

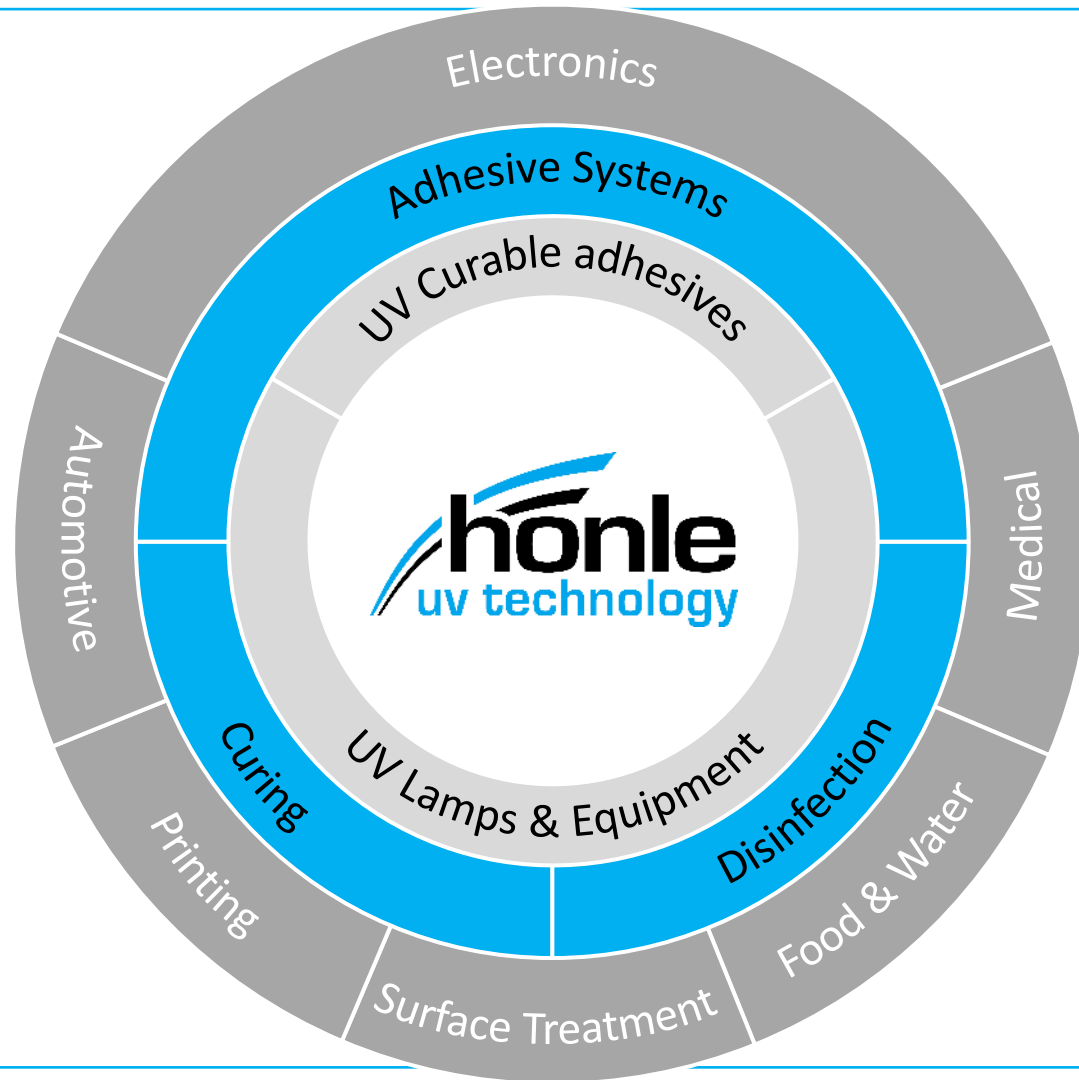


**Capital Markets Day 2025**  
**Steinbach**

# Agenda Capital Markets Day 2025-01-16



Time	Topic	Responsible	Role
11:00 – 11:35	Strategy & Business Outlook	Dr. Markus Arendt	CEO Dr. Höhle AG
11:35 – 12:00	Key Figures – Financials	Robert Stark	CFO Dr. Höhle AG
12:00 – 12:35	Business Unit Adhesive Systems – Strategy and Perspectives	Dr. Tobias Kaposi	Head of Business Development, Business Unit Adhesive Systems
12:35 – 13:10	Business Unit Curing – Strategy and Perspectives	Alexander Frisch	Head of Business Unit Curing, GM uv-Technik Speziallampen GmbH
13:10 – 13:35	Lunch		
13:35 – 14:10	Business Unit Disinfection – Strategy and Perspectives	Katharina Brand	Director Sales, Business Unit Disinfection
14:10 – 14:20	Closing Remarks	Dr. Markus Arendt	CEO Dr. Höhle AG
14:20 – 15:00	Company Tour Adhesive Production	Dr. Benedict Sandmann Frank-Ulrich Fröb	Head of Applications, BU Adhesive Head of Production, BU Adhesive
15:00	End of Event		



## 1 Company

## 2 Core Technologies

- UV lamps and equipment
- UV curable adhesives

## 3 Business Units

## 6 Primary End Markets

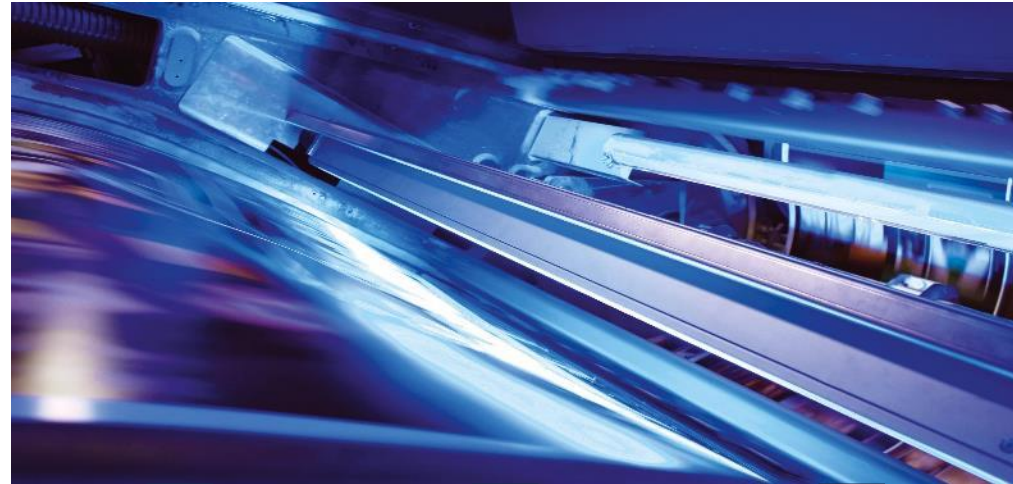
- Electronics
- Automotive
- Medical
- Food & Water
- Printing
- Surface Treatment/Converting

**50 years of process and technology know how**

- UV lamps
- UV components
- UV systems
- UV curable adhesives

**UV outpaces other technologies**

- short processing time
- superior process results
- no heat generation
- little waste



Business Units with Focus on Customer to provide One-Stop-Shop for Solutions

Adhesive Systems

Curing

Disinfection

**Our served markets are accelerating**

- consumer electronics
- automotive electronics
- surface curing
- disinfection
- medical

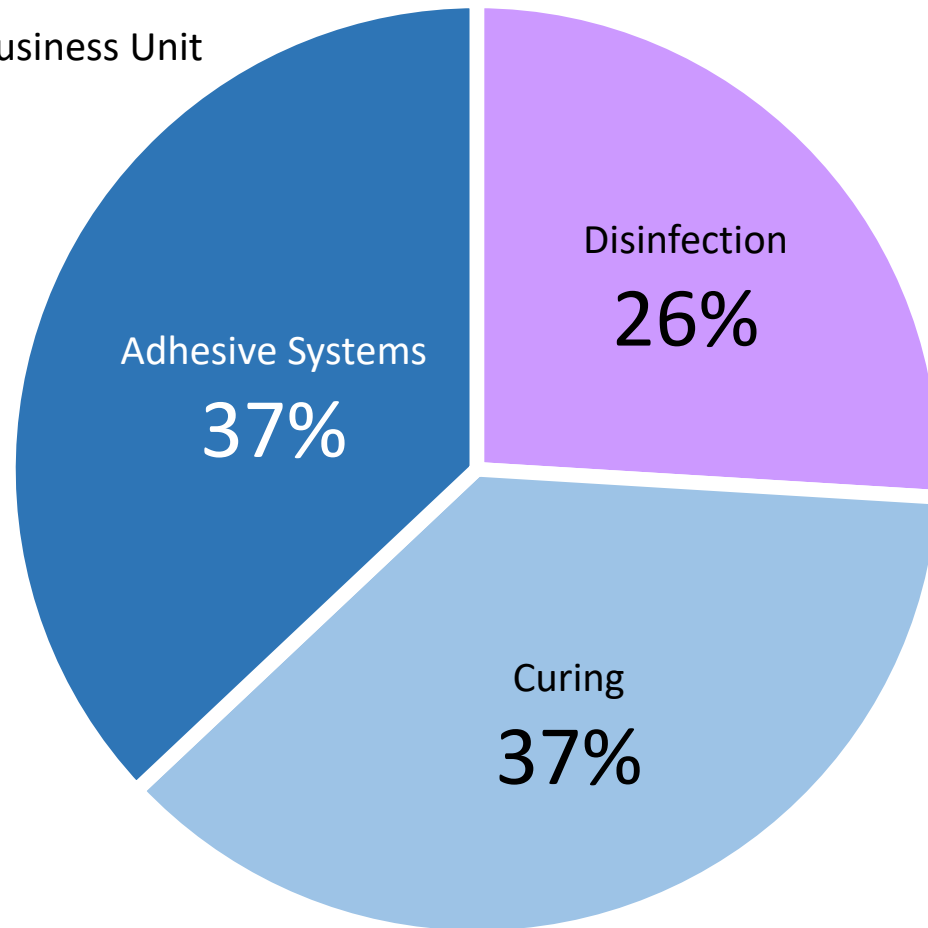
**Supports ESG**

- No solvents
- Avoids toxic chemicals
- Reduced energy
- Long lived scratch resistant products

