Company presentation

July 05, 2022

1. Investment case
2. Business model
3. Current market environment
4. Sustainability
5. Order book position
6. Financial figures
7. Project pipeline
8. Forecast
9. Share
10. Annex

Disclaimer

Comment on forward-looking statements

The information published in this presentation relating to the future development of HELMA Eigenheimbau AG and its subsidiaries refers only to forecasts and estimates and thus not to given historic facts. This merely serves for information purposes and may contain words such as “intend”, “aim”, “expect”, “plan”, “forecast”, “assume” or “appraise”. These forward-looking statements rely on the information, facts and expectations available to us at present, and therefore only apply at the point in time of their publishing.

Forward-looking statements are generally prone to uncertainties and risk factors difficult to estimate in their impact. The actual results and development of the company could therefore materially deviate from the forecasts. HELMA Eigenheimbau AG and its subsidiaries intend to monitor and update the published data at all times. Nevertheless, the company is not responsible for adapting the forward-looking statements to later events and developments. As a result, it is neither expressly nor actually liable for and does not assume any guarantee for the timeliness, accuracy and completeness of this data and information.

Note on rounded amounts and percentages

Slight differences can occur in the summation of amounts and percentages in this presentation due to commercial rounding.

1. Investment case

HELMA

… **is a leading supplier** of individual detached houses as well as pre-planned semi-detached, terraced and multi-family houses as well as holiday properties in Germany.

… **invests on a large scale in land plots** in high-growth metropolitan regions and attractive holiday regions, and thereby **has a broadly diversified project pipeline** characterised by favourable entry conditions.

… **is benefiting greatly from the 4 real estate megatrends:** Environmentally compatible living / Attractive metropolitan regions / Home in the countryside / Mobile working.

… is making an **active contribution to achieving Germany's climate protection targets**.

… aims to continue its profitable growth in the long term and expects **consolidated revenue of significantly above € 400 million** and **consolidated EBT of significantly above € 40 million** by **2024** at the latest.

2. Business model

Individual segment

Total market: c. 77 % of owner-occupied houses in Germany are built using the solid construction method

- **Individual detached houses both with** (HELMA Wohnungsbau GmbH) **and without land plots** (HELMA Eigenheimbau AG).
- Solid construction of detached houses occurring especially in many high-growth metropolitan regions for owner-occupiers.
- HELMA Eigenheimbau AG also realises **individual energy self-sufficient houses without land plots**.

Pre-planned segment

- **Pre-planned residential units in semi-detached, terraced and multi-family houses**, all including land plots, in various major cities as well as in their suburbs for owner-occupiers (focus) and investors via HELMA Wohnungsbau GmbH.
- HELMA Ferienimmobilien GmbH develops, plans and sells **holiday properties and apartments** to private customers for own use or as high-yield capital investment – Including land plot with current focus on the North Sea and Baltic Coast, German seaside and river locations, and the low mountain range.

