

Ludwigsfelde, 26.9.2024

**Veganz**

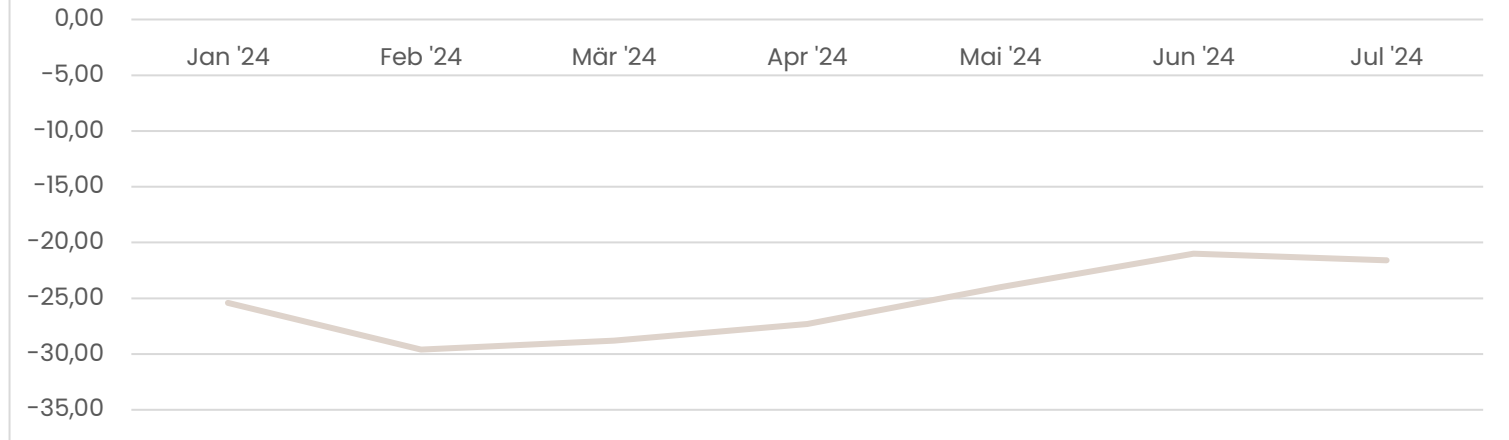
**Investorenpräsentation  
H1 2024**

# Marktlage

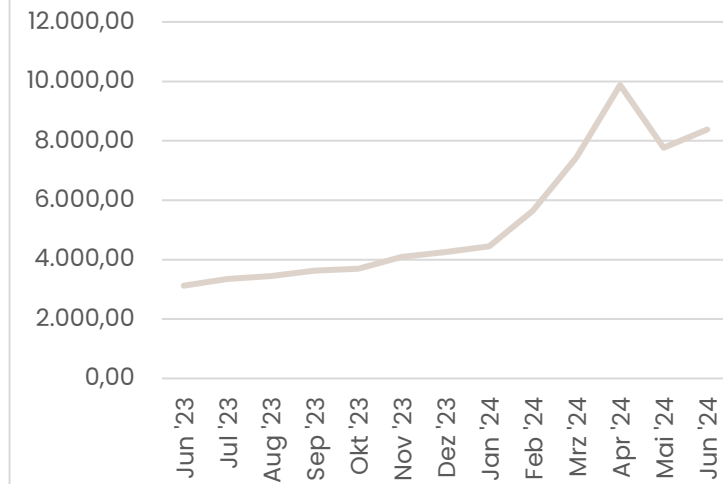
Kaum Erholung des Konsumklimas

- Schwache konjunkturelle Entwicklung
- Konsumklima erholt sich kaum
- Nur 1,5 % reales Wachstum des Lebensmittelhandels
- Klimawandel treibt Ernteaussfälle und Rohstoffpreise
- Tonne Kakao stieg im ersten Halbjahr zwischenzeitlich um bis zu 163%

Konsumklimaindex 2024 1 HJ



Durchschnittlicher Preis von Kakaobohnen in US-Dollar pro Tonne



**WIR MÜSSEN EINIGE UNSERER SCHOKI- PREISE ERHÖHEN.**

**Und der Grund dafür ist ausgerechnet ...**

**... DAS KLIMA!?**

**Der Kakaopreis hat sich in den vergangenen Monaten vervierfacht. Das liegt an einer miserablen Ernte, deren Ursachen vor allem Folgen des Klimawandels sind.**

