

# Company presentation

June 2021



40 years of HELMA  
1980 – 2020



1. Investment case
2. Business model
3. Sustainability
4. Market environment
5. Order book position
6. Financial figures
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# 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, thereby securing a broadly diversified project pipeline characterised by favourable initial investment conditions.



... **is benefiting from current megatrends** for living in the countryside, home office working and holidays in Germany, which are being further bolstered by the COVID-19 pandemic.



... **has a very high level of customer satisfaction**, which is essential for continuous business expansion.



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

## 2. Business model



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

Total market: More than 80 % of owner-occupied houses in Germany are built using the solid construction method



- **Pre-planned residential units in semi-detached, terraced and multi-family houses**, all including land plots, in Berlin/Potsdam, Hamburg/Hanover, Leipzig and Munich 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 locations, and the low mountain range.



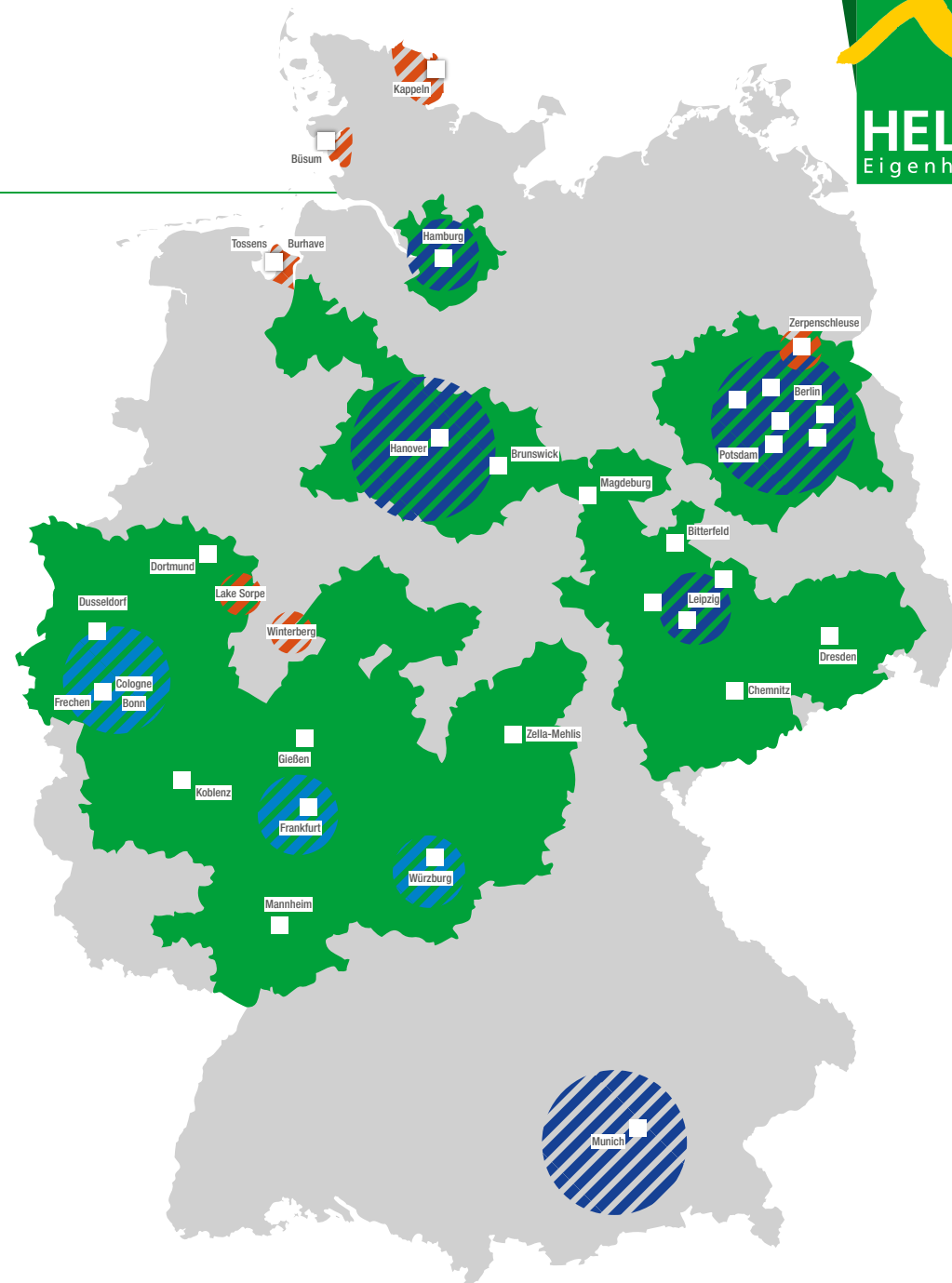
- Nationwide and bank-independent **financing and building insurance brokerage**, especially for private customers of the HELMA Group via Hausbau Finanz GmbH.

## 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

- Core region HELMA Eigenheimbau AG: individual detached houses excluding land plots
- Core region HELMA Wohnungsbau GmbH: individual detached houses, pre-planned semi-detached and terraced houses as well as owner-occupied apartments in each case including land plots
- Extended core region HELMA Wohnungsbau GmbH: individual detached houses including land plots
- Project region HELMA Ferienimmobilien GmbH
- Sales location



Status as of December 31, 2020

# 2. Business model

## Value chain



# 2. Business model

## Value chain



## 2. Business model

HELMA Eigenheimbau and HELMA Wohnungsbau: individual dream houses



## 2. Business model

HELMA Wohnungsbau: Reference projects for property development business – individual detached houses (extract)



## 2. Business model

HELMA Wohnungsbau: Reference projects for property development business – pre-planned semi-detached houses, terraced houses and owner-occupied apartments (extract)



## 2. Business model

HELMA Wohnungsbau: Reference projects for property development business – pre-planned semi-detached houses, terraced houses and owner-occupied apartments (extract)



## 2. Business model

HELMA Ferienimmobilien: OstseeResort Olpenitz with 1,380 units in Schleswig-Holstein – around half of the units have already been completed



## 2. Business model

HELMA Ferienimmobilien: Projects on the North Sea and in the low mountain range (extract)



# 3. Sustainability

## Ecological and social responsibility

### Reducing CO<sub>2</sub> emissions

The houses and apartments that we realise each year achieve CO<sub>2</sub> emission reductions of > 200,000 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.