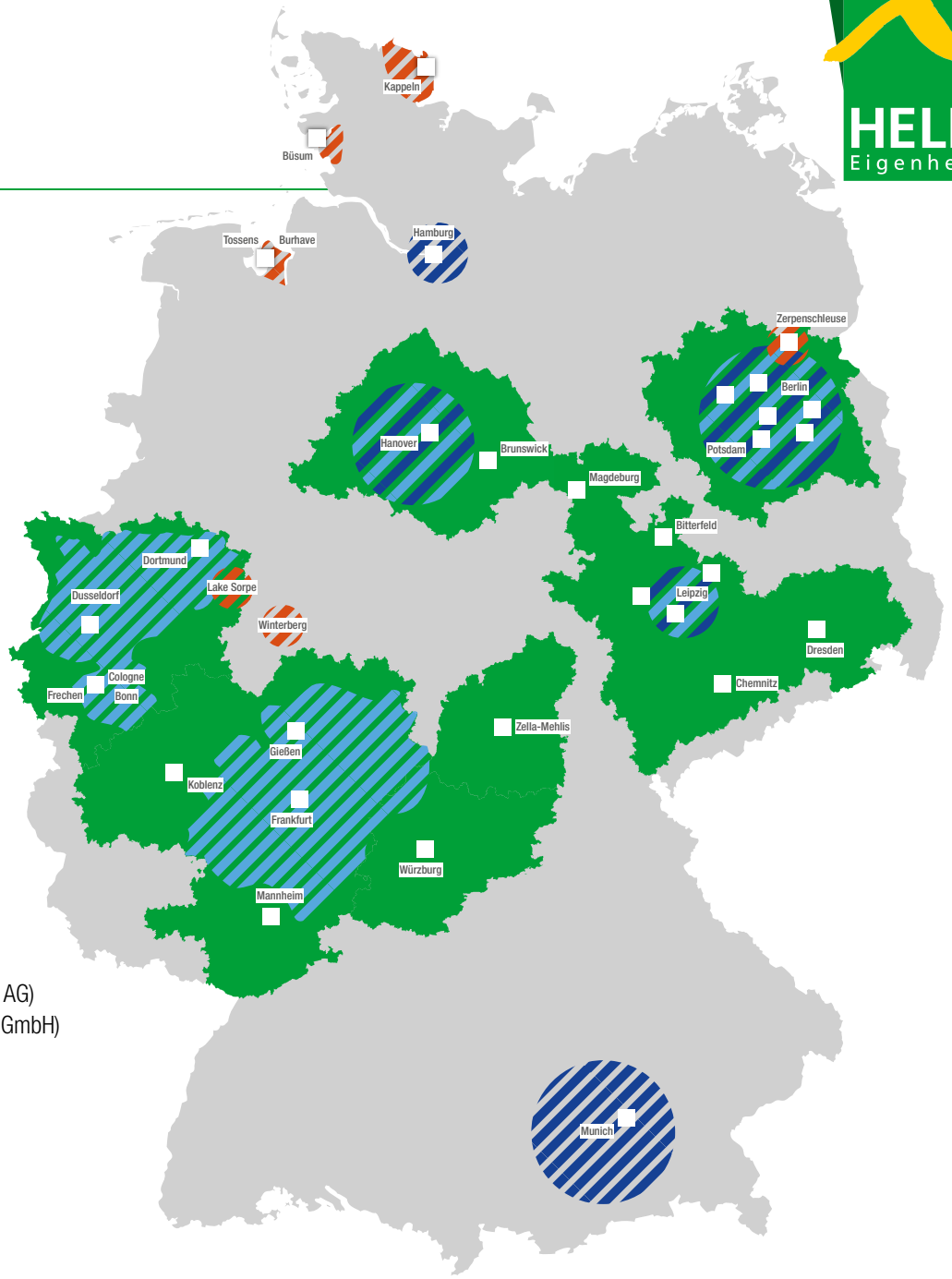
Individual and Pre-planned segments

- Nationwide and bank-independent **financing and building insurance brokerage**, especially for private customers of the HELMA Group via Hausbau Finanz GmbH.

2. Business model

Competitive strengths

- **Experienced:** Several thousand references
- **Attractive:** Individual all-inclusive packages
- **Value-retaining:** Sustainable product quality
- **Personal:** Regional presence
- **Secure:** High creditworthiness and transparency



☐ Sales location

Individual segment:

Individual detached houses excluding land plots (core region HELMA Eigenheimbau AG)

Individual detached houses including land plots (core region HELMA Wohnungsbau GmbH)

Pre-planned segment:

Pre-planned residential units in semi-detached, terraced and multi-family houses, all including land plots (core region HELMA Wohnungsbau GmbH)

Pre-planned holiday properties and apartments including land plots (project region HELMA Ferienimmobilien GmbH)

Status as of February 25, 2022

2. Business model

Value chain

Individual segment

HELMA Eigenheimbau AG

Individually planned detached houses excluding land plots*

- Supporting our customers in the search for land plots
- Providing advice on building law regulations
- Purchase of land by our customers

HELMA Wohnungsbau GmbH

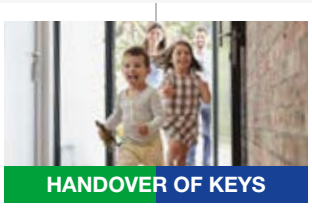
Individually planned detached houses including land plots

1. Land acquisition
- Searching for attractive land plots
- Examination of land plots for utilisation and development possibilities

2. Project development
- Planning of property areas
- Obtaining development plans

3. Individual planning
- Planning of individual solid construction houses together with our customers
- Financing and building insurance advice via Hausbau Finanz GmbH
- Preparation of building application documents (construction drawings, structural analysis, thermal insulation certificates)
- Sampling of various components
- Tendering and awarding of construction works to subcontractors

4. Project realisation
- Coordination and monitoring of construction progress by HELMA site managers to ensure compliance with quality standards
- Acceptance of work components after completion



*and individually planned energy self-sufficient terraced and multi-family houses excluding land plots

2. Business model

Value chain

Pre-planned segment

HELMA Wohnungsbau GmbH

Pre-planned residential units in semi-detached, terraced and multi-family houses including land plots

HELMA Ferienimmobilien GmbH

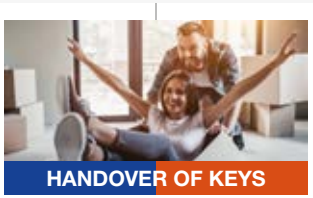
Pre-planned holiday properties and apartments including land plots

1. Land acquisition
- Searching for attractive land plots
- Examination of land plots for utilisation and development possibilities

2. Project development
- Planning of property areas
- Obtaining planning permission
- Tendering and awarding of components to sub- or general contractors

3. Sale
- Marketing to private customers and investors before the start of construction and during the construction phase
- Financing and building insurance advice via Hausbau Finanz GmbH

4. Project realisation
- Coordination and monitoring of construction progress by HELMA site managers to ensure compliance with quality standards
- Acceptance of work components after completion



Optional all-inclusive package for holiday properties:
rental, administration and caretaker service through integrating partner companies

2. Business model

Individual segment: individual dream houses

2. Business model

Individual segment: references for property development business – individual detached houses (extract)

Berlin-Spandau (193 detached houses in planning / for sale / under construction)

Lützen (Leipzig region; 55 detached houses for sale)

Laatzen (Hanover region; 97 units in detached houses in planning / under construction)

Berlin-Karlshorst (255 detached houses realised)

Berlin-Pankow (110 detached houses realised)

2. Business model

Pre-planned segment: references for property development business – pre-planned semi-detached houses, terraced houses and owner-occupied apartments (extract)

Wunstorf (Hanover region; 128 apartments for sale / under construction)

Erding (Munich region; 21 terraced houses in planning / for sale)

Munich-Aubing (4 apartments for sale / under construction)

Berlin-Spandau (90 apartments for sale / under construction)

2. Business model

Pre-planned segment: references for property development business – pre-planned semi-detached houses, terraced houses and owner-occupied apartments (extract)

Munich-Waldperlach (6 apartments for sale / under construction)

Hamburg-Lokstedt (17 apartments for sale / under construction)

Garbsen (Hanover region; 9 terraced houses and 58 apartments for sale / under construction)

Hanover-Anderten (6 semi-detached houses and 25 terraced houses for sale / under construction)

2. Business model

Pre-planned segment: OstseeResort Olpenitz with 1,390 units in Schleswig-Holstein – over half of the units have already been completed

2. Business model

Pre-planned segment: Holiday real estate projects at the North Sea and in low mountain range areas (extract)

GebirgsResort Winterberg (82 units for sale / under construction)

NordseeResort Büsum (113 units under construction)

NordseeResort Burhave (c. 167 units in planning / for sale)

SorpeseeResort (c. 190 units in planning)

3. Current market environment

Real estate megatrends

3. Current market environment

Challenges and opportunities in the current market environment

- Interest rate rise
- Discontinuation of subsidies as of January 24, 2022
- Increase in construction costs
- Material bottlenecks

- Uncovered demand for new residential construction
- Low homeownership rate
- High financial assets
- Real estate enjoys high status as a retirement provision, capital investment and inflation protection

The current challenges in the real estate market are contrasted by promising opportunities, which are strengthened by the currently prevailing megatrends.