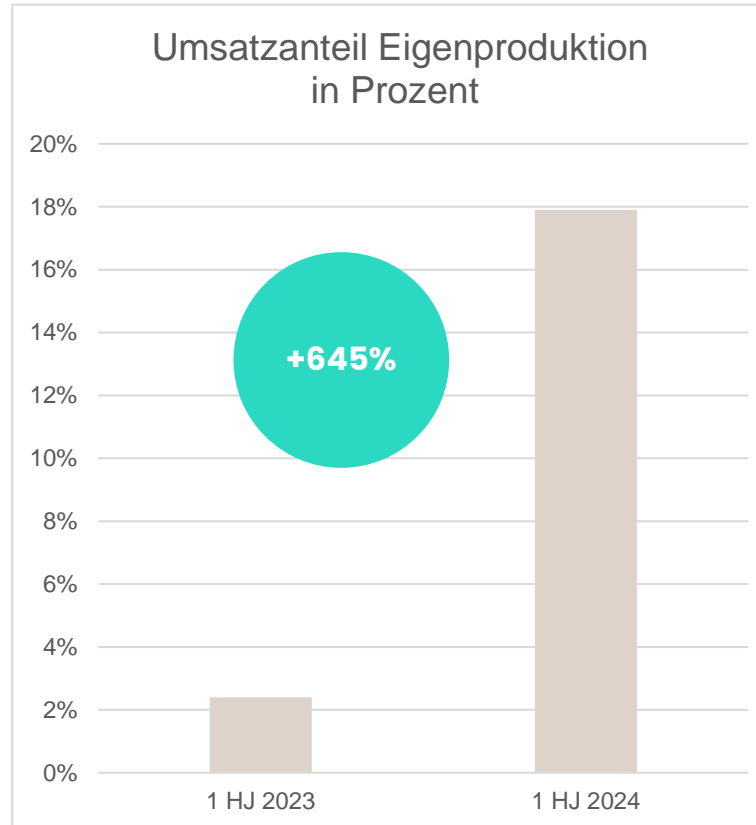
\*Stand 15.04.2024  
Quelle: <https://www.spezialmagazin.de/Wirtschaft/Verbraucher/Kakao-preis-erhoert-moderaten-schokolade-bei-100-gramm>

# Zusammenfassung: 1. HJ 2024

Die Veganz Group AG auf dem Weg zum Produktionsunternehmen

## Profitabilität

- Rohertragsanstieg auf 36,1% (VJ: 33,8%)
- weitere Sortimentsbereinigungen um 20 Artikel
- Schließung Produktionsstandort für Ei- und Fischalternativen
- Optimierung Personalkosten
- Rotationssteigerung am Regal durch Markenrelaunch



## Investitionen

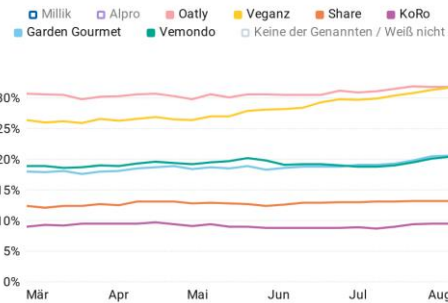
- Umsatzrückgang durch Konzentration auf Innovationsartikel
- Erhöhte Standortkosten bei Käsealternativen (Cuxhaven) und Milchalternativen (Ludwigsfelde)
- Sonderaufwendungen für Produktentwicklung und Markteinführung Mililk und Peas on Earth
- Verschlechterung des EBITDA

# Veganz Group AG

Vier Business Units und die Orbifarm LLC



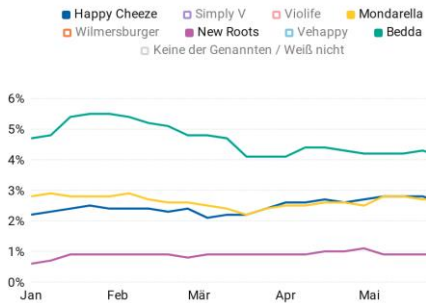
Von welcher dieser Marken haben Sie schon einmal gehört?



Mehrfachantwort möglich | Stat. Fehler Gesamtergebnis: 2,5% | Stichprobengröße: 10.048 | Befragungszeitraum: 01.01.24 - 18.08.24 | Mittelwerte Kalenderwoche | Daten bereitgestellt von Civey



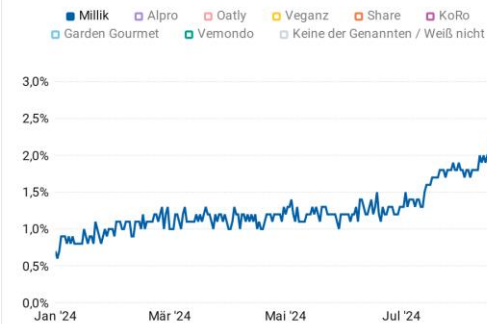
Welche dieser Marken kennen Sie, wenn auch nur dem Namen nach?