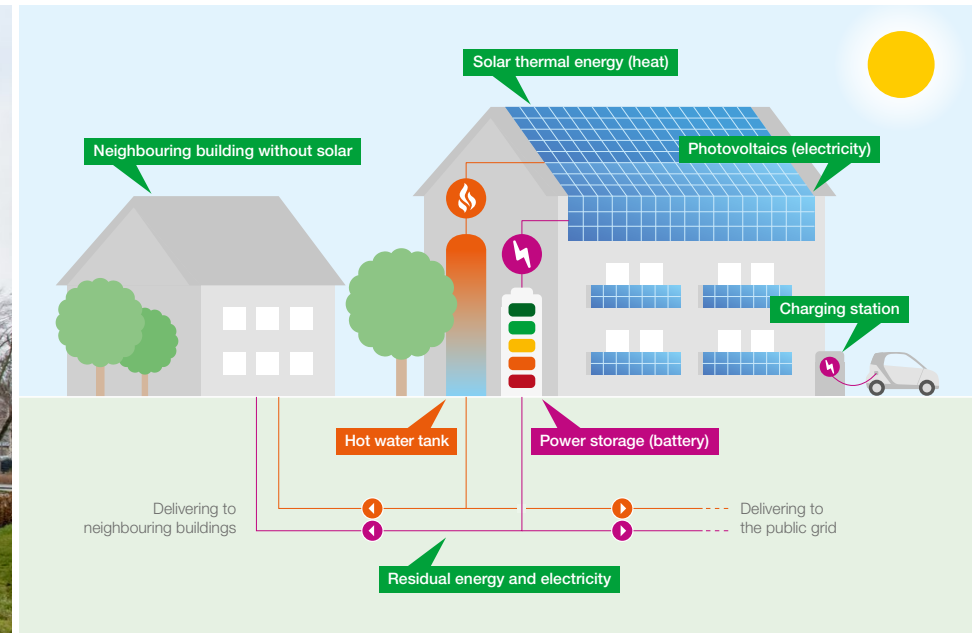
### Sustainable resource utilisation

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.



# 3. Sustainability

## Energy self-sufficient multi-family houses



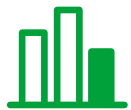
- Energy self-sufficient multi-family houses as a showcase project were awarded with the German Solar Prize.
- Photovoltaic modules and solar thermal collectors enable the greatest possible self-sufficiency in electricity and heat.
- Reduction of CO<sub>2</sub> emissions of around 84 % compared with multi-family houses constructed according to the currently valid standard for the German Building Energy Act (GEG).

## 4. Market environment

### Positive framework data



- Trend towards living in high-growth metropolitan regions



- Low homeownership rate of 45 % in Germany



- Real estate enjoys high status as a retirement provision and as capital investment



- Good financing conditions and attractive promotion of energy-efficient construction methods

## 4. Market environment

Go for green living: Current megatrends in the residential and holiday property markets



Living close to the city in the countryside



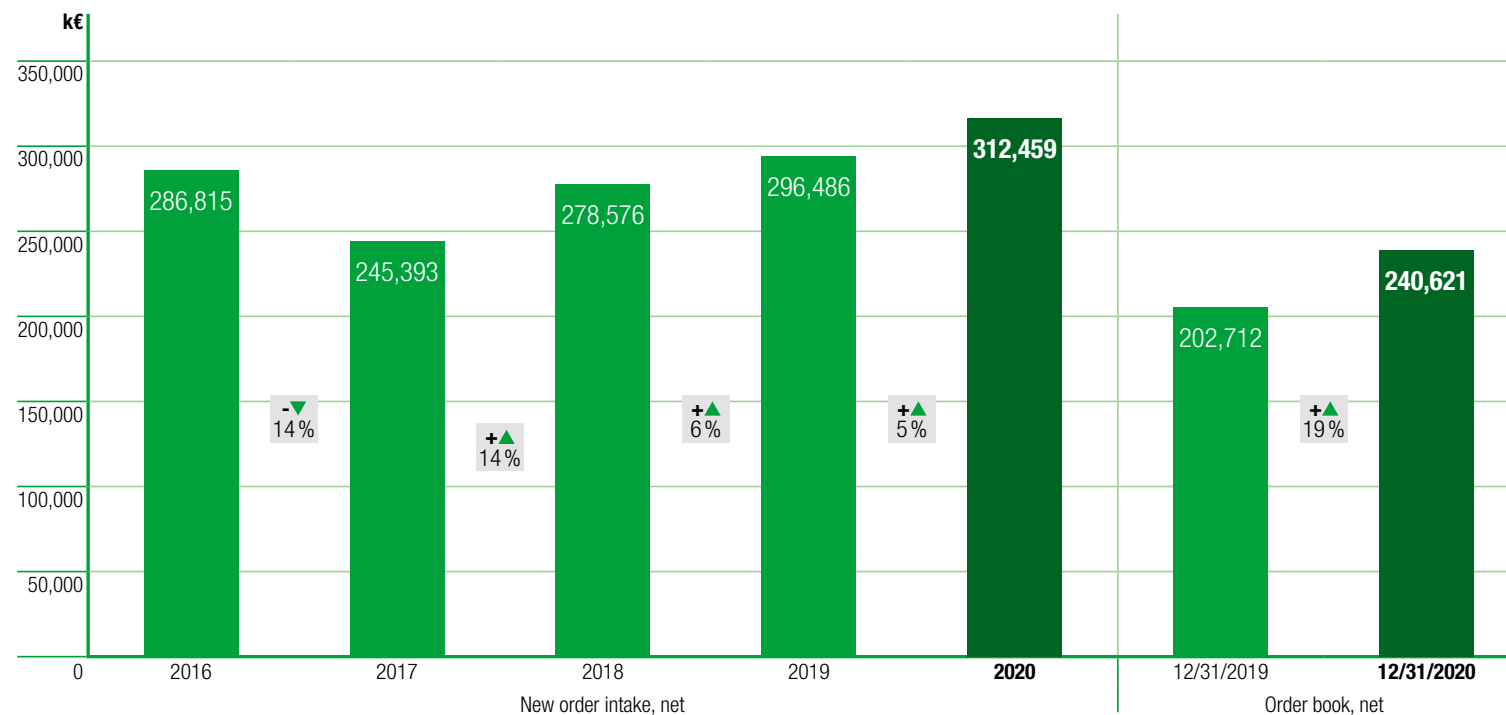
Home office enjoys great popularity and increases space requirements