4. Sustainability

Ecological and social responsibility

Reducing CO_2 emissions

The houses and apartments that we realise each year achieve CO_2 emission reductions of around 250,000 tons* in comparison with the average building stock.

*Calculated on the basis of a useful life of 50 years, similar to that taken as the basis for the rate of depreciation of buildings.

Social responsibility

We are committed to supporting social institutions that assist children, young people and families in difficult situations.

Sustainable resource utilisation

As a member of the German Working Group for Environmentally Conscious Management (B.A.U.M.) and the Sonnenhaus Institute, we actively participate in the development and application of sustainable and resource-conserving energy concepts.

4. Sustainability

Energy-efficient construction methods and sustainable energy concepts

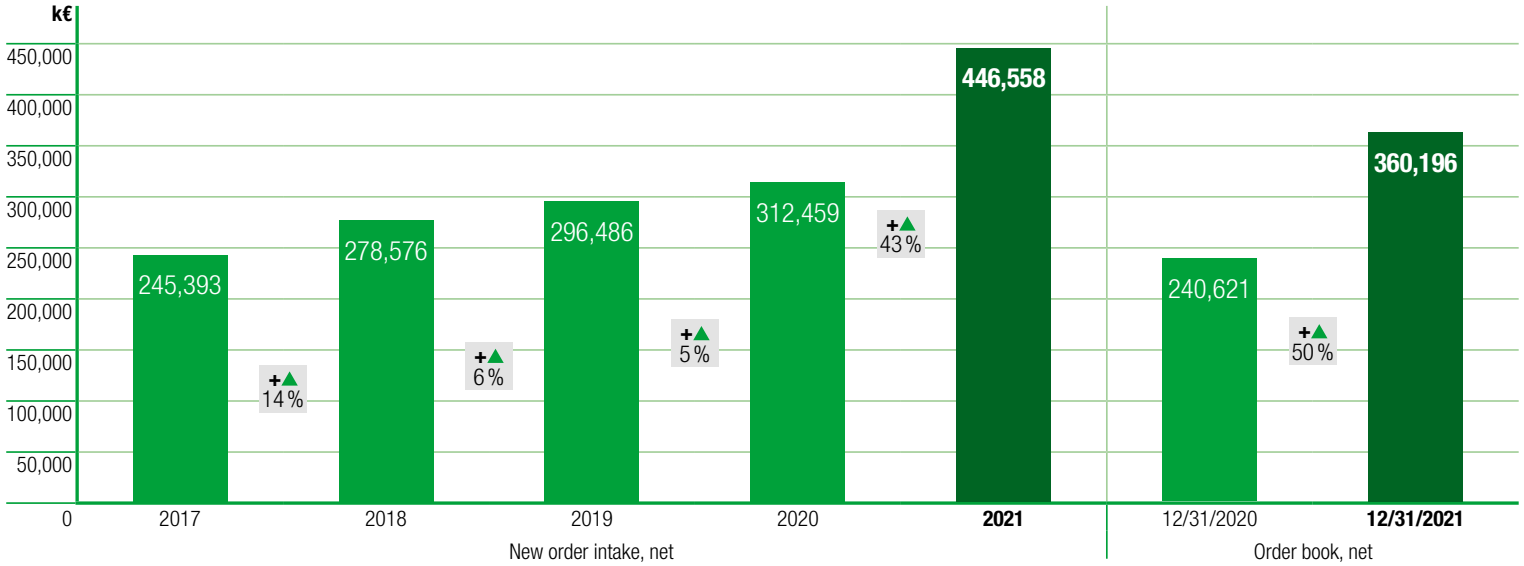
Energy self-sufficient apartment buildings in Cottbus

Energy self-sufficient apartment buildings in Oranienburg

- HELMA is a pioneer in the development of sustainable energy concepts.
- Increasing de-technicalisation of houses is environmentally compatible, reduces investment costs and diminishes need for maintenance.
- Future energy self-sufficient houses will be equipped with photovoltaics and electricity storage and will dispense with solar thermal energy and heat pumps.
- Heating supplied by infrared heaters and hot water boilers.

5. Order book position

HELMA Group new order intake and order book position



- Discontinuation of new construction subsidies for Efficiency House 55 as of January 2022 led to tangible accelerated purchasing effects in Q4 2021.
- Even without accelerated purchasing effects, new order intake in 2021 would have been over € 400 million (+30 % year-on-year).
- These accelerated purchasing effects must also be taken into consideration in the strong order book position as of December 31, 2021.

