

Ad hoc release

Wels, 24 February 2021

## PIERER Mobility AG: Guidance for 2021

- **Outlook 2021**
- **Market share gains in the key motorcycle markets USA, Australia and Europe**
- **Further expansion of the e-bike segment**

PIERER Mobility AG announces the guidance for the business year 2021.

For the financial year 2021, sales between **EUR 1,800 – 1,900 million**, an **EBIT-margin** between **8 – 9 %** and an **EBITDA-margin** exceeding **15 %** are expected.

PIERER Mobility expects that the demand in the **motorized two-wheeler** sector remains high in the business year 2021, with a further increase in sales and operating profit compared to the business year 2020. The operating margin in the motorcycle sector is expected to return to pre-crisis levels. Growth is expected to be driven primarily by continued high demand in North America, Australia and China, as well as by the anticipated market recovery in Europe.

In the important and strongly growing **e-bike segment**, the Group will develop into a significant global player in the medium term. Expansion into further European markets and the addition of motorcycle dealers to the dealer network are planned for 2021. In order to make the topic of electromobility in the e-bike sector accessible to an even broader target audience, the brand GASGAS is added to the portfolio.

### Guidance

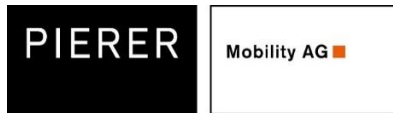
**2021**

Revenue in EUR million	1,800 – 1,900
EBIT margin	8 – 9 %
EBITDA margin	> 15 %

The annual financial report and the sustainability report on the 2020 financial year will be published on March 30, 2021 and are available on the company's website [www.pierermobility.com](http://www.pierermobility.com) at the following links:

<https://www.pierermobility.com/en/investor-relations/reports>

<https://www.pierermobility.com/en/sustainability/sustainability-reports>



## About the Group

The PIERER Mobility Group is Europe's leading manufacturer of "powered two-wheelers" (PTW). With its globally known motorcycle brands KTM, HUSQVARNA and GASGAS, it is one of the European technology and market leaders, especially for premium motorcycles. In addition to vehicles with combustion engines, the product range also includes emission-neutral vehicles with innovative electric drives and e-bikes. As a pioneer in electromobility for two-wheelers in the low-voltage range (48 volts) the group and its strategic partner Bajaj have the prerequisites to assume a leading global role. With the take-over of the electric bicycle business from PEXCO the group took a next step into the segment of 2-wheel electro mobility. E-bicycle activities will be promoted under the brands HUSQVARNA E-Bicycles, R Raymon and GASGAS E-Bicycles in order to participate in the attractive market growth of the e-bicycle segment and to become a major international player there. Thanks to our innovative strength, we see ourselves as the technology leader in the two-wheeler sector in Europe. The partnership with Bajaj, India's second largest motorcycle manufacturer, strengthens competitiveness in global markets.

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Reuters: PMAG.S