# Hönle: The Leading Supplier of Industrial UV Technology



Sales by Business Unit



**98.7 M€**

Sales 2023/24

**~ 600**

Employees

**5.5 M€**

EBITDA adj. 2023/24

nearly **50**

Years of experience

**~ 40-45 M€**

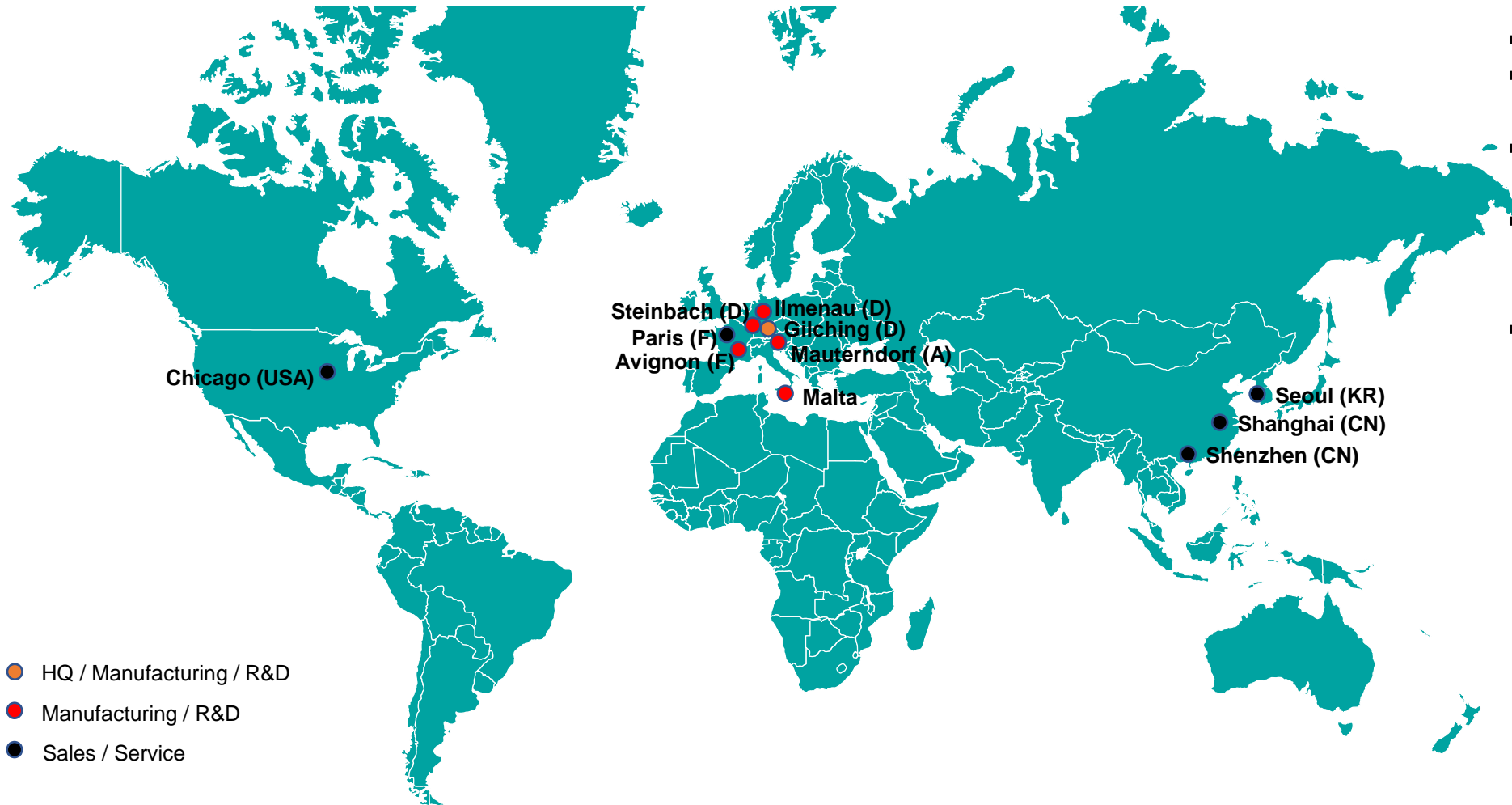
Market capitalisation

**>20**

Locations worldwide

**hönle group**

# Global Presence Close to our Customers



- Hönle is active in > 20 countries
- Sales is realized thru own orga and local distributors
- Growth focus on Asia (China), in particular for adhesives
- Growth focus on North America, in particular for disinfection and curing
- Plan: establish presence in India

- HQ / Manufacturing / R&D
- Manufacturing / R&D
- Sales / Service

# We are Positioned in Attractive Growth Markets



Market growth in current applications

Additional addressable market growth through strategic initiatives



Business Units	Global market Size (2023 in bn€)	Growth outlook (in% p.a. 2024-2030)	Market positioning	Maturity/commoditization	Approach to win
<b>1 Adhesive Systems</b> (UV curable adhesives, UV curing equipment)	2.6	10-14% 6-8% 4-6%	Solid technological player in competitive environment. Unique combination adhesive/equipment	UV curable adhesives increasingly important in many applications. Long qualification cycles	Evolve into “solution provider” – from pharmacist to doctor
<b>2 Curing</b> (systems for curing of printing, packaging, 2D/3D and technical films)	1.0	5-7% 3-4% 2-3%	Good market position with large installed base and brand name	Mature market in EU and NA dominated by few incumbents	Use core technological competence for broader markets; generate after-sales business
<b>3 Disinfection</b> (systems for F&B disinfection, water treatment, UPW)	0.6	6-8% 3-4% 3-4%	Only supplier with full offering, but little NA activity	UVC emerging technology with growing use cases	Expand market share in North America and India

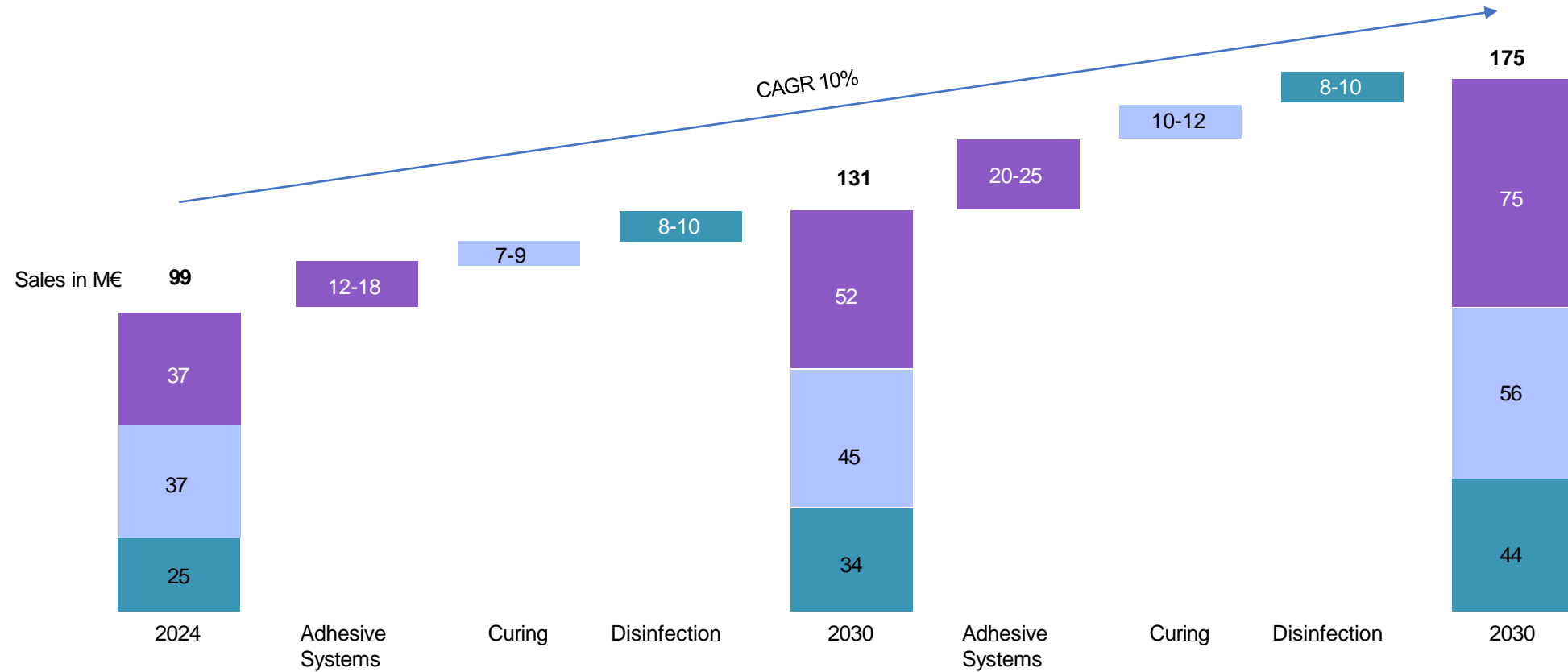
Sources: Markets&Markets, Smithers Pira, Grand View Research  
 The Insights Partners, IHS Specialty Adhesives Report  
 McKinsey, company estimates

Driven by market tailwinds alone, Hönle can generate ~30-35M€ revenue by 2030  
 With our strategic initiatives, Hönle can generate additional ~40-45M€ revenue by 2030



Sales uplift potential through market growth alone

Sales uplift potential through strategic initiatives



**Key takeaways**

Underlying **tailwinds in adhesives and disinfection systems** will contribute most to market growth

**Curing likely to see low-to-flat growth** due to mature markets, but market growth through after sales

Executing key initiatives in adhesives with focus on unique material will generate **additional 50%** of focus growth

Expanding UV curing solutions into **converting applications (surface drying)** drives BU Curing growth

Focus on **UPW, pharma, and expansion in US and India** drives BU Disinfection growth