5. Order book position

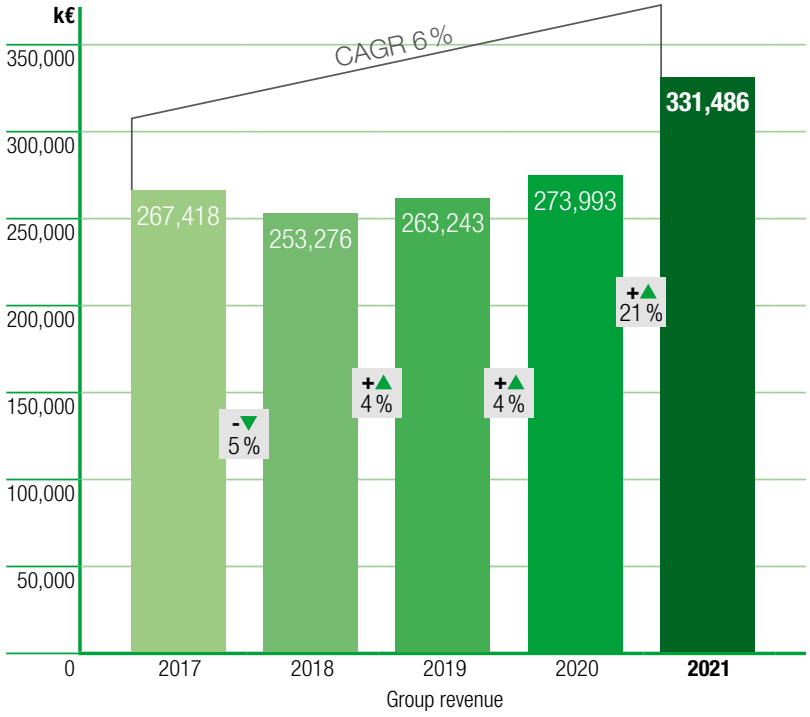
Consolidated new order intake by segment

in k€	2020	Share in %	2021	Share in %
Individual	**193,885**	**62.1**	**247,110**	**55.3**
- of which HELMA Eigenheimbau AG	127,283		199,377	
- of which HELMA Wohnungsbau GmbH	66,602		47,733	
Pre-planned	**118,574**	**37.9**	**199,448**	**44.7**
- of which HELMA Wohnungsbau GmbH	44,090		85,997	
- of which HELMA Ferienimmobilien GmbH	74,484		113,451	
Total	**312,459**	**100.0**	**446,558**	**100.0**

- Strong sales results in both business segments ensure further order record.
- New order growth of +27.5 % achieved in the **Individual segment** in 2021 and of +68.2 % in the **Pre-planned segment**.

6. Financial figures

Revenue performance



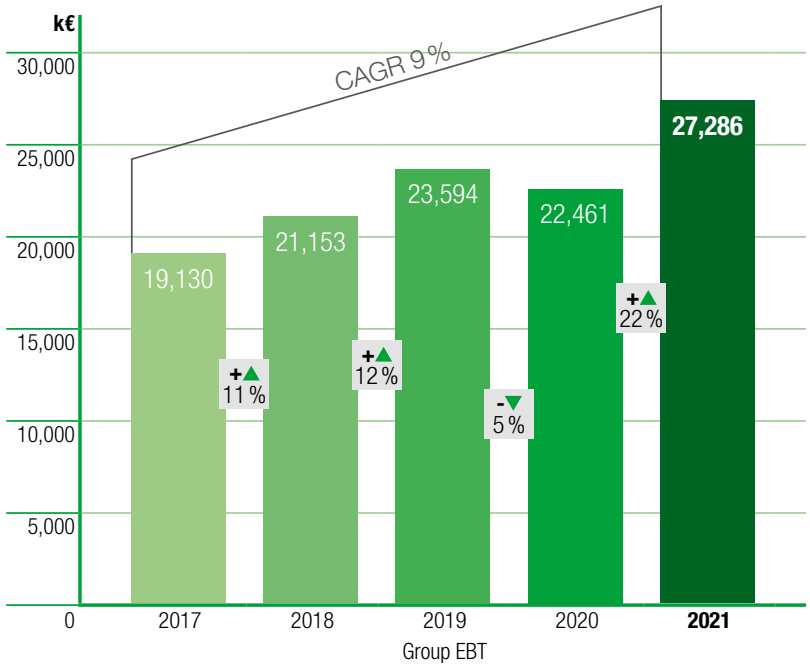
in k€	2020	Share in %	2021	Share in %
Individual	**172,760**	**63.1**	**178,656**	**53.9**
- of which: HELMA Eigenheimbau AG	115,843		111,373	
- of which: HELMA Wohnungsbau GmbH	55,420		65,672	
- of which: Hausbau Finanz GmbH*	1,497		1,611	
Pre-planned	**101,233**	**36.9**	**152,830**	**46.1**
- of which: HELMA Wohnungsbau GmbH	47,251		52,977	
- of which: HELMA Ferienimmobilien GmbH	53,982		99,853	
Total	**273,993**	**100.0**	**331,486**	**100.0**

*Allocated in its entirety to the Individual segment for reasons of simplification, as the significantly greater proportion of services is rendered in this segment

- Original revenue forecast (€ 300–310 million) and the revenue forecast that was increased by 5 % on November 15, 2021 exceeded.
- Revenue in the **Individual segment** up by 3.4 % and in the **Pre-planned segment** by 51.0 %.