German holiday regions gain in importance once again

## 5. Order book position

### HELMA Group new order intake and order book position



- After quite considerable restrictions in sales activities in H1 2020, significant increase in new order intake in H2 2020, with a new record level being achieved for the year as a whole.
- Record order book position as of December 31, 2020 represents very good starting position for 2021.

## 5. Order book position

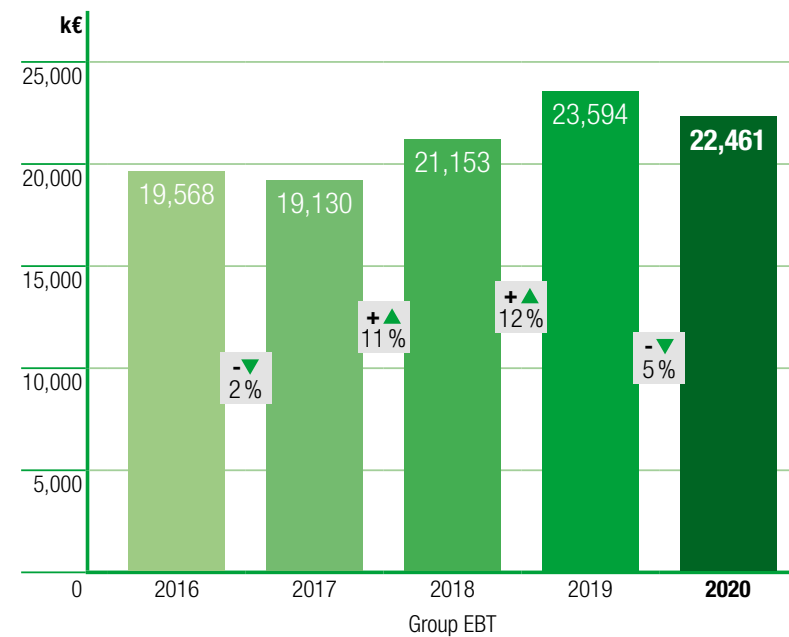
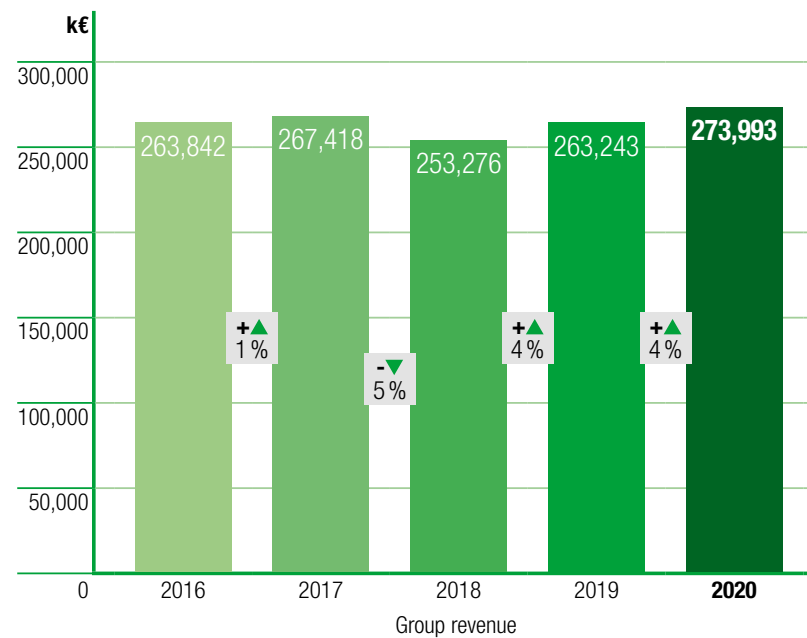
Group companies' contributions to consolidated new order intake

in k€	2016	Share in %	2017	Share in %	2018	Share in %	2019	Share in %	2020	Share in %
HELMA Eigenheimbau AG	99,041	34.5	93,594	38.2	105,771	38.0	121,737	41.1	127,283	40.7
HELMA Wohnungsbau GmbH	150,805	52.6	99,924	40.7	133,509	47.9	131,332	44.3	110,692	35.5
HELMA Ferienimmobilien GmbH	36,969	12.9	51,874	21.1	39,296	14.1	43,417	14.6	74,484	23.8
<b>Total</b>	<b>286,815</b>	<b>100.0</b>	<b>245,393</b>	<b>100.0</b>	<b>278,576</b>	<b>100.0</b>	<b>296,486</b>	<b>100.0</b>	<b>312,459</b>	<b>100.0</b>

- Significant growth in new orders, especially at HELMA Ferienimmobilien GmbH.
- Over the course of the year HELMA Wohnungsbau GmbH was unable to fully offset the pandemic-related decline in new order intake in H1 2020.