Sources: company estimates

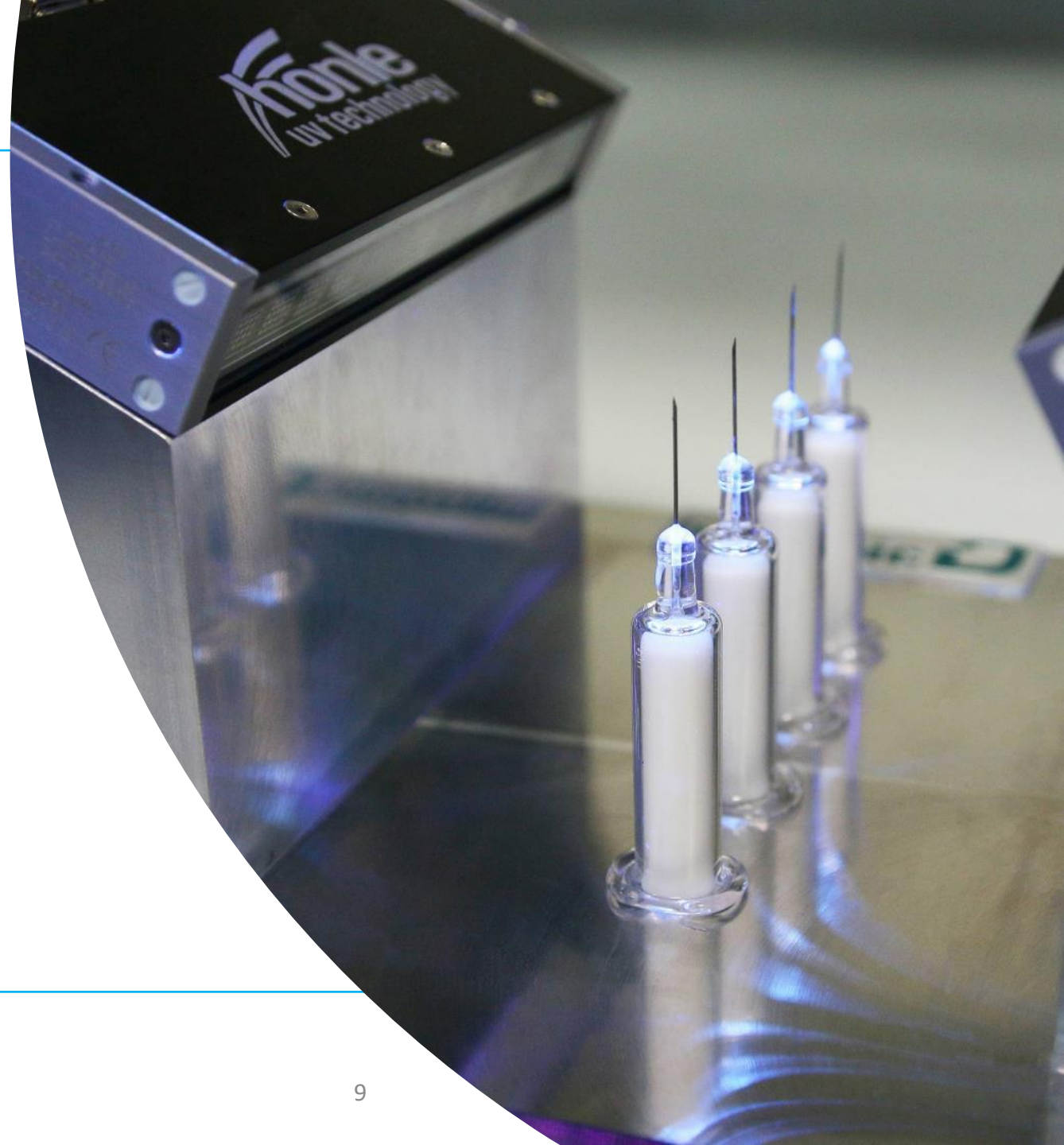
Adhesive Systems Curing Disinfection





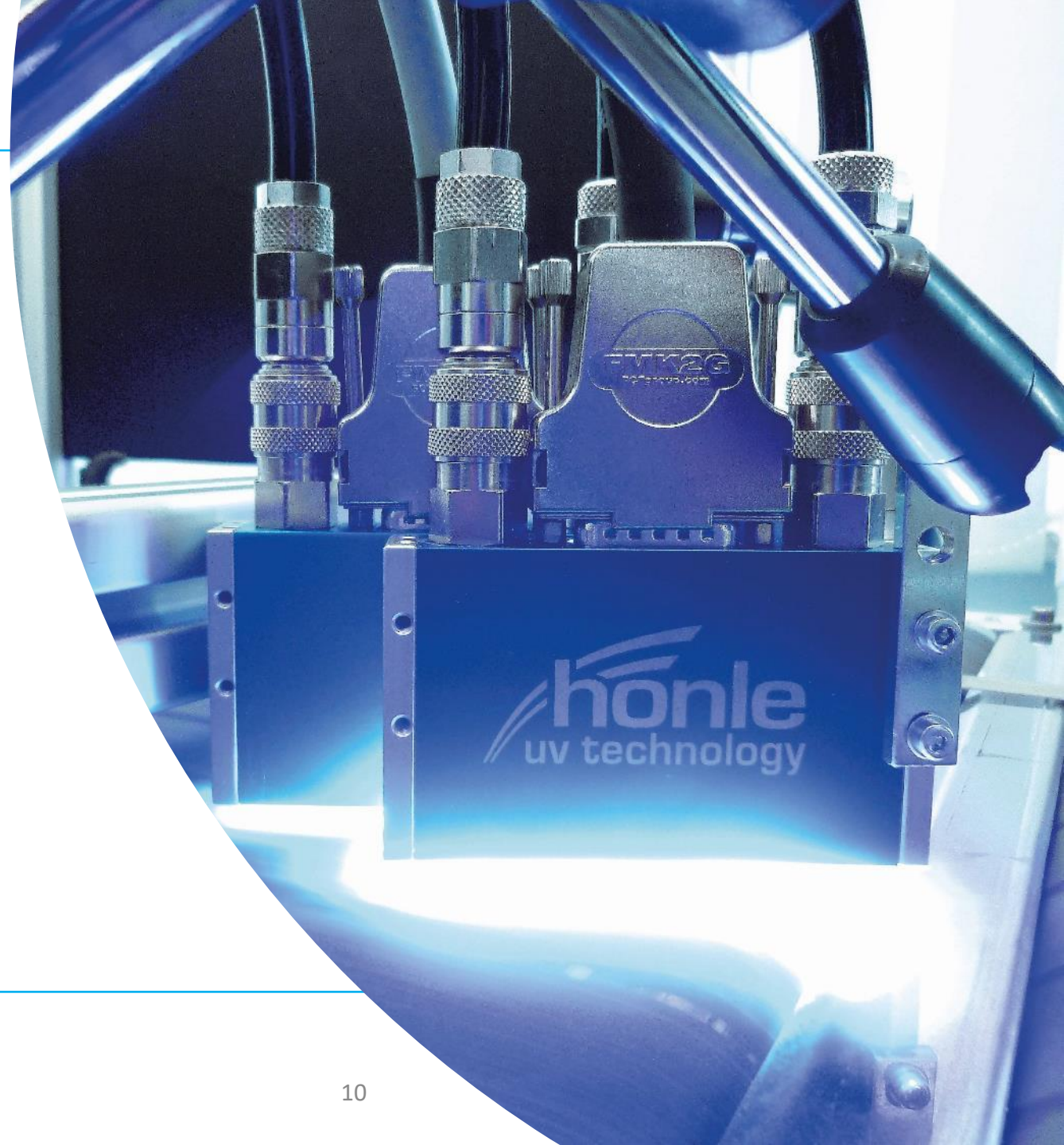
## BU Adhesive Systems: Transforming to Solution Provider

- Started proposing solutions with adhesive and corresponding UV curing system – first orders won
- Focus on consumer electronics, medical and automotive industry with promising projects in pipeline
- Strengthening of business activity in China and USA
- Strong business development expected in the medium to long term



## BU Curing: Offer Curing Solutions for General Industry

- Cost reduction measures executed
- Discontinuation of unprofitable business
- Establish one joint R&D organization from different sites
- New product offerings for LED-based UV curing solutions launched
- Launch of In-situ UV dosage measurement in Q1-Q2/2025
- Increased revenue from after sales business for large installed base



## BU Disinfection: From Component Manufacturer to Full Solution Provider for Every Disinfection Requirement

- Offering full range of log reduction for surface disinfection, including services for microbiological testing
- Already won several projects for surface disinfection in the food industry for all ranges of log reduction
- Promising projects in the fields of pharmacy and ultra-pure water – first sales expected in 2025
- Poised to engage in India to develop and manufacture local disinfection solution for emerging markets





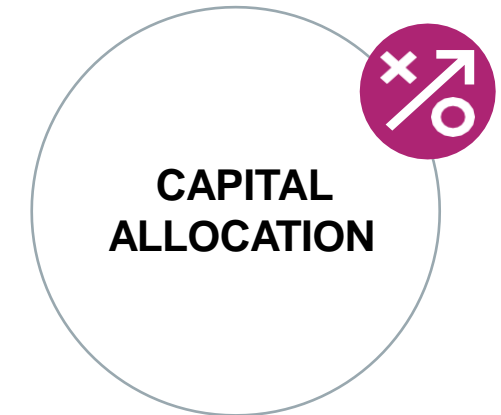
- Industry growth drives demand for Höhle's technologies
- New products and applications will open new addressable markets



- Committed to operational excellence
- Focused investments in R&D to drive our product portfolio



- Broad portfolio of applications and industries absorbs business cycle uncertainties
- Focus on after sales business



- Strategic capital allocation to support growth initiatives
- Organic growth as a priority, smaller M&A (technology, processes) in mid-term



**Changes in Key Positions**



**Mindset change**



**Outsourcing: started contracting control cabinet and LED assembly**



**Trade conflicts**



**R&D focus on platform and modularization**



**Energy costs / material shortages**



**Working capital reduction: project to cut WC down and establish robust future process**



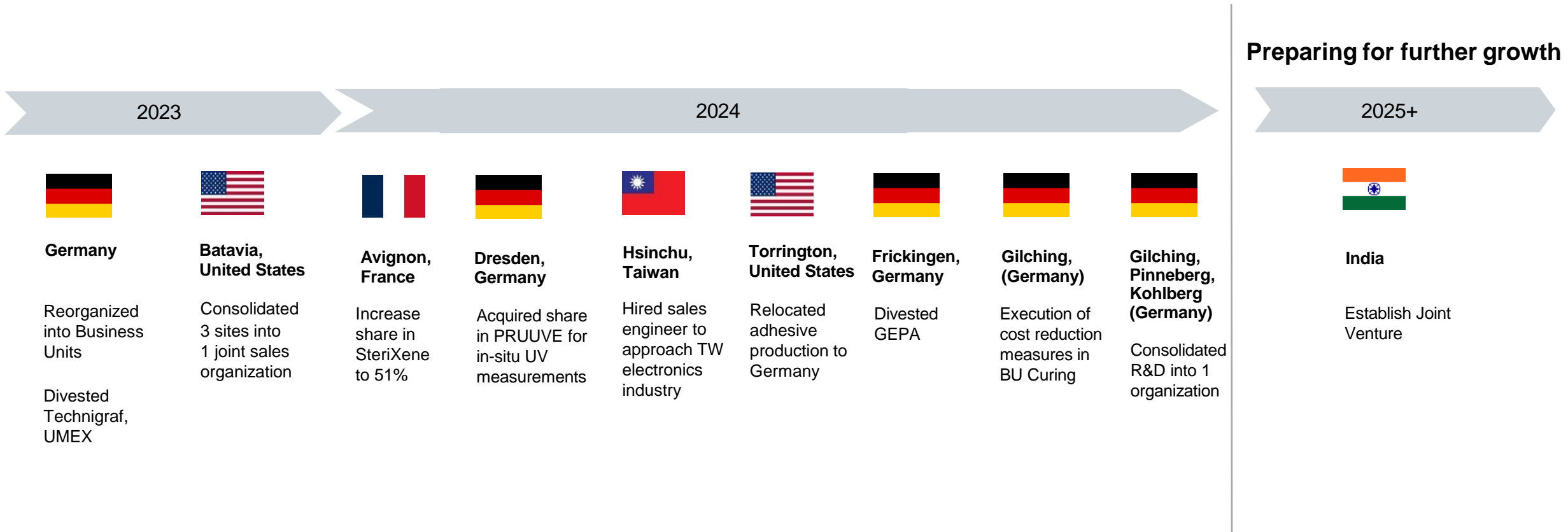
**Supply chain: reduce single orders in favor of frame contracts. Savings of > 500kEUR generated in 2023/2024**



**Armed conflicts**



**Recruiting: Hired internal recruiter  
Retention: reduced attrition**



# Corporate Strategic Goal 2030: 175 M€ Revenue, 20-25% EBITDA margin



Adhesive Systems

37m EUR

75m EUR

**Model assumptions:**  
+100% Sales Opportunity  
>25% EBITDA Margin

**Key Drivers:**  
Focus on Asia

Curing

37m EUR

56m EUR

**Model assumptions:**  
+50% Sales Opportunity  
>12% EBITDA Margin

**Key Drivers:**  
Focus on growth segments  
in industrial curing

Disinfection

25m EUR

44m EUR

**Model assumptions:**  
+75% Sales Opportunity  
>20% EBITDA Margin

**Key Drivers:**  
Focus on North America  
and India

- Höhle is active in attractive growth markets in which UV is replacing conventional solutions
- Our profound expertise in UV process and UV technology is the basis for all applications
- Customer focus with distinct USP's in all Business Units
  - BU Adhesive System: one-stop shop solution provider, combination adhesive / UV curing equipment
  - BU Curing: UV system expertise in new applications with corresponding dose measurement
  - BU Disinfection: Offer full range of log reduction with corresponding validation
- Key metrics (Revenue, EBITDA, Cashflow) are on track
- We stick to our commitments – regular close communication with investors