6. Financial figures

Earnings performance

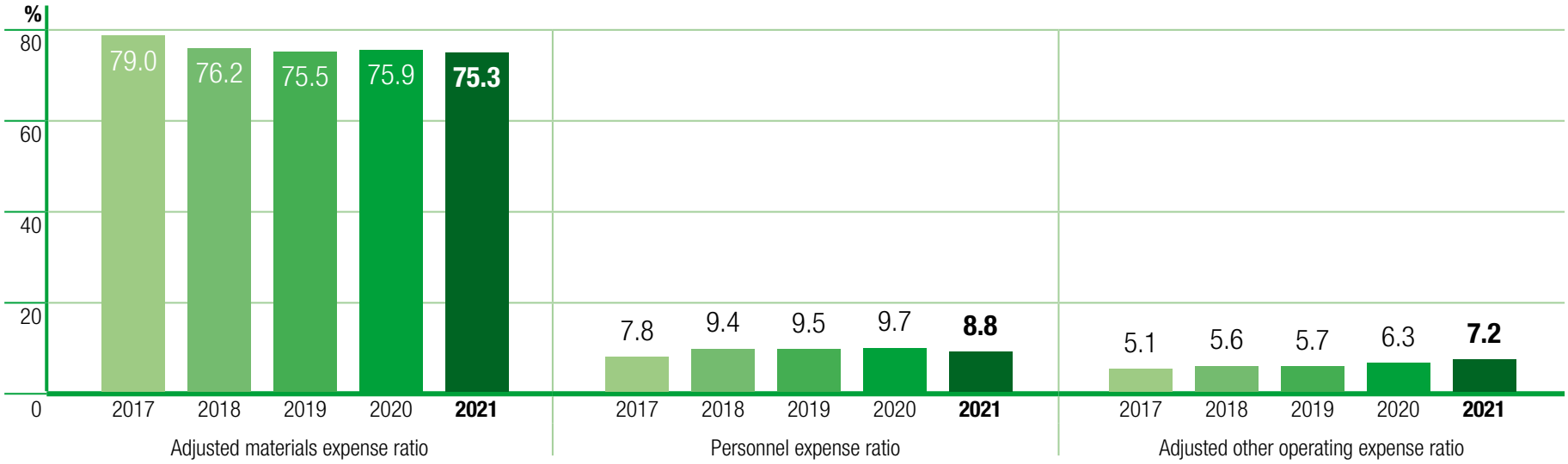


in k€	2020	Share in %	2021	Share in %
Individual	12,069	53.7	13,905	51.0
Pre-planned	10,392	46.3	13,381	49.0
Total	**22,461**	**100.0**	**27,286**	**100.0**

- EBT lies within the target range of the earnings guidance that was raised on November 15, 2021 (> € 27.0 million) and tangibly above the original EBT forecast (€ 25–26 million).
- EBT in the **Individual segment** grew by 15.2 % and in the **Pre-planned segment** by 28.8 %.
- Record earnings per share of € 4.69 in 2021 (2020: € 3.84).

6. Financial figures

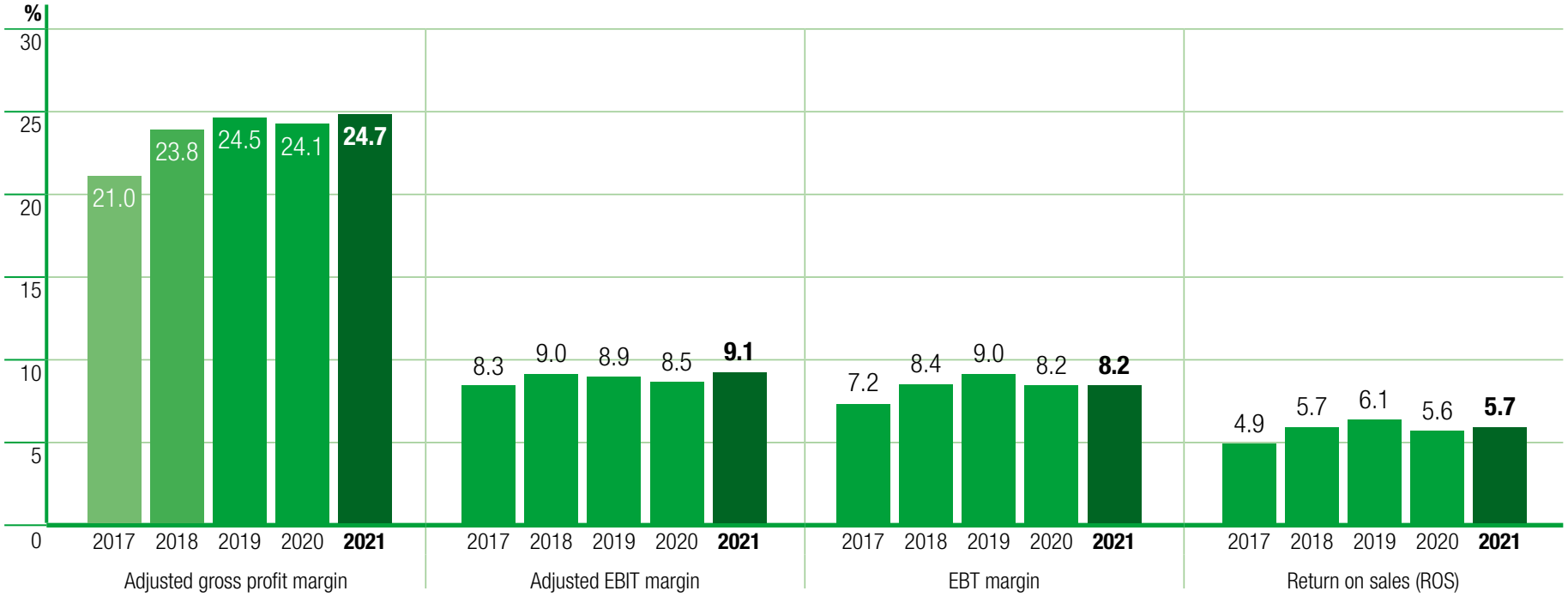
Trends in cost ratios to revenue



- Pleasing trend in the materials expense ratio due to above-average margins on various property development projects despite difficult conditions in procurement markets.
- Improvement in the personnel expense ratio reflects above-average revenue growth compared to market-related wage adjustments on an almost unchanged headcount.
- Increase in other operating expense ratio reflects highest revenue growth rate in business area with above-average sales commissions.

6. Financial figures

Trends in profit margins to revenue



- Adjusted EBIT margin of 9.1 % reflects further tangible year-on-year improvement.
- EBT margin and return on sales approximately at previous year's level, as positive special effects included in the previous year's financial result.