## 6. Financial figures

### Revenue and earnings performance



- Despite pandemic-related effects, revenue grew in 2020.
- EBT forecast of August 13, 2020 (€ 14.0–17.0 million) significantly exceeded.
- Earnings per share of € 3.84 achieved in 2020 (2019: € 4.04).

## 6. Financial figures

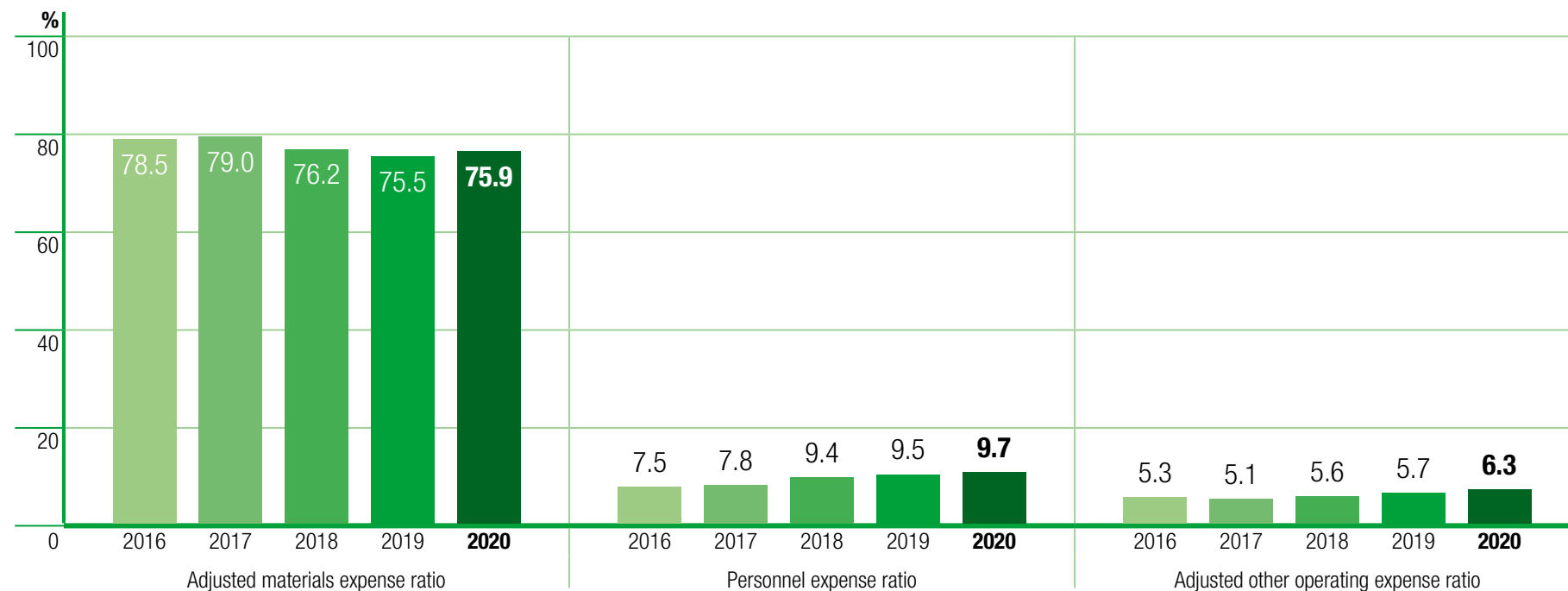
### Contributions of Group companies to consolidated revenue

in k€	2016	Share in %	2017	Share in %	2018	Share in %	2019	Share in %	2020	Share in %
HELMA Eigenheimbau AG	91,864	34.8	85,071	31.8	85,560	33.8	98,336	37.4	115,843	42.3
HELMA Wohnungsbau GmbH	139,428	52.9	133,352	49.9	122,628	48.4	123,942	47.1	102,671	37.5
HELMA Ferienimmobilien GmbH	31,657	12.0	48,116	18.0	43,971	17.4	39,751	15.1	53,982	19.7
Hausbau Finanz GmbH	893	0.3	879	0.3	1,117	0.4	1,214	0.4	1,497	0.5
<b>Total</b>	<b>263,842</b>	<b>100.0</b>	<b>267,418</b>	<b>100.0</b>	<b>253,276</b>	<b>100.0</b>	<b>263,243</b>	<b>100.0</b>	<b>273,993</b>	<b>100.0</b>

- HELMA Eigenheimbau, HELMA Ferienimmobilien and Hausbau Finanz all report significant revenue growth.
- Lower revenue at HELMA Wohnungsbau in H1 2020, particularly reflecting pandemic-related reductions in orders and slight postponements of various construction starts.