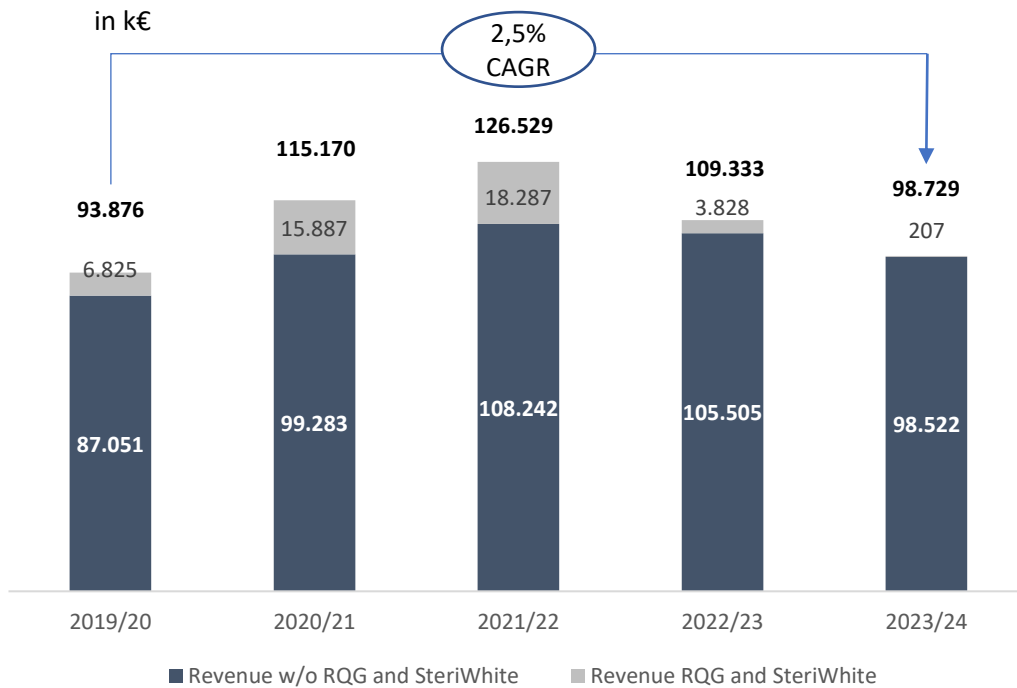
# Financials

Capital Markets Day

January 16th, 2025

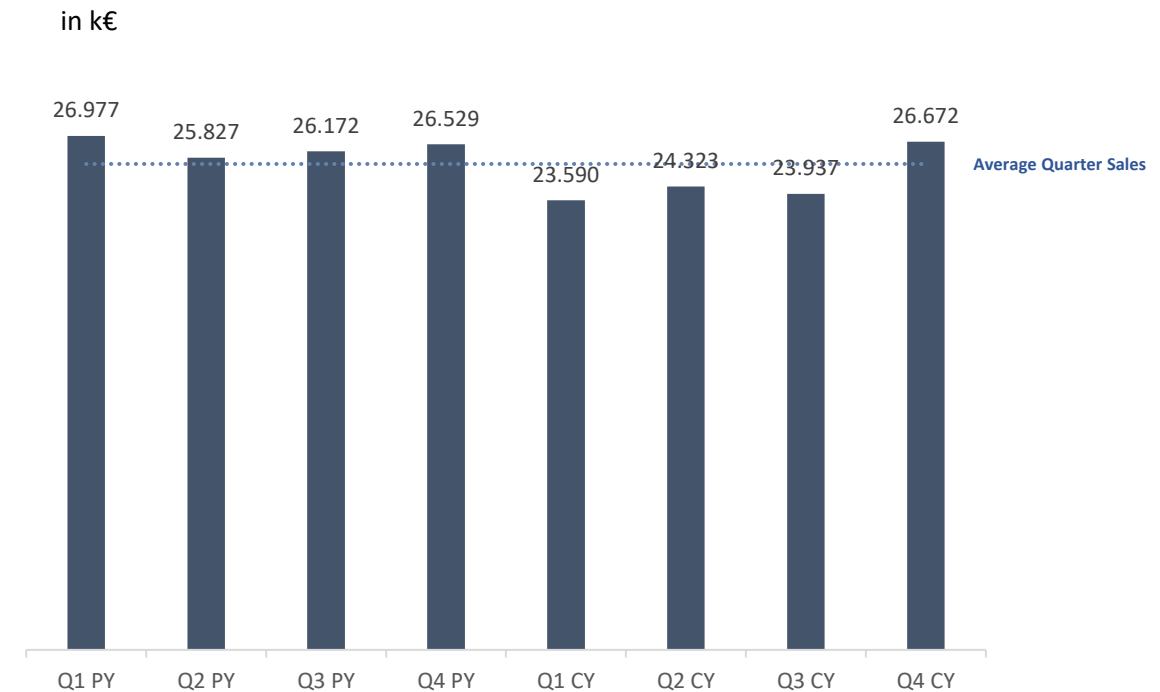
**hönle**group

## Revenue Development by Business Years



- Air-Disinfection Business led to Revenue increase (Covid-19)
- CAGR was 2,5% (from continued operations/products)
- Early in the year given Guidance of appr. 100m Sales was achieved

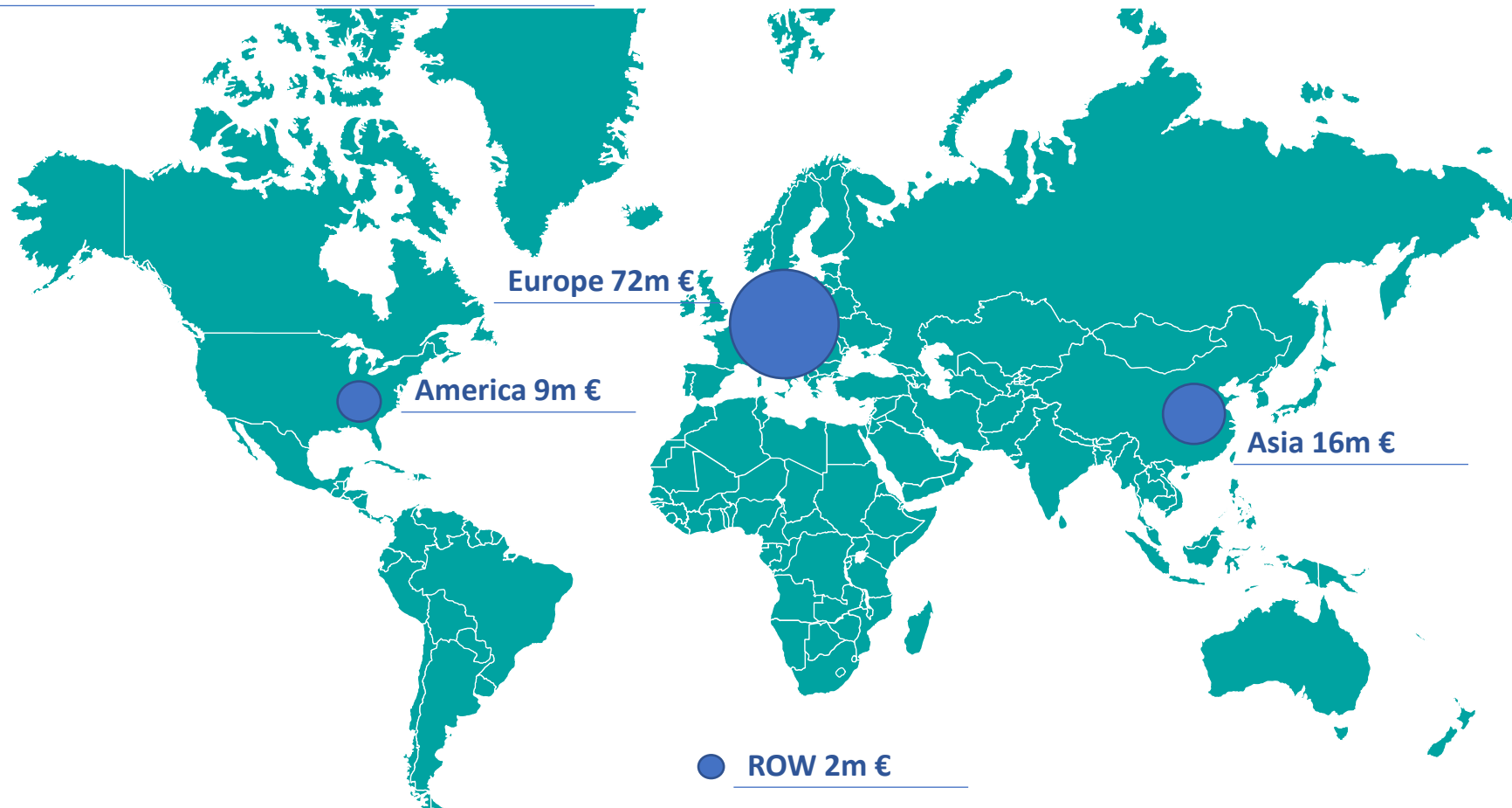
## Revenue Development by Quarter



- Current Revenue development is sideways
- Restructuring actions and new business units are aimed at increasing sales

## Revenue by Region

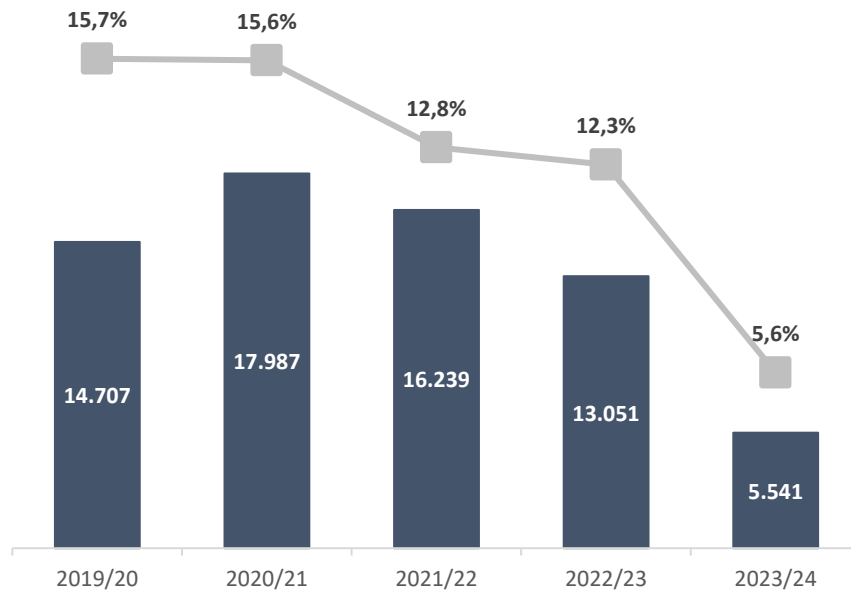
in m€



Heavy weight on Europe // USA market was underdeveloped in our sales strategy // Rising Opportunities in India and Asia

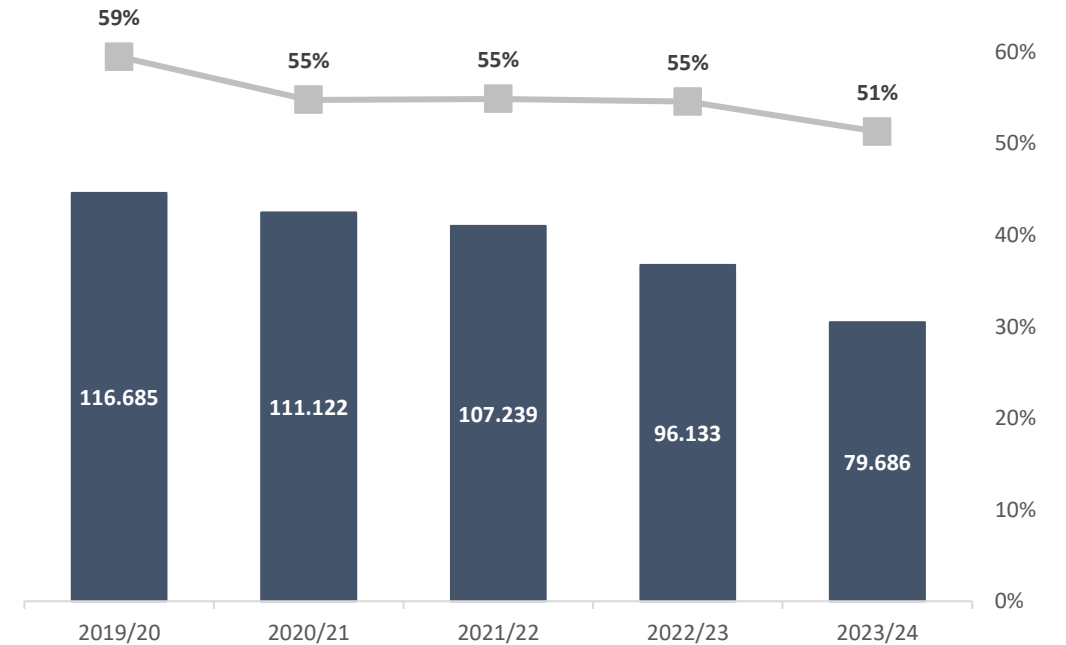
## EBITDA Adj. and EBITDA Adj. Margin

in k€ and %



## Equity and Equity Ratio

in k€ and %

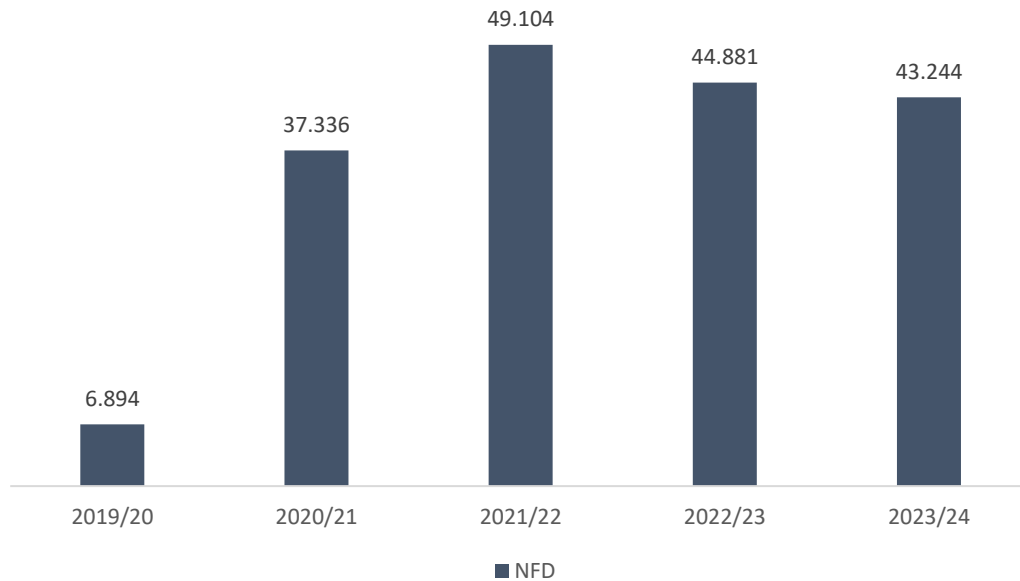


- EBIT Guidance for 23/24 achieved
- Development gives a strong signal for taking action
  - Measures initiated to reverse the trend
  - Simplifying Group Structure

- Equity Ratio still on high level and in comfort zone
- The aim is to stabilize the quota at this level