6. Financial figures

Strong financial position with equity ratio above the sector average

Consolidated balance sheet structure of assets

in k€	12/31/2020	Share in %	12/31/2021	Share in %
Non-current assets	27,482	6.5	24,966	5.5
- of which property, plant and equipment	19,499	4.6	19,299	4.3
Current assets	395,890	93.5	426,464	94.5
- of which inventories including land	281,673	66.5	311,024	68.9
- of which cash and cash equivalents	20,087	4.7	21,787	4.8
Total assets	**423,372**	**100.0**	**451,430**	**100.0**

Consolidated balance sheet structure of equity and liabilities

in k€	12/31/2020	Share in %	12/31/2021	Share in %
Equity	116,578	27.5	129,481	28.7
Non-current liabilities	195,211	46.1	228,532	50.6
- of which non-current financial liabilities	181,603	42.9	212,288	47.0
Current liabilities	111,583	26.4	93,417	20.7
- of which current financial liabilities	36,890	8.7	20,633	4.6
Total equity and liabilities	**423,372**	**100.0**	**451,430**	**100.0**

- Increase in inventories – including land plots recognised as current assets at cost prices (principle of lowest value) – secures continued growth of high-margin property development business.
- Equity base well above the average sector level enables financing land purchases through land acquisition financing facilities and/or working capital facilities with favourable interest rates.
- Current financial liabilities comprise, among others, financing facilities for land and projects. As it is to be assumed that these financing facilities will be repaid through the acquirer‘s purchase price payments within the next twelve months, these liabilities are to be presented as current financial liabilities irrespective of the actual financing term.

6. Financial figures

Development of cash flows

in k€	2017	2018	2019	2020	2021
Cash flow from operating activities	-13,344	4,061	-3,499	-9,298	549
- of which cash earnings	**17,965**	**14,983**	**18,089**	**20,352**	**24,481**
- of which change in working capital	**-31,278**	**-10,877**	**-21,628**	**-29,658**	**-23,830**
- of which gain/loss on disposal of fixed assets	-31	-16	-29	8	-102
Cash flow from investing activities	-3,298	-4,445	-2,005	-1,872	-2,019
Cash flow from financing activities	21,967	56	5,879	14,554	3,170
Cash and cash equivalents at the end of the period	**16,656**	**16,328**	**16,703**	**20,087**	**21,787**

- Sustainably positive cash earnings from operating business.
- Forward-looking inventory accumulation reflecting more land plot purchases increases working capital.

7. Project pipeline

Successful expansion of the project pipeline

in k€	12/31/2017	12/31/2018	12/31/2019	12/31/2020	12/31/2021
Inventories	199,891	220,152	232,210	281,673	311,024
- of which land	**172,429**	**185,853**	**192,496**	**220,287**	**230,468**
- of which building and ancillary building costs	21,738	26,469	29,130	47,922	65,368
- of which capitalised interest	5,455	7,724	10,519	13,397	15,145
- of which others	269	106	65	67	43

- Land plots held as inventory (recognised at lower of cost or market) of € 230.5 million as well as further contractually secured land plots with a purchase price volume of € 52.8 million as of December 31, 2021 (December 31, 2020: € 41.2 million) form an excellent foundation on which to expand the high-margin property development business.
- Most of the purchase price for land plots is usually paid after the building rights have been established, which significantly reduces risk as well as capital intensity.
- The purchase of the property volume recognised as of December 31, 2021 was realised approximately four years ago on average.

7. Project pipeline

Value creation and value appreciation

Land plots held as inventory
and contractually secured
land plots totaling € 283.3 million
as of December 31, 2021

Revenue potential of
€ 2.0 billion from realised
land purchases
as of December 31, 2021

- Favourable initial purchase prices due to experienced acquisition agents
- Development gains through the creation of building rights and optimal land utilisation
- Significant price increases in the core regions
- Sale of HELMA products through strong specialist advisors with a high level of company identification

7. Project pipeline

Case studies: Attractive land purchases in the Hanover and Berlin regions

Sehnde (Hanover region)

Hennickendorf (Berlin region)

- Agricultural land with a total area of approximately 105,000 m² successively acquired from various sellers in 2020 and 2021.
- HELMA is responsible for procurement of building rights and development over the coming years.
- Development of approximately 117 residential units in detached and terraced houses.

- Access to existing, broad network of contacts enables exclusive acquisition of undeveloped land with building rights with a total size of approximately 55,000 m² in 2020.
- Preparation and development of the land carried out by the seller.
- Development of approximately 105 residential units in detached, semi-detached and terraced houses.