Mehrfachantwort möglich | Stat. Fehler Gesamtergebnis: 2,5% | Stichprobengröße: 10.043 | Befragungszeitraum: 01.01.24 - 16.06.24 | Mittelwerte Kalenderwoche | Daten bereitgestellt von Civey



Von welcher dieser Marken haben Sie schon einmal gehört?

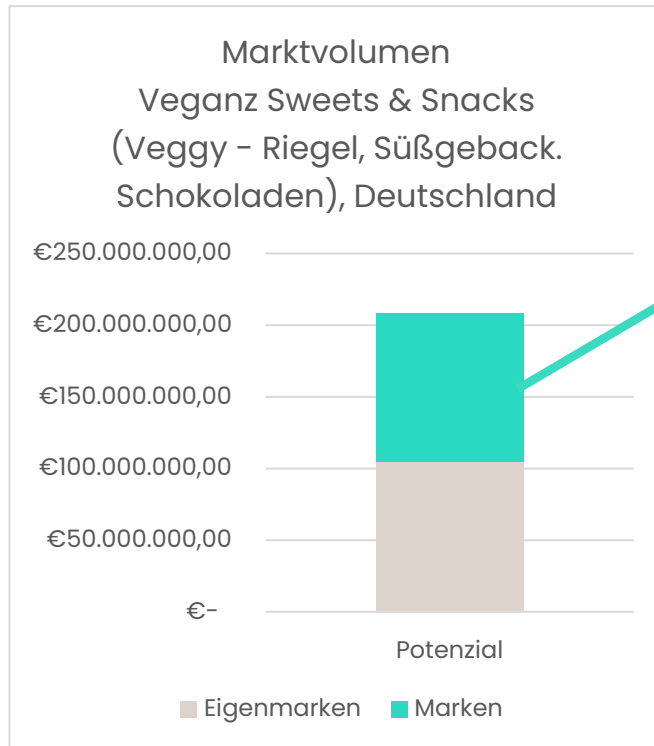


Mehrfachantwort möglich | Stat. Fehler Gesamtergebnis: 2,5% | Stichprobengröße: 10.051 | Befragungszeitraum: 01.01.24 - 26.08.24 | Daten bereitgestellt von Civey