## Net Financial Debt

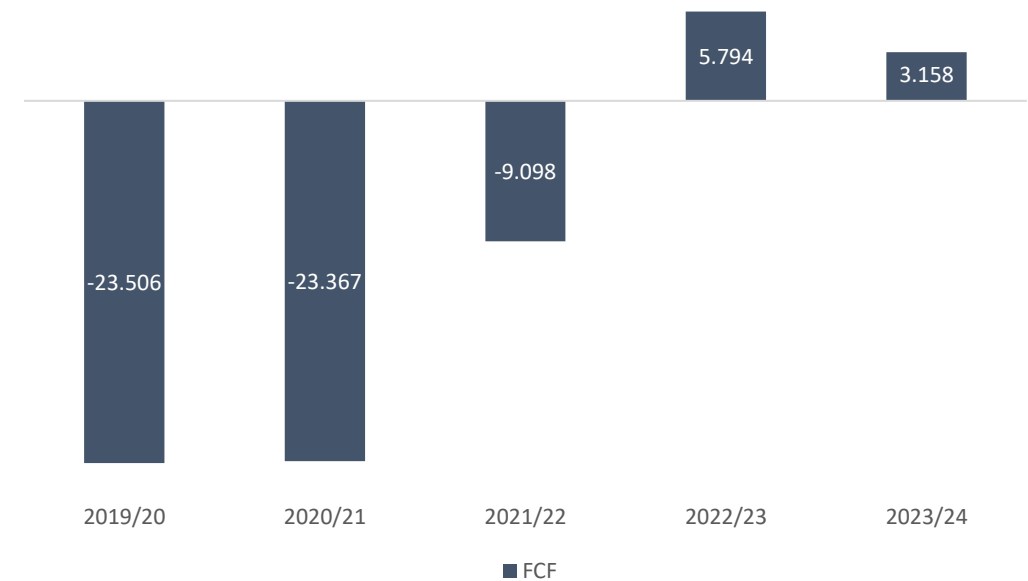
in k€



- NFD increased due to investment in company buildings
- Financing costs are very reasonable and long term secured
- Turnaround in 2022/23 and continuation in 2023/24

## Free Cashflow

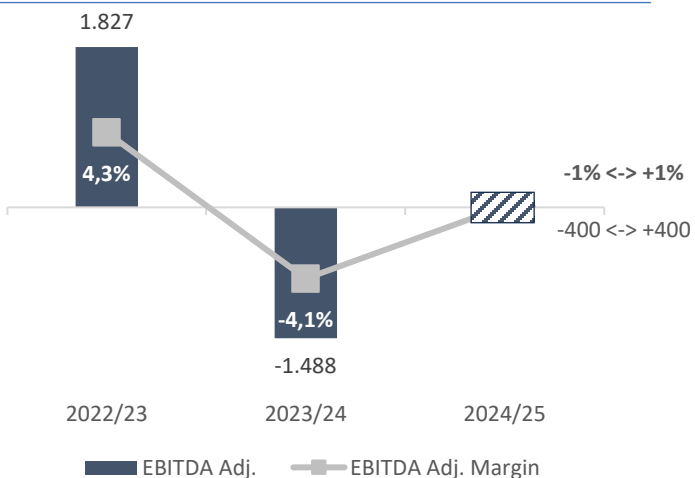
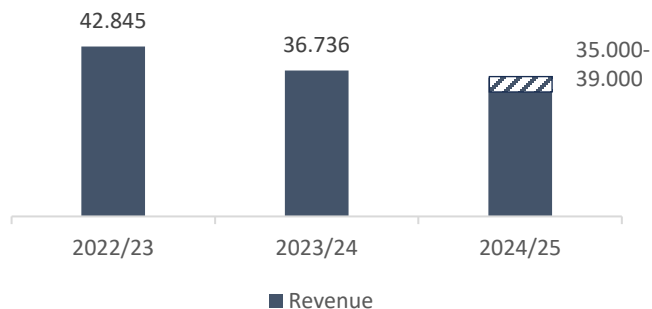
in k€



- Positive Free Cashflow
- Cashflow Controlling & Working Capital Management are focus topics within Finance

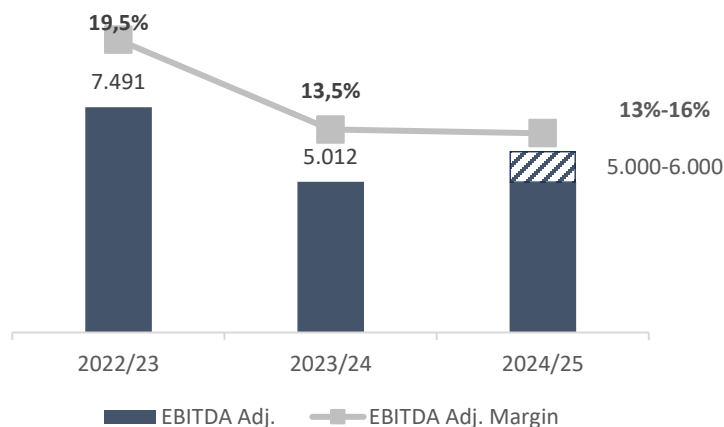
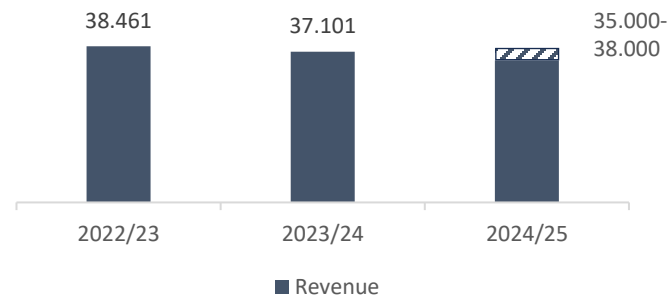
## Curing

in k€



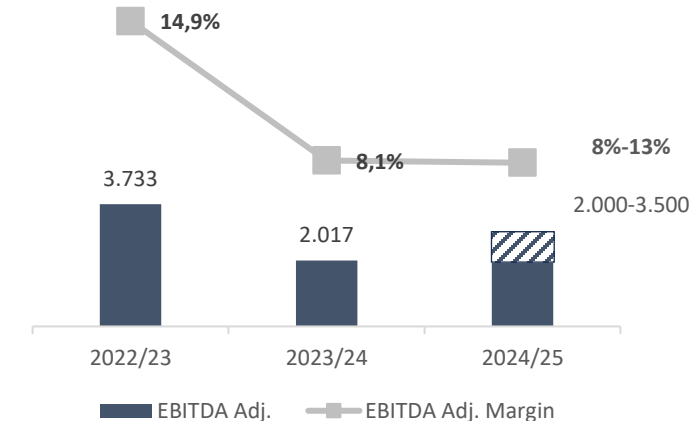
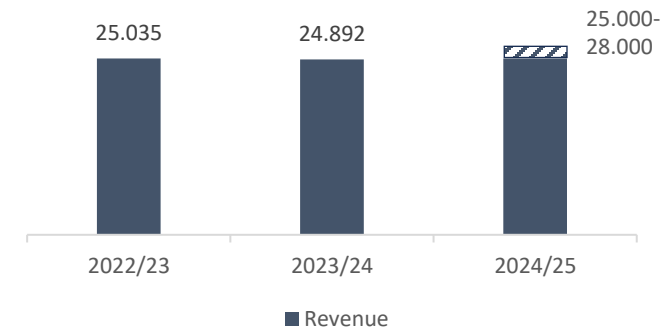
## Adhesive Systems

in k€



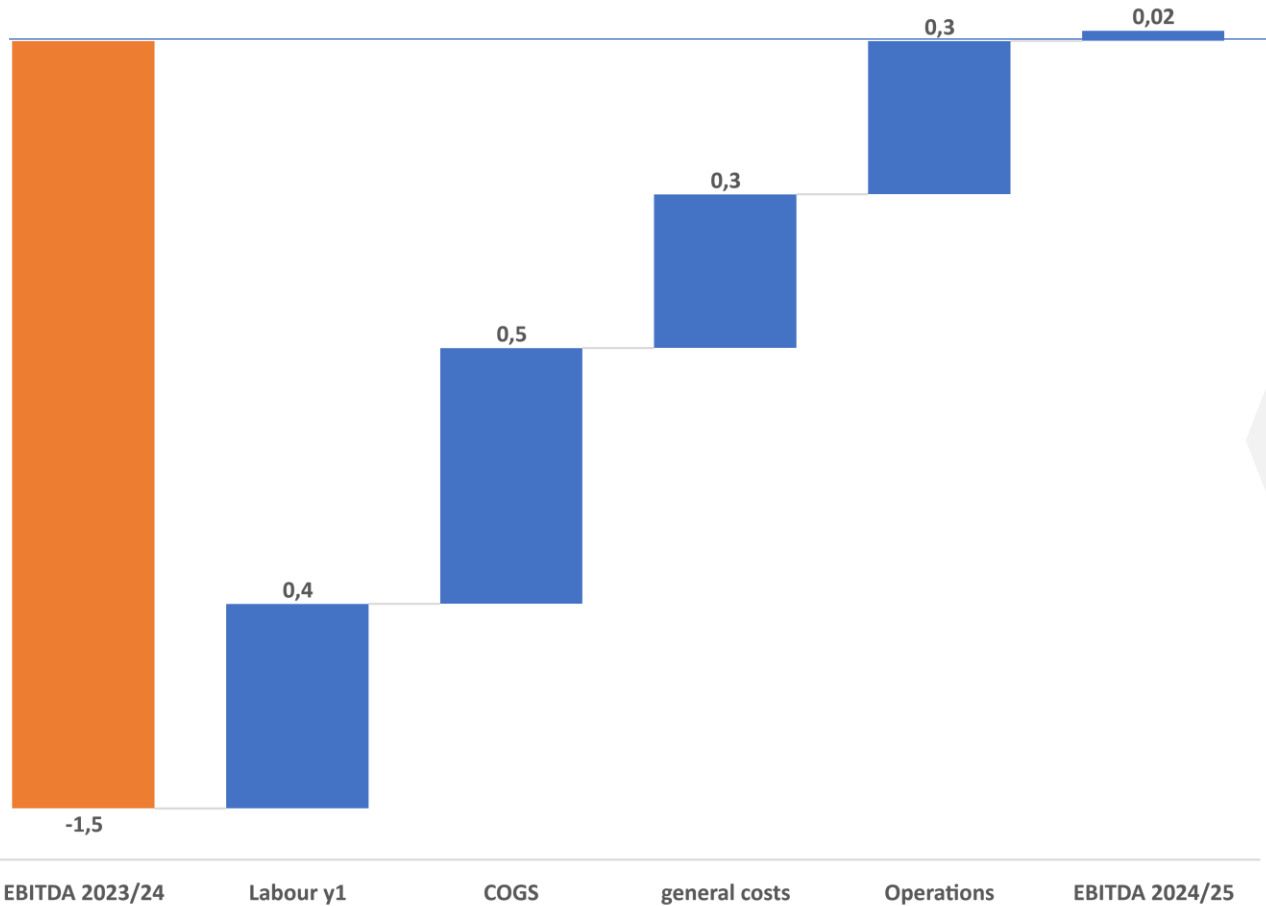
## Disinfection

in k€



New Business Units // Product Mix // Operating Investments // Lifecycle Solutions //  
Global Challenges // Cost Savings // Board Changes

# BU Curing – Cost Savings Program



HR

- Headcount adjustments done
- Mid term savings of 1,2m

COGS

- Material Cost savings due to modular design and carry-over parts
- Process improvements in Purchasing / Strategic Purchasing

General Cost

- Recruiting, Legal costs
- Focus on cost controlling

Operations

- Product changes while production
- Focus on Quality to reduce warranty costs
- Specs and Bill-of-Material -> lean and aligned process

**01 Revenue**  
between **EUR 95 million** and **EUR 105 million** for the 2024/2025 financial year

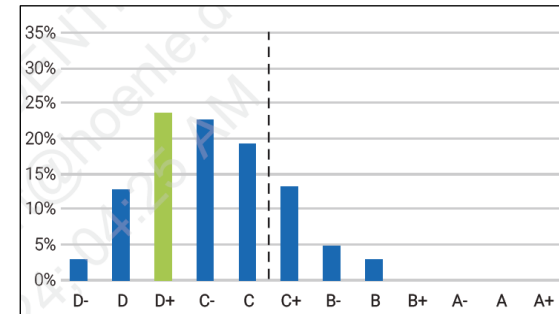
**02 EBITDA**  
over previous result of **EUR 5.5 million** for the 2024/2025 financial year