## 6. Financial figures

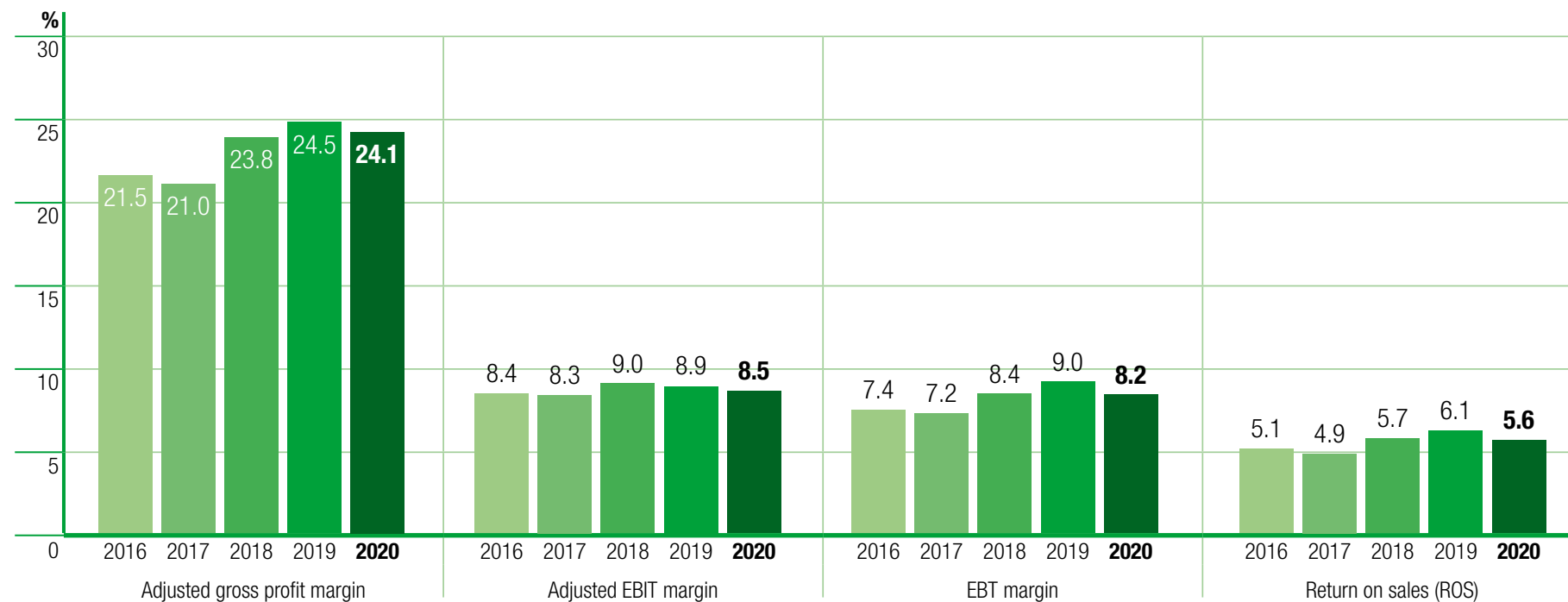
### Trends in cost ratios to revenue



- Disproportionately low revenue growth due to pandemic leads to higher cost ratios.
- Increase in personnel expenses in anticipation of a significant revenue growth in order to ensure the continued high-quality realisation of our products.

## 6. Financial figures

### Trends in profit margins to revenue



- Gross profit margin remains at a high level due to above-average margins on various property development projects.
- Earnings figures would be at least at the previous year's level without the pandemic-related reduction in revenue.

## 6. Financial figures

Strong financial position with equity ratio above the sector average

Consolidated balance sheet structure of assets

in k€	12/31/2019	Share in %	12/31/2020	Share in %
Non-current assets	27,863	7.3	27,482	6.5
- of which property, plant and equipment	19,919	5.2	19,499	4.6
Current assets	352,301	92.7	395,890	93.5
- of which inventories including land	232,210	61.1	281,673	66.5
- of which cash and cash equivalents	16,703	4.4	20,087	4.7
<b>Total assets</b>	<b>380,164</b>	<b>100.0</b>	<b>423,372</b>	<b>100.0</b>

Consolidated balance sheet structure of equity and liabilities

in k€	12/31/2019	Share in %	12/31/2020	Share in %
Equity	108,594	28.6	116,578	27.5
Non-current liabilities	167,050	43.9	195,211	46.1
- of which non-current financial liabilities	155,617	40.9	181,603	42.9
Current liabilities	104,520	27.5	111,583	26.4
- of which current financial liabilities	35,984	9.5	36,890	8.7
<b>Total equity and liabilities</b>	<b>380,164</b>	<b>100.0</b>	<b>423,372</b>	<b>100.0</b>

- 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€	2016	2017	2018	2019	2020
Cash flow from operating activities	-16,088	-13,344	4,061	-3,499	-9,298
- of which cash earnings	<b>20,953</b>	<b>17,965</b>	<b>14,983</b>	<b>18,089</b>	<b>20,352</b>
- of which change in working capital	<b>-37,039</b>	<b>-31,278</b>	<b>-10,877</b>	<b>-21,628</b>	<b>-29,658</b>
- of which gain / loss on disposal of fixed assets	-2	-31	-16	-29	8
Cash flow from investing activities	-1,839	-3,298	-4,445	-2,005	-1,872
Cash flow from financing activities	16,765	21,967	56	5,879	14,554
<b>Cash and cash equivalents at the end of the period</b>	<b>11,331</b>	<b>16,656</b>	<b>16,328</b>	<b>16,703</b>	<b>20,087</b>