# Veganz Group AG

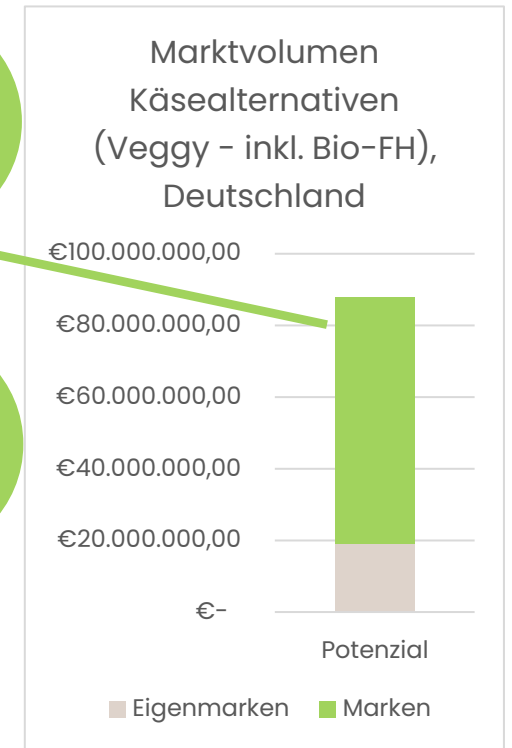
Altgeschäft



<1%  
Markt-  
anteil

>7%  
Markt-  
anteil

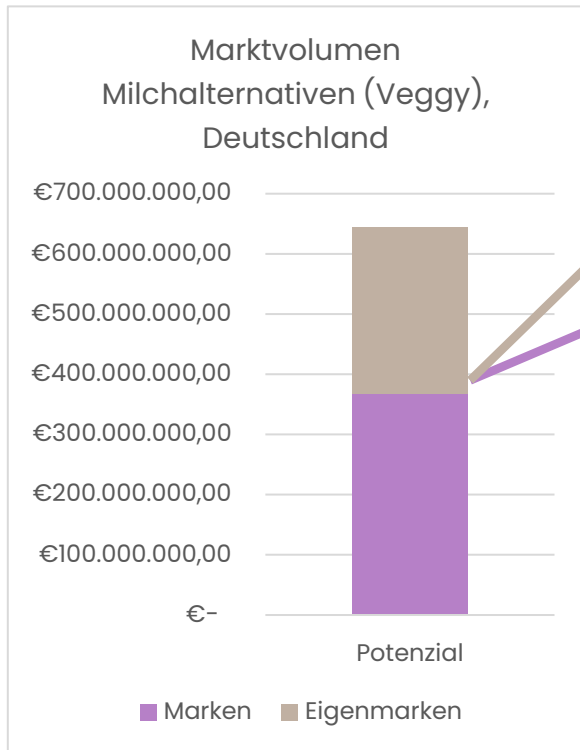
## Happy Cheeze



# Veganz Group AG

Innovationsgeschäft

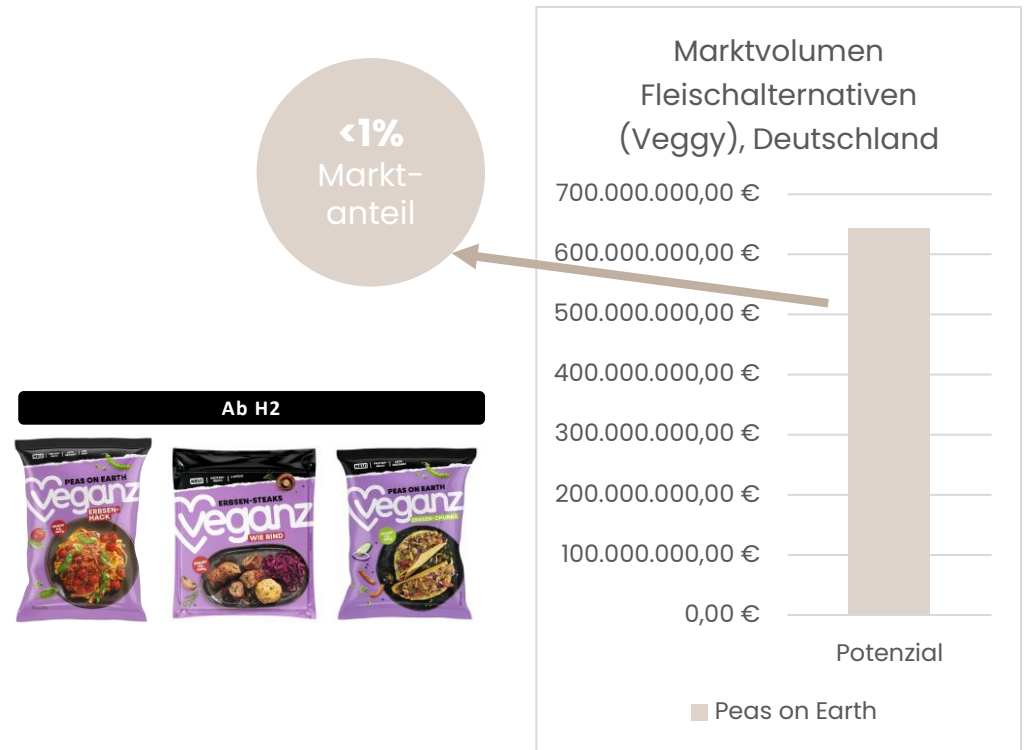
## MILK



<1%  
Markt-  
anteil



## peas° on earth



<1%  
Markt-  
anteil



# Highlights

Innovationen und profitable Skalierung

## Orbifarm & Körper



## Mililk Eigenmarke

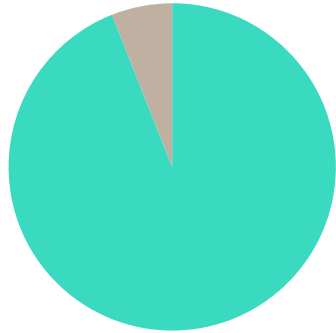


## Markenrelaunch



# Kennzahlen H1 2024

## Umsatz nach Region



- DACH 94%**  
(2023: 90%)
- Sonst. Europa 6%**  
(2023: 10%)
- Rest der Welt 0%**  
(2023: 0%)