**03 Long term growth model assumption 2029/30**  
Revenue: 175m EUR  
EBITDA: 20% - 25%



•**10/2024: ISS ESG Rating improved from D -> D+**

- Sustainability Reporting
- Code of Conduct



•**10/2024: ESG Team (internal) defined**

•**12/2024: ESG Consulting Support selected**

•**05/2025: finishing double materiality analysis**

•**07/2025: Definition of ESG Strategy and Targets**

•**09/2025: Communication Strategy**

•**12/2025: Sustainability Reporting 2024/2025 according to CSRD**

- Jan 30th Annual Report 2023/24
- Feb 25th Q1 Reporting 2024/25
- Mar 25<sup>th</sup> General Shareholder Meeting
- May 28<sup>th</sup> Half year Report
- Aug 7<sup>th</sup> Q3 Reporting 2024/25



**Capital Markets Day 2025**  
**BU Adhesive Systems**

# BU Adhesive Systems Products and USPs



**Vitralit®**  
UV-curing adhesives



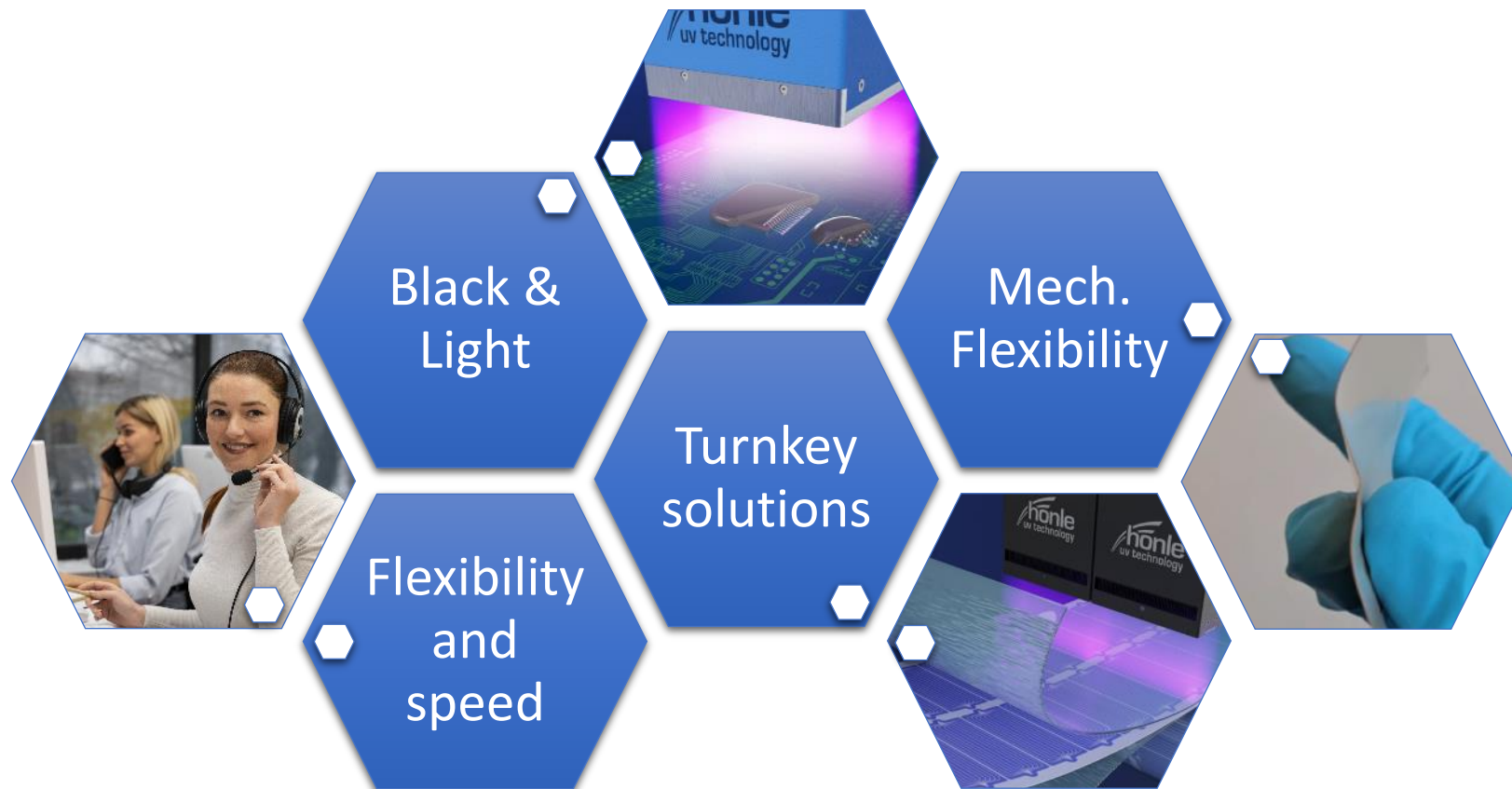
**Structalit®**  
1 part and 2 part adhesives



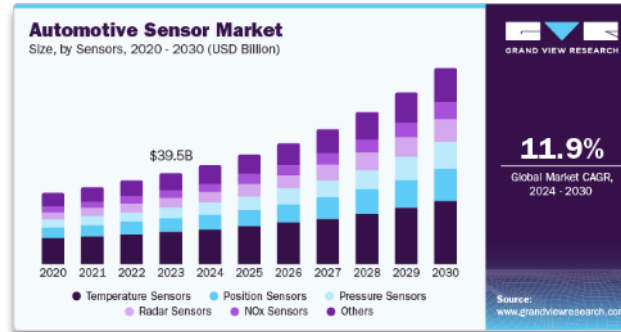
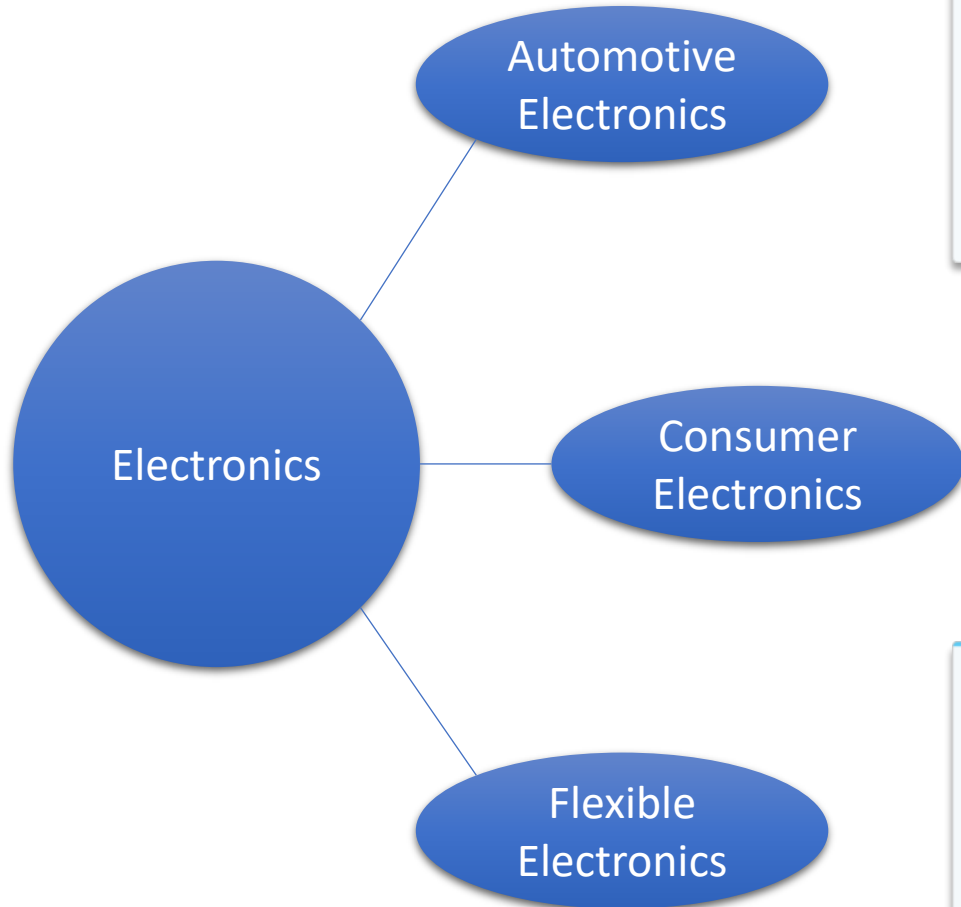
**Elecolit®**  
Electrically and/or thermally  
conductive adhesives



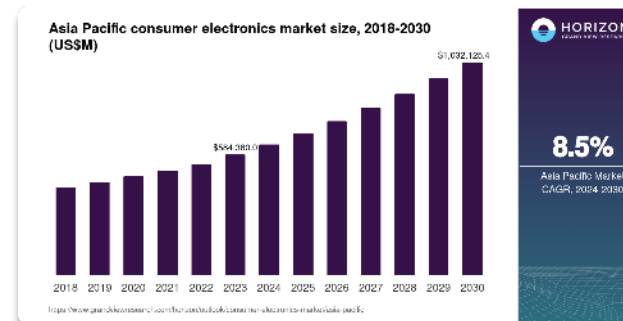
**UV Curing Systems**  
LED Spot, Flood Lamps and LED Linear Arrays



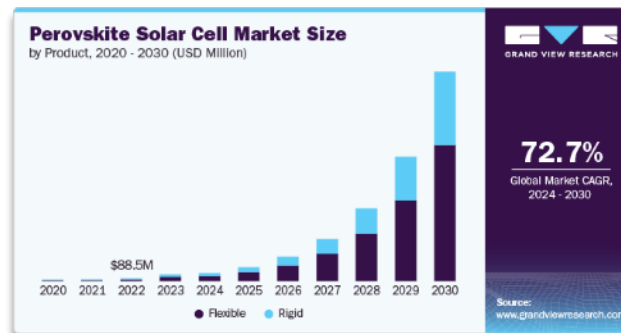
# Market Development Opportunities in Key Focus Areas



- ▶ Focus on China/EU/USA
- ▶ Interior sensor applications and new sealing adhesives



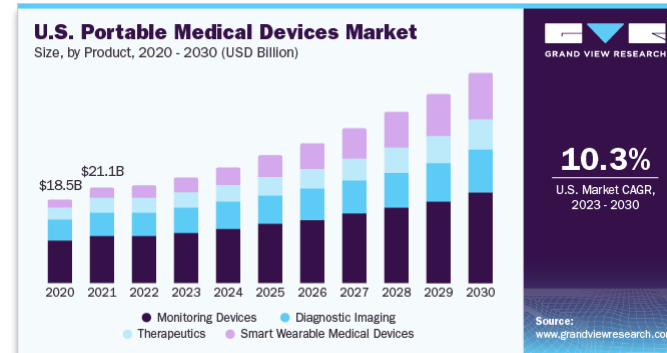
- ▶ Focus on Asia/USA
- ▶ Technological leadership in select bonding applications through strategic initiatives



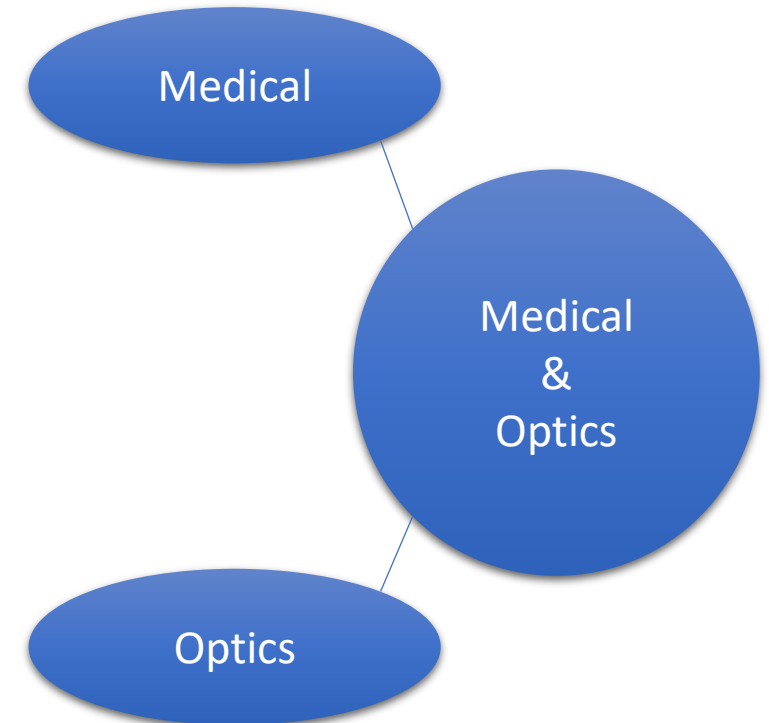
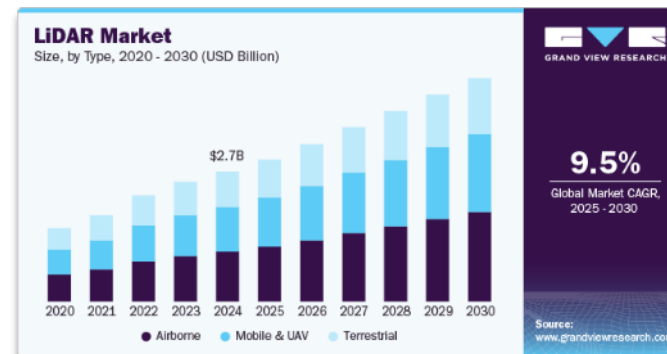
- ▶ Focus on Asia/USA
- ▶ Diversify existing solutions to other flexible electronics applications