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

## 6. Financial figures

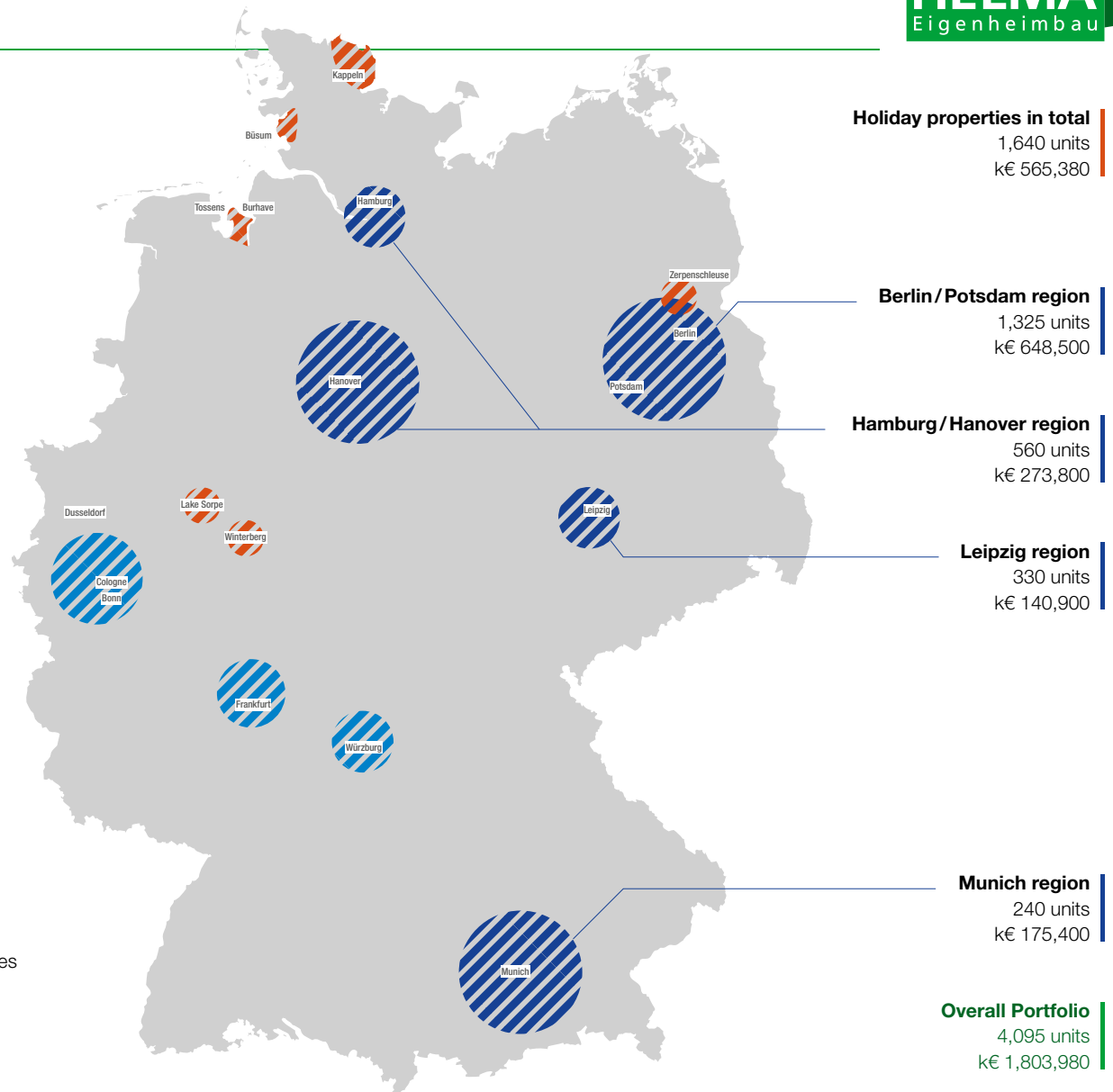
### Forward-looking expansion of the project pipeline

in k€	12/31/2016	12/31/2017	12/31/2018	12/31/2019	12/31/2020
Inventories	173,816	199,891	220,152	232,210	281,673
- of which land	124,272	172,429	185,853	192,496	220,287
- of which building and ancillary building costs	44,709	21,738	26,469	29,130	47,922
- of which capitalised interest	4,629	5,455	7,724	10,519	13,397
- of which others	206	269	106	65	67

- Land plots held as inventory (recognised at lower of cost or market) as well as further contractually secured land plots with a purchase price volume of € 41.2 million as of December 31, 2020 form an excellent foundation on which to expand the high-margin property development business.
- For land purchases, most of the purchase price is paid usually depending on the building permit in order to reduce risk.
- Sustained margin increase expected due to favourable initial investment conditions and noticeable development gains.

# 7. Forecast

Revenue potential of € 1.8 billion from realised land purchases as of December 31, 2020



- Core region HELMA Wohnungsbau GmbH: individual detached houses, pre-planned semi-detached and terraced houses as well as owner-occupied apartments in each case including land plots
- Extended core region HELMA Wohnungsbau GmbH: individual detached houses including land plots
- Project region HELMA Ferienimmobilien GmbH