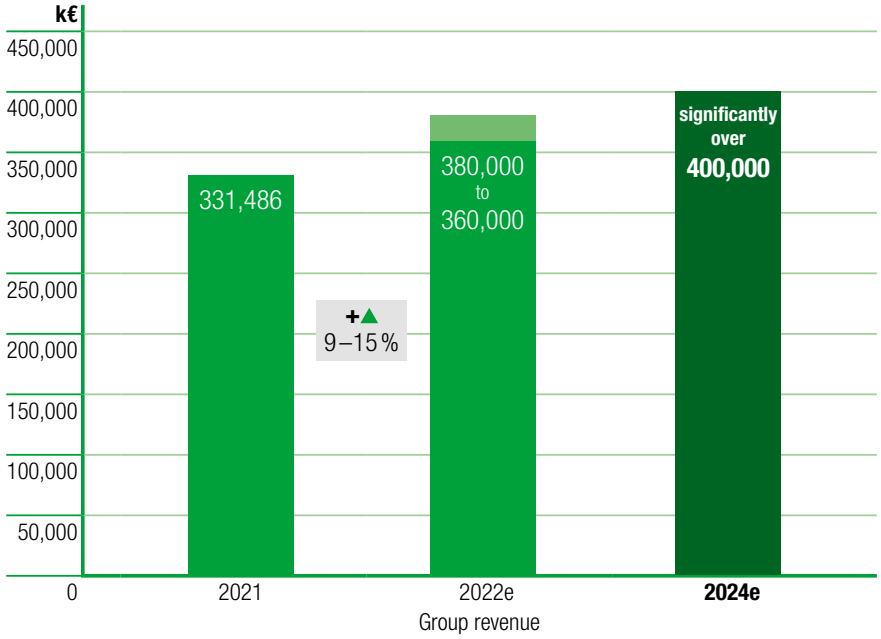
7. Project pipeline

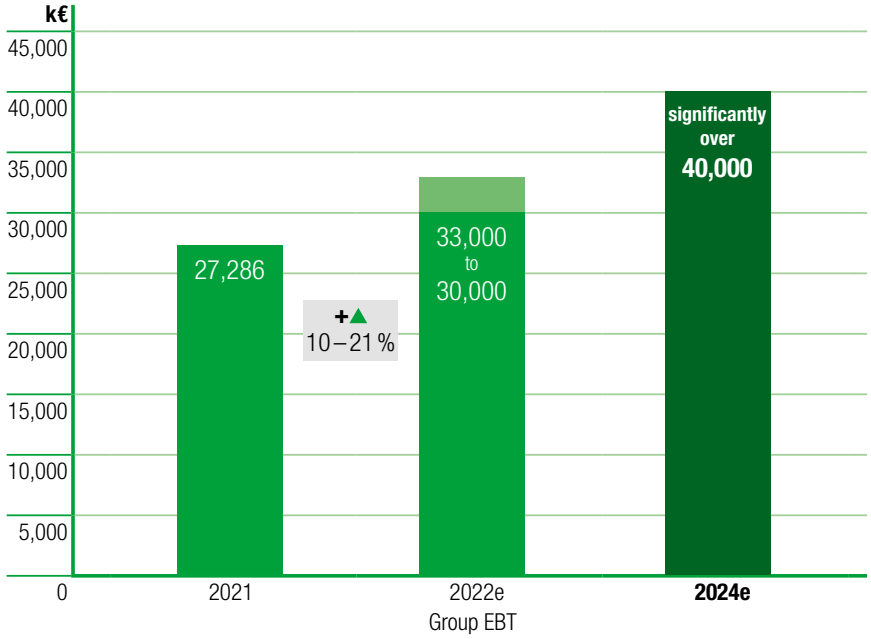
Revenue potential of € 2.0 billion from realised land purchases as of December 31, 2021

	Total		Individually planned detached houses		Pre-planned semi-detached and terraced houses and owner-occupied apartments	
	Number of units	Revenue volume in k€	Number of units	Revenue volume in k€	Number of units	Revenue volume in k€
HELMA Wohnungsbau GmbH Berlin/Potsdam region	1,445	794,500	645	358,900	800	435,600
HELMA Wohnungsbau GmbH Hamburg/Hanover region	620	292,100	190	102,400	430	189,700
HELMA Wohnungsbau GmbH Leipzig region	300	137,900	250	116,300	50	21,600
HELMA Wohnungsbau GmbH Munich region	195	182,200	0	0	195	182,200
HELMA Wohnungsbau GmbH Rhine-Main and Rhine-Ruhr region	70	32,900	70	32,900	0	0
Total HELMA Wohnungsbau GmbH	**2,630**	**1,439,600**	**1,155**	**610,500**	**1,475**	**829,100**
Total HELMA Ferienimmobilien GmbH	**1,295**	**518,800**	**0**	**0**	**1,295**	**518,800**
Total HELMA Wohnungsbau GmbH & HELMA Ferienimmobilien GmbH	**3,925**	**1,958,400**	**1,155**	**610,500**	**2,770**	**1,347,900**

- **Property development subsidiaries** exhibit **€ 2.0 billion of revenue potential**; most of this can be realised within a period of around 6 years.
- **HELMA Eigenheimbau AG** is expected to generate **annual revenue of at least € 125 million** for which it does not need its own land.

8. Forecast





- Assuming an intact market environment, Group revenue of well above € 400 million and an increase in EBT margin to a level of over 10 % (2021: 8.2 %) are expected by 2024 at the latest.
- **Group EBT of well over € 40 million** would thereby be achieved for the first time by 2024 at the latest.
- On the corporate side, the preconditions also exist to continue to realise further dynamic growth in income over the coming years.

8. Forecast

Financing strategy

- **Equity base well above the average sector level**
  as basis for further corporate growth
- **Operating cash flow from current projects**
  and retained profits
- **Land purchase finance arrangements**
  with various, mainly long-standing, partner banks
- **Use of unsecured credit lines for temporary current financing**
  made available by a broad spectrum of banks
- **Capital market transactions or promissory note issues**
  comprise additional options where required

The average interest rate of the financial liabilities of the HELMA Group as of the balance sheet date (12/31/2021) was around 2.09 % p. a. and is thus clearly below the average financing costs of the relevant competition.

9. Share

Performance of the HELMA share

- ISIN: DE000A0EQ578
- XETRA closing price on July 04, 2022: € 38.90
- Market capitalisation on July 04, 2022: € 155.6 million
- Free float market capitalisation on July 04, 2022: € 108.8 million