# Market Development Opportunities in Key Focus Areas

- ▶ Focus on China/India
- ▶ Diversify to wearable applications
- ▶ Focus on ESG conformity



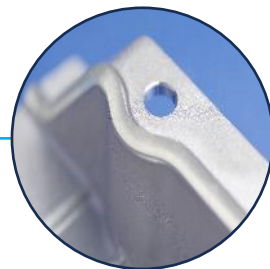
- ▶ Focus on Asia/EU
- ▶ Technological leadership in select applications and devices



# Key Applications in Automotive Electronics

## MECHANICAL FLEXIBILITY AS A KEY PROPERTY

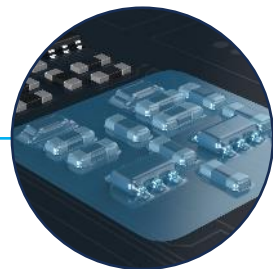
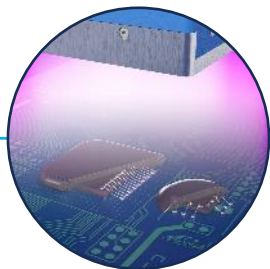
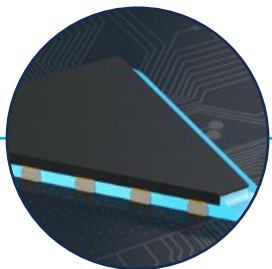
- ▶ E-Mobility / Battery
  - ▶ Magnet bonding
  - ▶ Cell contacting, corrosion protection
- ▶ Cure-in-place-gaskets (CIPG)
- ▶ Sensors
  - ▶ Rain, humidity, distance, pressure, ...
- ▶ SMD applications
  - ▶ Underfill, corner bonding, connector sealing



# Key Applications in Consumer Electronics

## STRATEGIC INITIATIVES FOR FUTURE USPs

- ▶ Underfill
  - ▶ Reworkability
  - ▶ Tailored flow behavior
  - ▶ Future requirements > strategic initiatives
- ▶ Black casting/moulding
  - ▶ Black & Light technology for process USPs
- ▶ Further SMD applications
  - ▶ Corner bonding, conformal coating

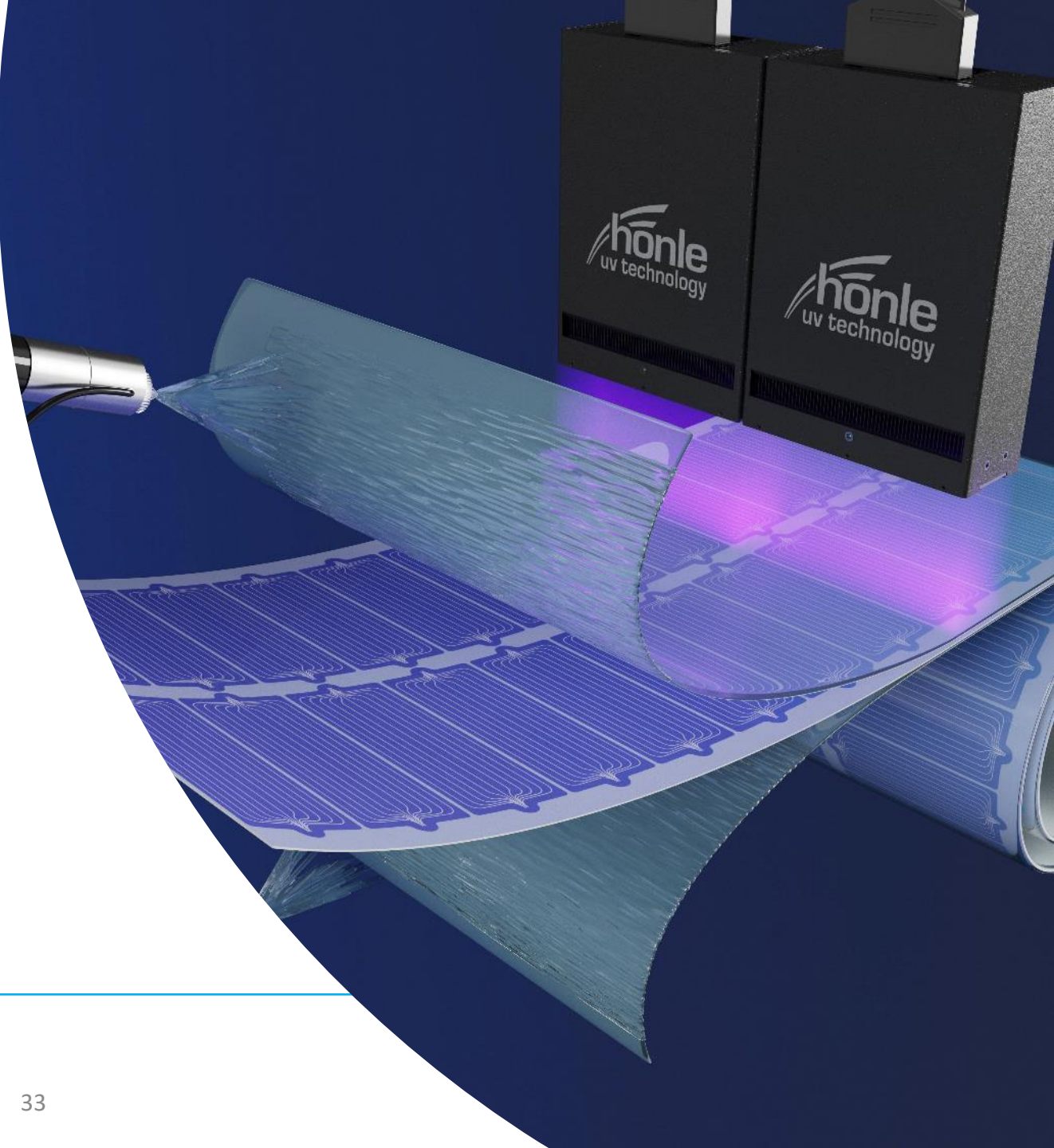
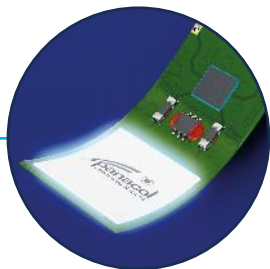
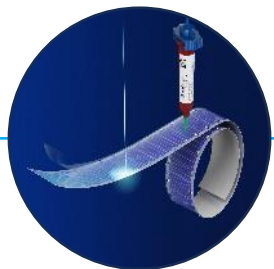




# Key Applications in Flexible Electronics

## DIVERSIFY SOLUTIONS TO OTHER APPLICATIONS

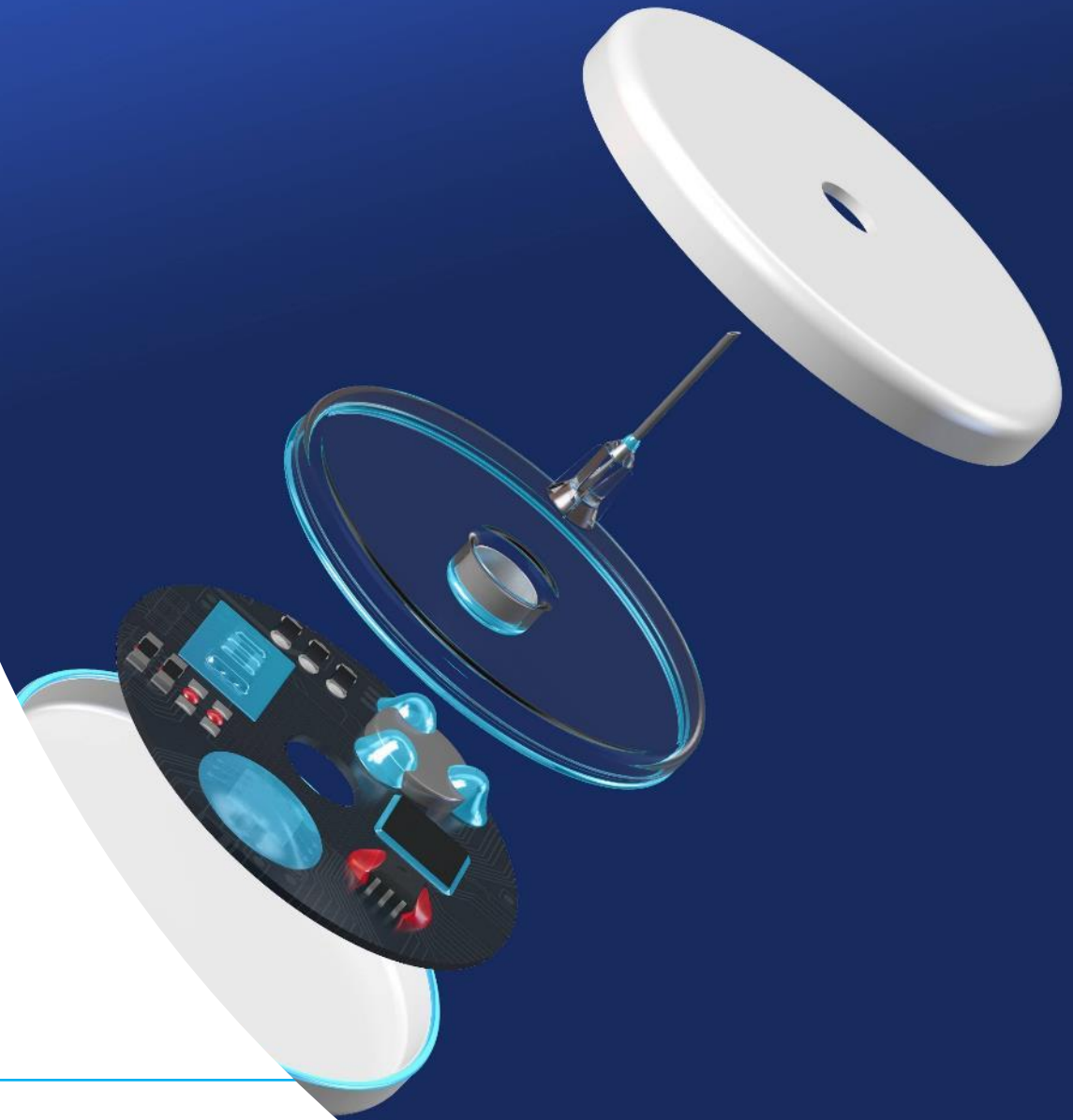
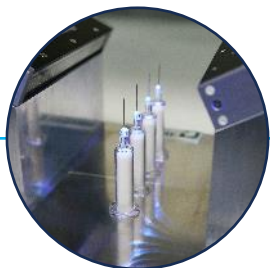
- ▶ Organic / Perovskite Photovoltaics
  - ▶ Barrier foil lamination
  - ▶ Cell contacting
- ▶ Flexible battery / supercapacitor
- ▶ Flexible display
- ▶ Synergies with other areas and applications
  - ▶ Fuel cell
  - ▶ Optics