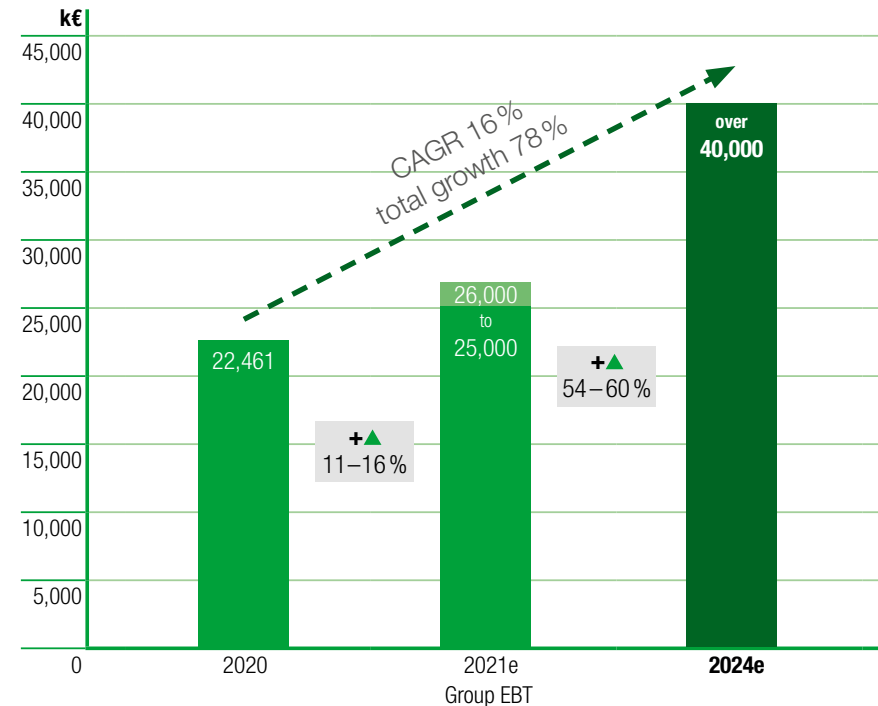
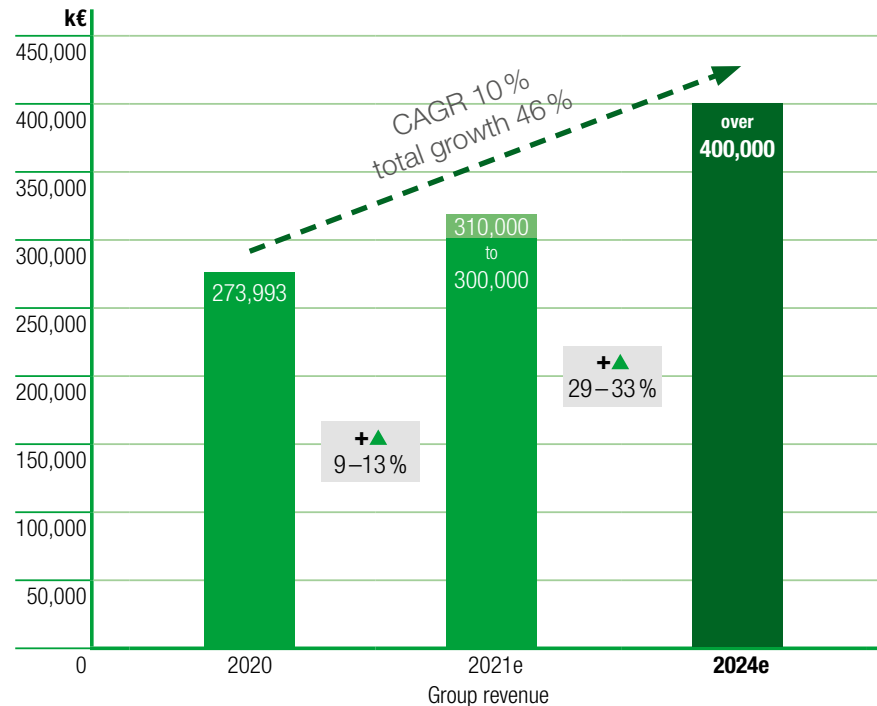
## 7. Forecast

Revenue potential of € 1.8 billion from realised land purchases as of December 31, 2020

	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	1,325	648,500	540	303,200	785	345,300
HELMA Wohnungsbau GmbH Hamburg/Hanover region	560	273,800	150	71,300	410	202,500
HELMA Wohnungsbau GmbH Leipzig region	330	140,900	270	110,900	60	30,000
HELMA Wohnungsbau GmbH Munich region	240	175,400	0	0	240	175,400
<b>Total HELMA Wohnungsbau GmbH</b>	<b>2,455</b>	<b>1,238,600</b>	<b>960</b>	<b>485,400</b>	<b>1,495</b>	<b>753,200</b>
<b>Total HELMA Ferienimmobilien GmbH</b>	<b>1,640</b>	<b>565,380</b>	<b>0</b>	<b>0</b>	<b>1,640</b>	<b>565,380</b>
<b>Total HELMA Wohnungsbau GmbH &amp; HELMA Ferienimmobilien GmbH</b>	<b>4,095</b>	<b>1,803,980</b>	<b>960</b>	<b>485,400</b>	<b>3,135</b>	<b>1,318,580</b>

- **Property development subsidiaries** exhibit **€ 1.8 billion of revenue potential**; most of this can be realised within the next 5 to 7 years.
- **HELMA Eigenheimbau AG** is expected to generate **annual revenue of around € 125 million** for which it does not need its own land.

# 7. Forecast



- Based on the highest order book position in the company’s history and the very attractive project pipeline, a significant increase in revenue, earnings and margins is expected in the medium term in conjunction with the current megatrends in the residential and holiday property markets.
- **The following key figures are to be achieved by FY 2024 at the latest:**
  - Revenue > € 400 million (2020: € 274 million)
  - Earnings before taxes (EBT) > € 40 million (2020: € 22.5 million)
  - EBT margin > 10 % (2020: 8.2 %)

## 7. 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 was around 2.23 % p. a. and is thus clearly below the average financing costs of the relevant competition.

## 8. Share

### Performance of the HELMA share



- ISIN: DE000A0EQ578
- XETRA closing price on May 31, 2021: € 55.00
- Market capitalisation on May 31, 2021: € 220.0 million
- Free float market capitalisation on May 31, 2021: € 132.4 million

