico ■ ▲ ○
- USA ■ ▲ ○

LEGEND

- → Sales
- ▲ → Production
- → Development

Europe

- Austria ■ ▲ ○
- Belgium ■
- Czech Republic ■ ▲ ○
- Denmark ■
- Finland ■
- France ■ ○
- Germany ■ ▲ ○
- Greece ■
- Hungary ■
- Italy ■
- Lithuania ▲
- Netherlands ■
- Russia ■
- Poland ■
- Portugal ■
- Romania ■ ▲ ○
- Slovakia ▲ ○
- Slovenia ▲ ○
- Spain ■ ▲
- Turkey ■

Asia / Pacific / RoW

- Australia ■ ▲
- China ■ ▲ ○
- Dubai ■
- India ■ ▲ ○
- Japan ■ ○
- New Zealand ■ ▲ ○
- Singapore ■
- South Korea ■ ▲ ○
- Vietnam ○
- South Africa ■

* As at 31 May 2020