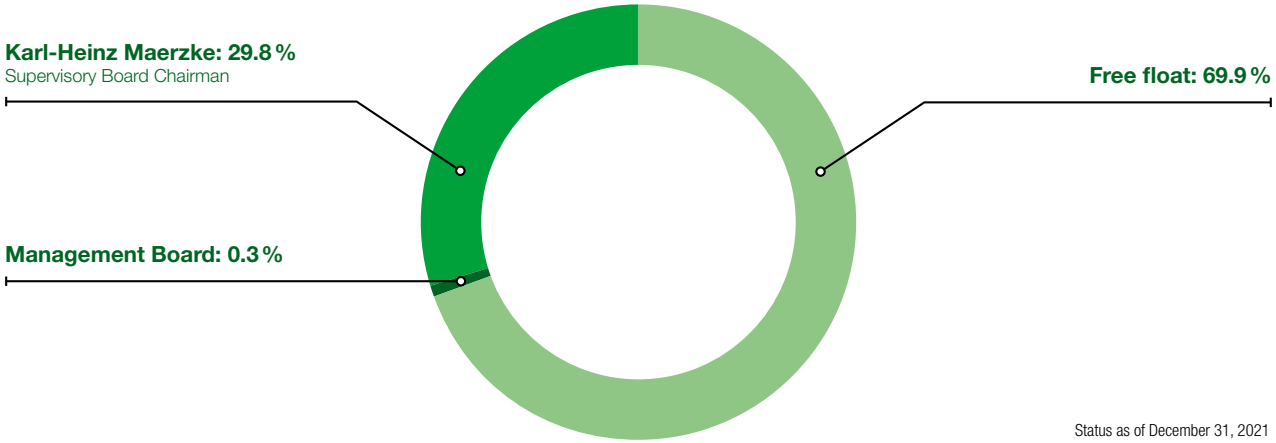
9. Share

Dividend

in €	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Dividend per share	0.35	0.53	0.63	0.79	1.10	1.40	1.30	1.85	1.54	1.72

- Half of the net income for the year according to German Commercial Code (HGB) accounting standards will be used to pay an attractive dividend and half to finance further growth by way of reinvestment.

Shareholder structure



Status as of December 31, 2021

10. Annex

The HELMA Group at a glance

Earnings		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Revenue	in k€	113,988	138,018	170,497	210,618	263,842	267,418	253,276	263,243	273,993	331,486
EBITDA	in k€	8,774	11,793	15,971	19,494	23,455	22,529	23,776	25,171	24,756	30,647
Adjusted EBITDA*	in k€	8,774	11,843	16,301	20,076	23,949	24,433	24,883	25,878	25,813	32,910
Operating earnings (EBIT)	in k€	7,335	10,286	14,167	17,774	21,662	20,232	21,784	22,782	22,169	27,904
Adjusted operating earnings (EBIT)*	in k€	7,335	10,336	14,497	18,356	22,156	22,136	22,891	23,489	23,226	30,167
Earnings before taxes (EBT)	in k€	5,755	8,271	11,690	14,956	19,568	19,130	21,153	23,594	22,461	27,286
Net income after minority interests	in k€	3,799	5,606	8,132	9,952	13,498	12,993	14,487	16,144	15,365	18,772
Cash earnings	in k€	8,524	11,752	16,302	15,325	20,953	17,965	14,983	18,089	20,352	24,481
Earnings per share**	in €	1.33	1.85	2.43	2.69	3.37	3.25	3.62	4.04	3.84	4.69
Dividend per share	in €	0.35	0.53	0.63	0.79	1.10	1.40	1.30	1.85	1.54	1.72
Adjusted gross profit margin	in %	23.7	24.1	24.4	23.4	21.5	21.0	23.8	24.5	24.1	24.7
Adjusted EBIT margin*	in %	6.4	7.5	8.5	8.7	8.4	8.3	9.0	8.9	8.5	9.1
EBT margin	in %	5.0	6.0	6.9	7.1	7.4	7.2	8.4	9.0	8.2	8.2
Return on sales (ROS)	in %	3.4	4.1	4.8	4.7	5.1	4.9	5.7	6.1	5.6	5.7

Sales performance		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Net new order intake	in k€	131,398	158,979	193,005	269,386	286,815	245,393	278,576	296,486	312,459	446,558

Selected balance sheet items and key figures		12/31/2012	12/31/2013	12/31/2014	12/31/2015	12/31/2016	12/31/2017	12/31/2018	12/31/2019	12/31/2020	12/31/2021
Property, plant and equipment	in k€	15,022	15,760	16,139	16,342	16,398	16,621	19,065	19,919	19,499	19,299
Inventories including land	in k€	35,816	78,408	96,054	154,369	173,816	199,891	220,152	232,210	281,673	311,024
Cash and cash equivalents	in k€	1,540	6,821	6,916	12,493	11,331	16,656	16,328	16,703	20,087	21,787
Equity	in k€	20,365	28,033	40,952	69,898	80,236	88,829	97,716	108,594	116,578	129,481
Net debt	in k€	36,347	68,034	79,401	98,581	124,320	149,236	159,312	174,898	198,406	211,134
Total assets	in k€	84,645	136,600	159,947	244,994	278,242	317,653	341,440	380,164	423,372	451,430
Equity ratio	in %	24.1	20.5	25.6	28.5	28.8	28.0	28.6	28.6	27.5	28.7

Other data	12/31/2012	12/31/2013	12/31/2014	12/31/2015	12/31/2016	12/31/2017	12/31/2018	12/31/2019	12/31/2020	12/31/2021
Number of employees	188	211	233	254	290	304	325	322	346	348

* Adjusted for the disposal of capitalised interest
** Relative to the average number of shares in circulation during the financial year

10. Annex

Financial Calendar 2022

January 26, 2022	Roadshow ODDO BHF (virtual)
March 02, 2022	Preliminary figures for the 2021 financial year
March 09, 2022	Roadshow M.M.Warburg (virtual)
March 24, 2022	Publication Annual Report 2021
April 07, 2022	Metzler MicroCap Days (virtual)
May 03–04, 2022	Munich Capital Market Conference (Munich)
June 23–24, 2022	Warburg Highlights Conference (Hamburg)
July 01, 2022	Annual General Meeting (virtual)
August 11, 2022	Publication Half-Year Report 2022
August 24–25, 2022	Hamburg Investors' Day - HIT (Hamburg)
September 19–21, 2022	Berenberg and Goldman Sachs German Corporate Conference (Munich)
November 28–30, 2022	German Equity Forum (Frankfurt am Main)

IR contact

Dipl.-Kfm.
Gerrit Janssen, CFA
Chairman of the Management Board (CEO)

M.A., M.Sc.
Daniel Weseloh
Investor Relations

Zum Meersefeld 4
D-31275 Lehrte
Phone: +49 (0) 51 32 / 88 50 - 221
email: ir@HELMA.de

10. Annex

We are HELMA