

Ad Hoc Release

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PIERER Mobility AG: Record growth in Q1 2021

- **Revenues: € 509 million / +82% compared to the previous year**
- **Unit sales: 106,453 motorcycles and e-bikes / +80% compared to the previous year**
- **Further increase in headcount numbers since the beginning of the year to 4,730 employees (+130 employees)**
- **Revenue forecast for 2021 increased**

Unit sales: 106,453 motorcycles and e-bikes sold in Q1 2021

In the first quarter of the 2021 financial year, the PIERER Mobility Group generated record unit sales and revenues, driven by high global demand for powered two-wheelers (PTWs). **Revenues of € 509 million** were generated in this period (Q1 2020: € 278.9 million), representing an increase of **82%** compared to the previous year.

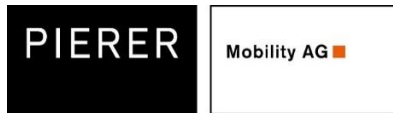
Despite ongoing supply chain challenges, a total of 106,453 vehicles (Q1 2020: 59,168) were sold worldwide, including **87,197 motorcycles** (Q1 2020: 49,869 units) of the **KTM**, **HUSQVARNA** and **GASGAS** brands and **19,256 e-bikes** (Q1 2020: 9,299 units) of the **R RAYMON** and **HUSQVARNA** brands. In total, this represents an increase of 80% over the same period of the previous year. This is associated with a significant increase in global market shares.

In **Europe**, 53,971 motorcycles and e-bikes were sold during the period (+79% over the same period of the previous year). Growth was particularly strong in **North America**, where 12,637 motorcycles were sold, up 145% over the same period of the previous year. A similar trend was seen in **Australia**, with an increase of 109% and a total of 4,357 units sold.

In **India**, despite the ongoing difficult conditions related to the COVID-19 crisis, sales increased by 24% to 20,712 motorcycles.

Further increase in headcount numbers: +130 employees

Since the beginning of the year, the PIERER Mobility Group has increased its headcount by 130 people to 4,730 and is still looking for employees in all areas. As part of the apprenticeship offensive, 65 more apprentices will start their training in this year. In total, the group is training 190 apprentices.



Revenue forecast for 2021 increased

Despite the ongoing COVID-19 related supply chain challenges, the outlook remains positive and the Executive Board raises the revenue guidance for the 2021 financial year 2021 to **EUR 1,850 million - EUR 1,950 million** (previous revenue guidance 2021: EUR 1,800 million - EUR 1,900 million).

About the Group

The PIERER Mobility Group is Europe's leading manufacturer of "powered two-wheelers" (PTW). With its motorcycle brands KTM, HUSQVARNA and GASGAS, it is one of the European technology and market leaders, especially for premium motorcycles. In addition to powered two-wheelers equipped with combustion engines or innovative electric drives, the product portfolio also includes e-bicycles. 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. The acquisition of PEXCO's e-bicycle business was another important step in intensifying activities in the field of two-wheeled electromobility. 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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