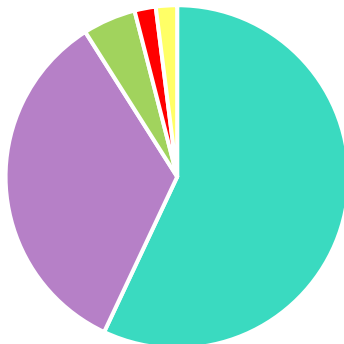
**€7.0m**  
Umsatz<sup>(1)</sup>

**13**  
Produktkategorien

Mehr als  
**10**  
Länder

**3**  
Produktionsstandorte

## Umsatz nach Kanal



- LEH 57%**  
(2023: 59%)
- Drogerie 34%**  
(2023: 30%)
- Food service 5%**  
(2023: 5%)
- Discount 2%**  
(2023: 6%)
- D2C 2%**  
(2023: 0%)

Quellen: Unternehmensinformationen  
(1) Umsatz Veganz Group AG



# FINANZIELLE ENTWICKLUNG

H1 2024



# GuV

H1 2024

Materialaufwand weniger reduziert als der Umsatz (Produkt-Mix)

Erhöhte Kosten für Produktion u. a. Personal) und Marketing

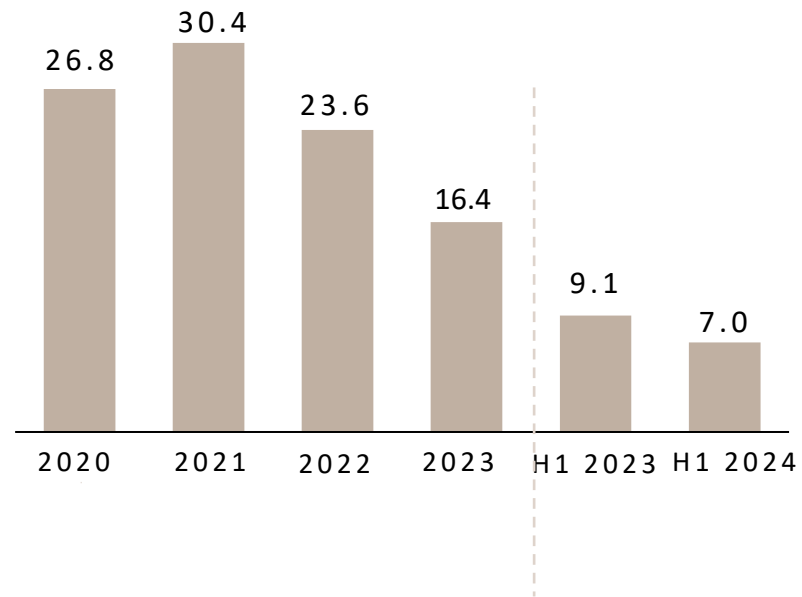
Reduzierte direkte Kosten (Overheads)

in €m	H1 2024	H1 2023	Change (in %)
<b>Umsatz</b>	<b>7.0</b>	<b>9.1</b>	<b>-23</b>
Materialaufwand	4.4	6.0	-26
Personalaufwand	2.3	1.9	+24
Sonstige betriebliche Aufwendungen	4.4	4.7	-6
- Marketing Kosten	0.8	0.7	+19
- direkte Kosten	1.8	1.6	+15
- indirekte Kosten	1.8	2.4	-26
<b>Bereinigtes EBITDA</b>	<b>-3.7</b>	<b>-3.1</b>	
Einmalaufwendungen	0.6	0.0	-
<b>EBITDA</b>	<b>-4.3</b>	<b>-3.1</b>	
Abschreibungen	0.8	0.7	+8
<b>EBIT</b>	<b>-5.0</b>	<b>-3.8</b>	
<b>Periodenfehlbetrag</b>	<b>-5.5</b>	<b>-4.2</b>	