# 8. Share

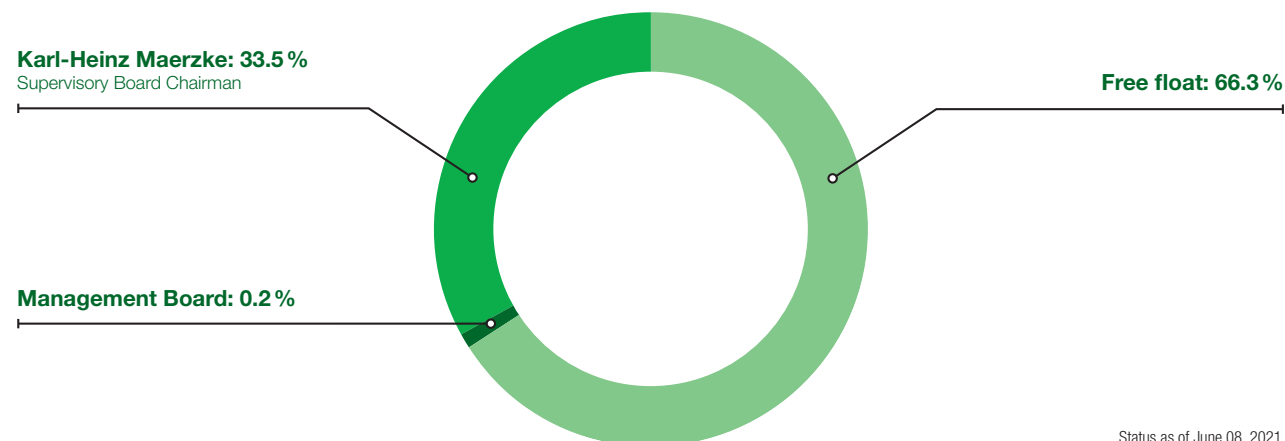
## Dividend

in €	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Dividend per share	0.20	0.35	0.53	0.63	0.79	1.10	1.40	1.30	1.85	1.54*

\* Proposal

- Retention of predominant portion of earnings (> 50 %) forms important pillar to stabilize equity ratio at high level compared to sector average.

## Shareholder structure



## 9. Annex

### The HELMA Group at a glance

<b>Earnings</b>		<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Revenue	in k€	103,588	113,988	138,018	170,497	210,618	263,842	267,418	253,276	263,243	273,993
EBITDA	in k€	6,132	8,774	11,793	15,971	19,494	23,455	22,529	23,776	25,171	24,756
Adjusted EBITDA*	in k€	6,132	8,774	11,843	16,301	20,076	23,949	24,433	24,883	25,878	25,813
Operating earnings (EBIT)	in k€	4,786	7,335	10,286	14,167	17,774	21,662	20,232	21,784	22,782	22,169
Adjusted operating earnings (EBIT)*	in k€	4,786	7,335	10,336	14,497	18,356	22,156	22,136	22,891	23,489	23,226
Earnings before taxes (EBT)	in k€	3,381	5,755	8,271	11,690	14,956	19,568	19,130	21,153	23,594	22,461
Net income after minority interests	in k€	2,310	3,799	5,606	8,132	9,952	13,498	12,993	14,487	16,144	15,365
Cash earnings	in k€	5,939	8,524	11,752	16,302	15,325	20,953	17,965	14,983	18,089	20,352
Earnings per share**	in €	0.83	1.33	1.85	2.43	2.69	3.37	3.25	3.62	4.04	3.84
Dividend per share	in €	0.20	0.35	0.53	0.63	0.79	1.10	1.40	1.30	1.85	1.54***
Adjusted gross profit margin	in %	21.4	23.7	24.1	24.4	23.4	21.5	21.0	23.8	24.5	24.1
Adjusted EBIT margin*	in %	4.6	6.4	7.5	8.5	8.7	8.4	8.3	9.0	8.9	8.5
EBT margin	in %	3.3	5.0	6.0	6.9	7.1	7.4	7.2	8.4	9.0	8.2
Return on sales (ROS)	in %	2.3	3.4	4.1	4.8	4.7	5.1	4.9	5.7	6.1	5.6

<b>Sales performance</b>		<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Net new order intake	in k€	106,828	131,398	158,979	193,005	269,386	286,815	245,393	278,576	296,486	312,459

<b>Selected balance sheet items and key figures</b>		<b>12/31/2011</b>	<b>12/31/2012</b>	<b>12/31/2013</b>	<b>12/31/2014</b>	<b>12/31/2015</b>	<b>12/31/2016</b>	<b>12/31/2017</b>	<b>12/31/2018</b>	<b>12/31/2019</b>	<b>12/31/2020</b>
Property, plant and equipment	in k€	16,311	15,022	15,760	16,139	16,342	16,398	16,621	19,065	19,919	19,499
Inventories including land	in k€	19,830	35,816	78,408	96,054	154,369	173,816	199,891	220,152	232,210	281,673
Cash and cash equivalents	in k€	3,793	1,540	6,821	6,916	12,493	11,331	16,656	16,328	16,703	20,087
Equity	in k€	17,067	20,365	28,033	40,952	69,898	80,236	88,829	97,716	108,594	116,578
Net debt	in k€	16,552	36,347	68,034	79,401	98,581	124,320	149,236	159,312	174,898	198,406
Total assets	in k€	63,868	84,645	136,600	159,947	244,994	278,242	317,653	341,440	380,164	423,372
Equity ratio	in %	26.7	24.1	20.5	25.6	28.5	28.8	28.0	28.6	28.6	27.5

<b>Other data</b>		<b>12/31/2011</b>	<b>12/31/2012</b>	<b>12/31/2013</b>	<b>12/31/2014</b>	<b>12/31/2015</b>	<b>12/31/2016</b>	<b>12/31/2017</b>	<b>12/31/2018</b>	<b>12/31/2019</b>	<b>12/31/2020</b>
Number of employees		164	188	211	233	254	290	304	325	322	346

\* Adjusted for the disposal of capitalised interest

\*\* Relative to the average number of shares in circulation during the financial year

\*\*\* Proposal

## 9. Annex

### Financial Calendar 2021

March 04, 2021	Preliminary figures for the 2020 financial year
March 24, 2021	Publication Annual Report 2020
March 24–25, 2021	Metzler MicroCap Days (virtual)
May 03–04, 2021	Munich Capital Market Conference (virtual)
July 02, 2021	Annual General Meeting (Lehrte)
August 12, 2021	Publication Half-Year Report 2021
August 26, 2021	Hamburg Investors' Day - HIT (Hamburg)
September 20–22, 2021	Berenberg and Goldman Sachs German Corporate Conference (Munich)
November 22–24, 2021	German Equity Forum (virtual)

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## 9. Annex



We are HELMA