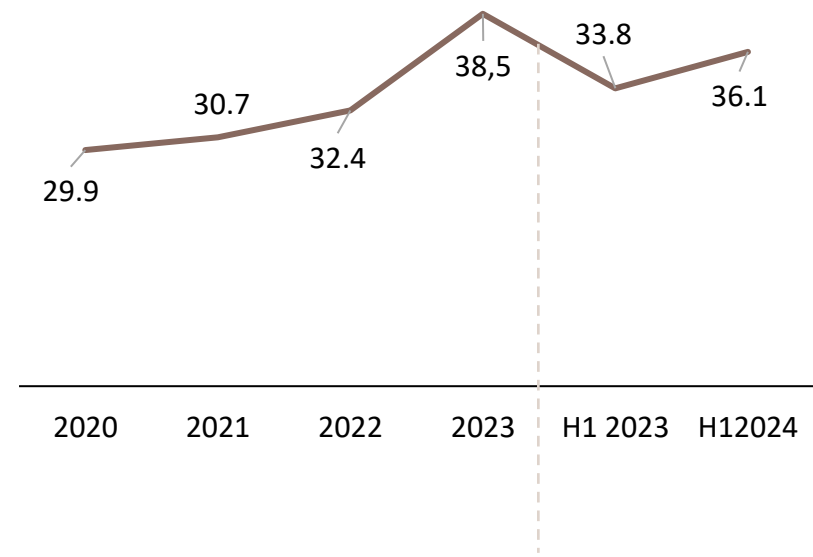
# Finanzielle Entwicklung

H1 2024

Umsatz in Mio. €



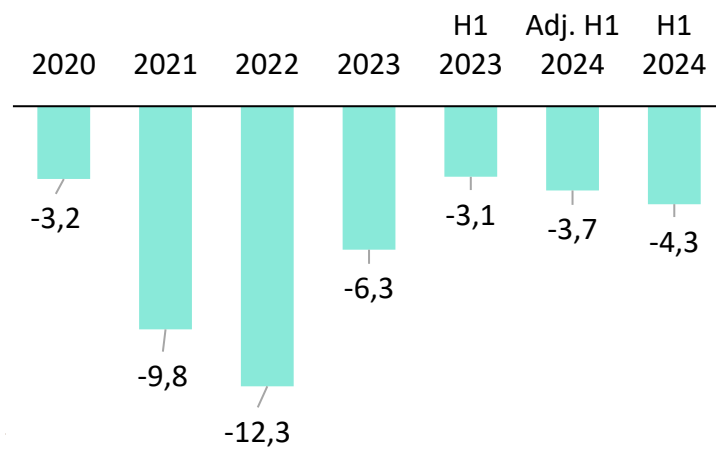
Rohhertragsmarge in %



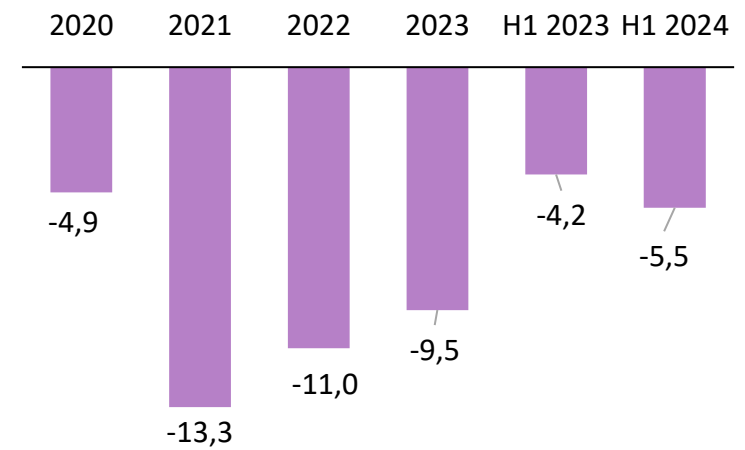
# GUV

H1 2024

## EBITDA in Mio. €



## Jahresfehlbetrag in Mio. €



# Bilanz

H1 2024

Eigenkapital reduziert aufgrund der operativen Verluste

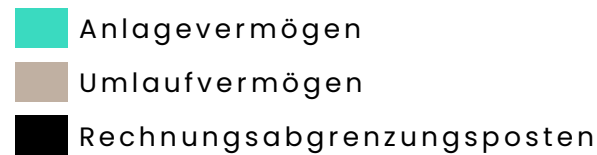
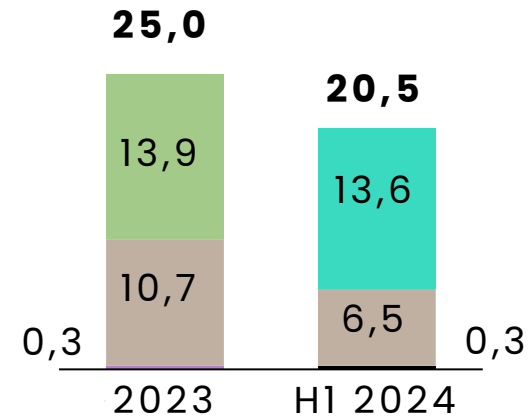
Starke Reduktion des Umlaufvermögens aufgrund des verringerten Umsatzes

Verbindlichkeiten inkl.:

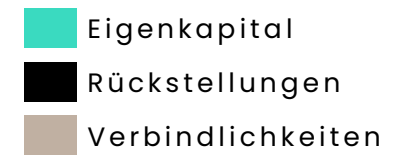
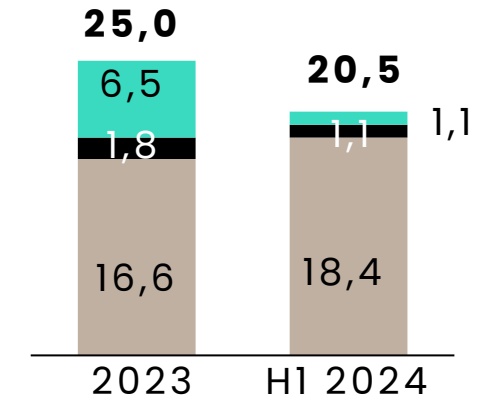
Anleihe 9.6 EUR. Mio

Crowdfunding: 1.8 EUR. Mio

Aktiva in Mio. €



Passiva in Mio. €



# AUSBLICK

2024



# Maßnahmen 2024

## Updates 2024

Im Rahmen der veränderten Unternehmensstruktur wurde ein neues Kostensetup entwickelt, das Kosteneinsparungen über alle Bereiche vorsieht.

Effizienzmaßnahmen zur weiteren Profitabilität der Produktionen und des operativen Geschäftsbetriebs sind vorbereitet und auf den Weg gebracht.

Darüber hinaus werden aktuell Finanzierungsmaßnahmen zu den bereits bestehenden Maßnahmen verfolgt.

## 1 Finanzierung

- Sicherung des Kapitalbedarfs für die weitere Entwicklung des Unternehmens

## 2 Skalierung der In-house Produktion

- Skalierung der Produktion im Bereich Milchalternativen (Mililk®)
- Ausbau der Mililk® Produktpalette und Distributionsausweitung
- Käsealternativen Distributionsausweitung
- Platzierung der PoE Produkte im Markt

## 3 Business Units

- Förderung der Business Units und konzentrierte Marktbearbeitung
- Entwicklung des Controllings und Optimierung der Business Bereiche

## 4 Marketing & Vertrieb

- Skalierung organischer Marketingmaßnahmen
- Skalierung D2C Geschäft und Ausbau der D2C Channels
- Ausbau neuer Vertriebskanäle (Biofachhandel)
- Kostenoptimierung mit K.I.

# Guidance

Update 2024

Aufgrund der Maßnahmen, weniger profitable Produkte durch profitablere Innovationen zu ersetzen, die noch nicht die vollständige Distribution erreicht haben, erwartet die Veganz Group AG im Geschäftsjahr 2024 einen deutlichen (bisher: über Vorjahresniveau) Umsatzrückgang (Vorjahr: € 16,4 Mio.) sowie ein deutlich verringertes EBITDA (bisher: weitere Verlustreduzierung).

in € Mio.	2024	2023
	Prognose	Ist
Umsatz	Deutlich unter Vorjahresniveau	16,4
EBITDA	Deutliche Verlusterhöhung	-6,3



**Vielen Dank**



# Appendix



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# Executive Board

Classic management experience, start-up know-how paired with in-depth market knowledge



**Jan Bredack**  
*Founder & CEO*

- Founded Veganz in 02/2011

Key responsibilities:

- Sales and Distribution
- Retail



**Anja Bachmüller**  
*COO*

- Joined Veganz in 02/2017

Key responsibilities:

- Supply Chain Management
- Purchasing
- Production
- Quality Management



**Moritz Möller**  
*CMO*

- Joined Veganz in 04/2018

Key responsibilities:

- Marketing
- Product Management
- Sustainability



**Massimo Garau**  
*CFO*

- Joined Veganz in 07/2023

Key responsibilities:

- Finance
- IT
- HR
- Investor Relations
- Legal



# Our key share data

## Share information

Issuer	Veganz Group AG
First day of trading	10 <sup>th</sup> November 2021
ISIN	DE000A3E5ED2
WKN	A3E5ED
Ticker symbol	VEZ
Share capital	€1,251,999.00
Number of shares outstanding	1,251,999
Listing/Market segment	Regulated Unofficial Market (Freiverkehr) of the Frankfurt Stock Exchange (Scale Segment)
Type of shares	Ordinary bearer shares
Designated Sponsor	M.M.Warburg & CO

## Analyst Coverage



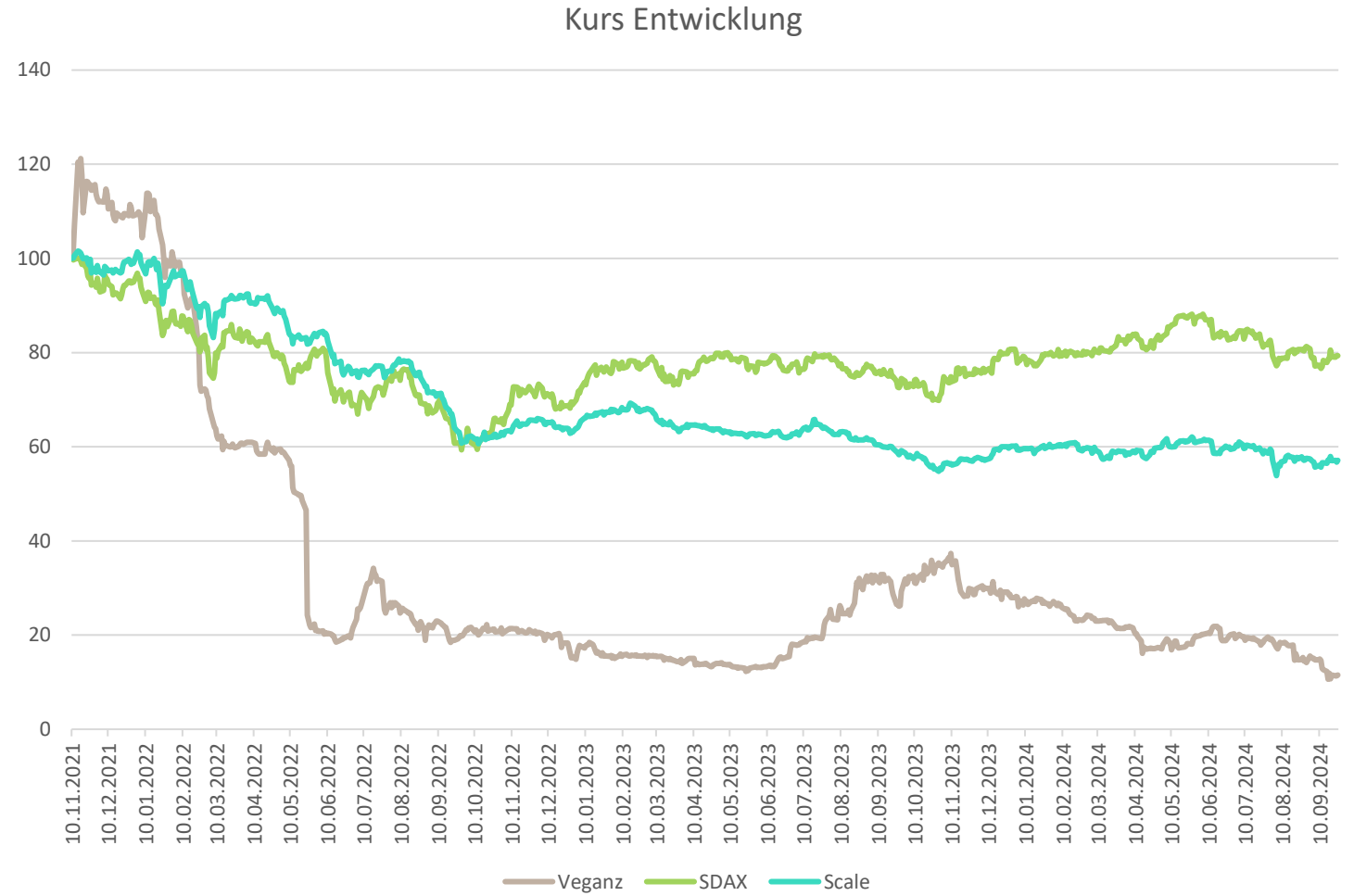
**Jan Bauer**



**Ralf Marinoni**

# Kursentwicklung

Update 2024



# Finanzkalender 2024 & Kontakt

10/05/2024	Annual Report 2023
10/05/2024	Quarterly Statement Q1 2024
15/05/2024	Webcast Annual Report 2023 + Quartalsmitteilung Q1 2024
17/06/2024	Hauptversammlung 2024
26/09/2024	Halbjahresbericht 2024
13/11/2024	Quartalsmitteilung Q3 2024
11/2024	Deutsches Eigenkapitalforum



## Investor Relations

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Mobil: +49 151 46569362



# Alternative



# Veganz Group AG

Vier Business Units und die Orbifarm LLC