# Key Applications in Medical

## DIVERSIFY SOLUTIONS TO OTHER APPLICATIONS

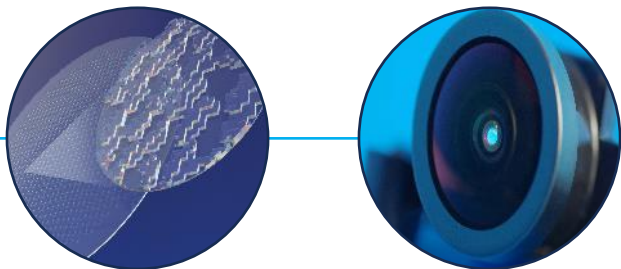
- ▶ Medical wearables
  - ▶ Diabetes sensors
  - ▶ Novel portable theranostics
- ▶ Consumables
  - ▶ Tracheostomy
  - ▶ Catheter
- ▶ High performance plastics bonding
- ▶ Focus on rapidly shifting ESG landscape

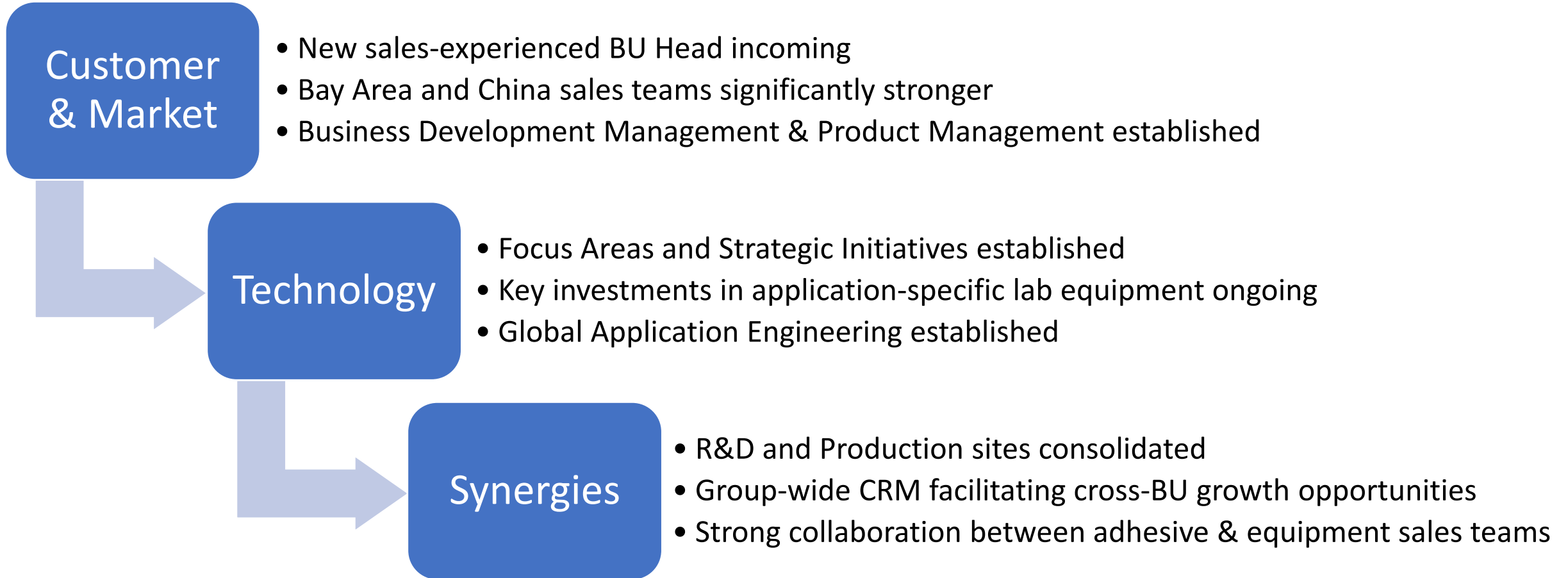


# Key Applications in Optics

## EXPAND TECHNICAL SCOPE AND PORTFOLIO

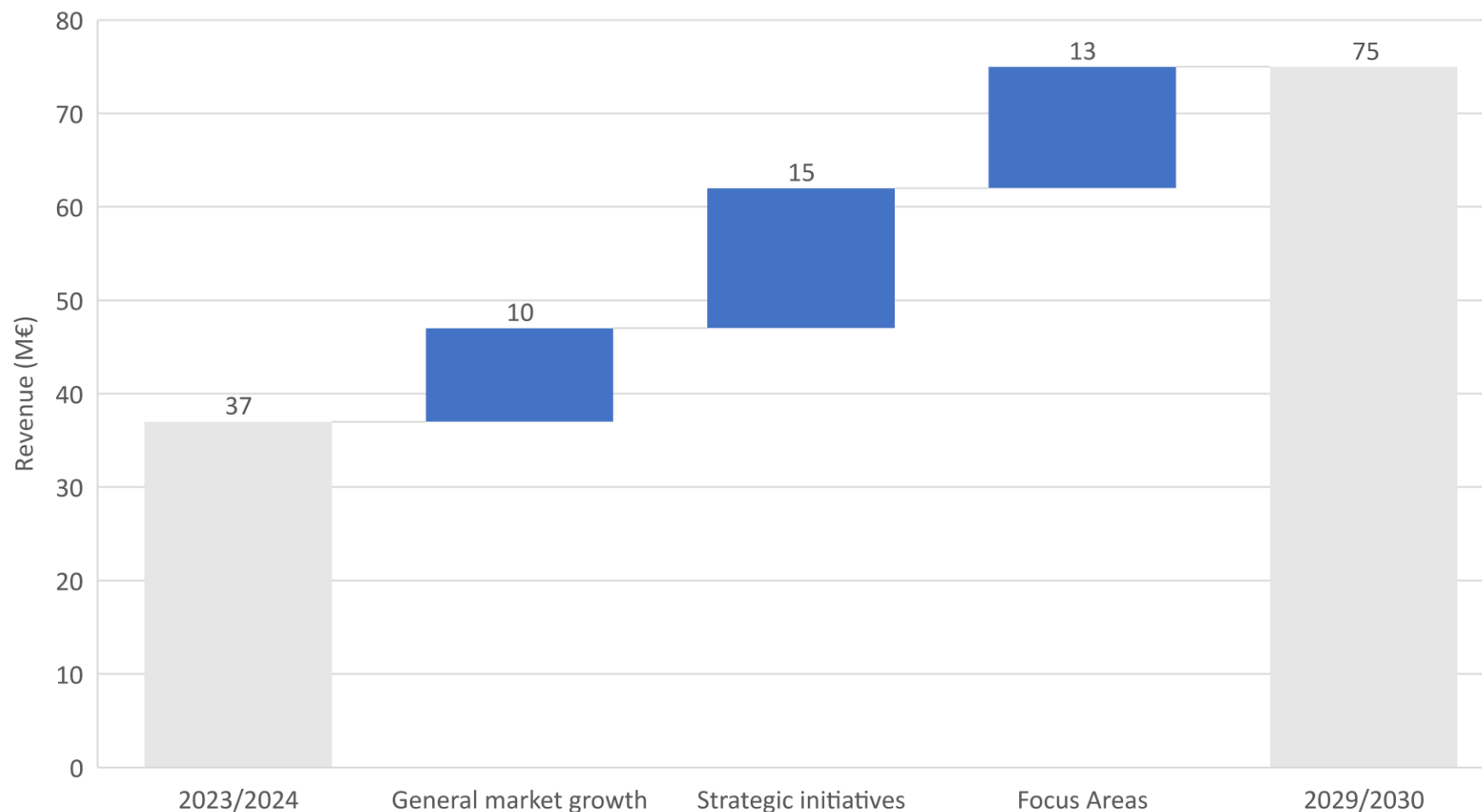
- ▶ Replication of optical elements
  - ▶ Biosensing
  - ▶ Structured light (dot projector, diffusor, ...)
- ▶ Optical assembly
  - ▶ Lens bonding
  - ▶ Active alignment
- ▶ Target markets
  - ▶ Automotive sensing, consumer electronics
  - ▶ Overlap with strategic initiatives





# Overview: Growth Drivers and 2030 Strategic Target

### Sources of Growth BU Adhesive Systems



### Key Growth Drivers

#### **Growth Driver #1: Innovation**

- Develop innovative USP products
- Disproportionate growth in select applications and key customers

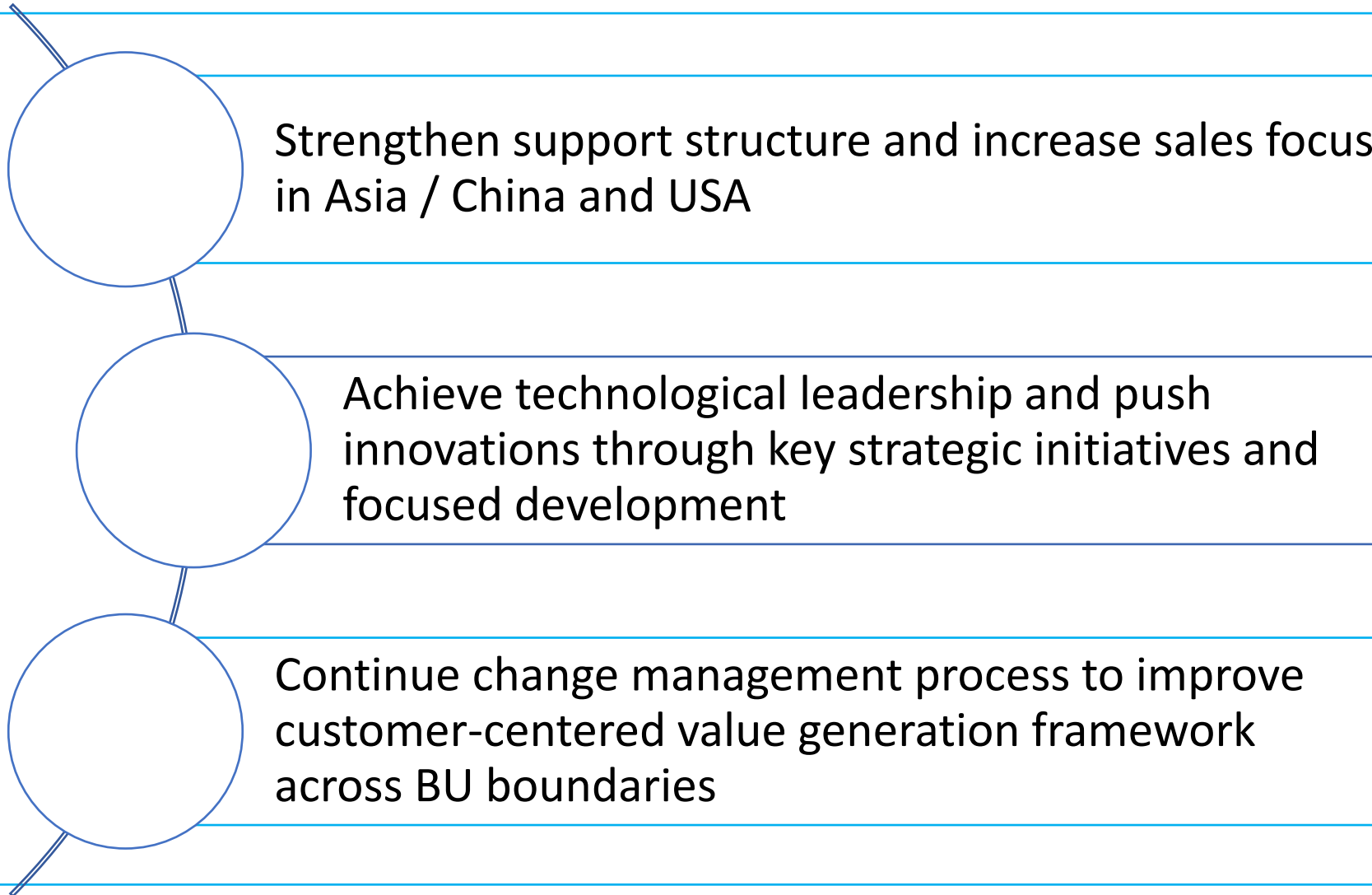
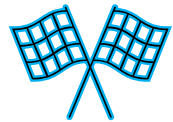
#### **Growth Driver #2: Focus Areas**

- Increase market penetration and brand awareness
- Stay close to customer needs and market trends

#### **Growth Driver #3: Market**

- Specialty adhesives market CAGR of 5-7 % will drive revenue outside of established focus areas

**12,5 % CAGR and +38 M€ growth in 6 years (2024-2030)**



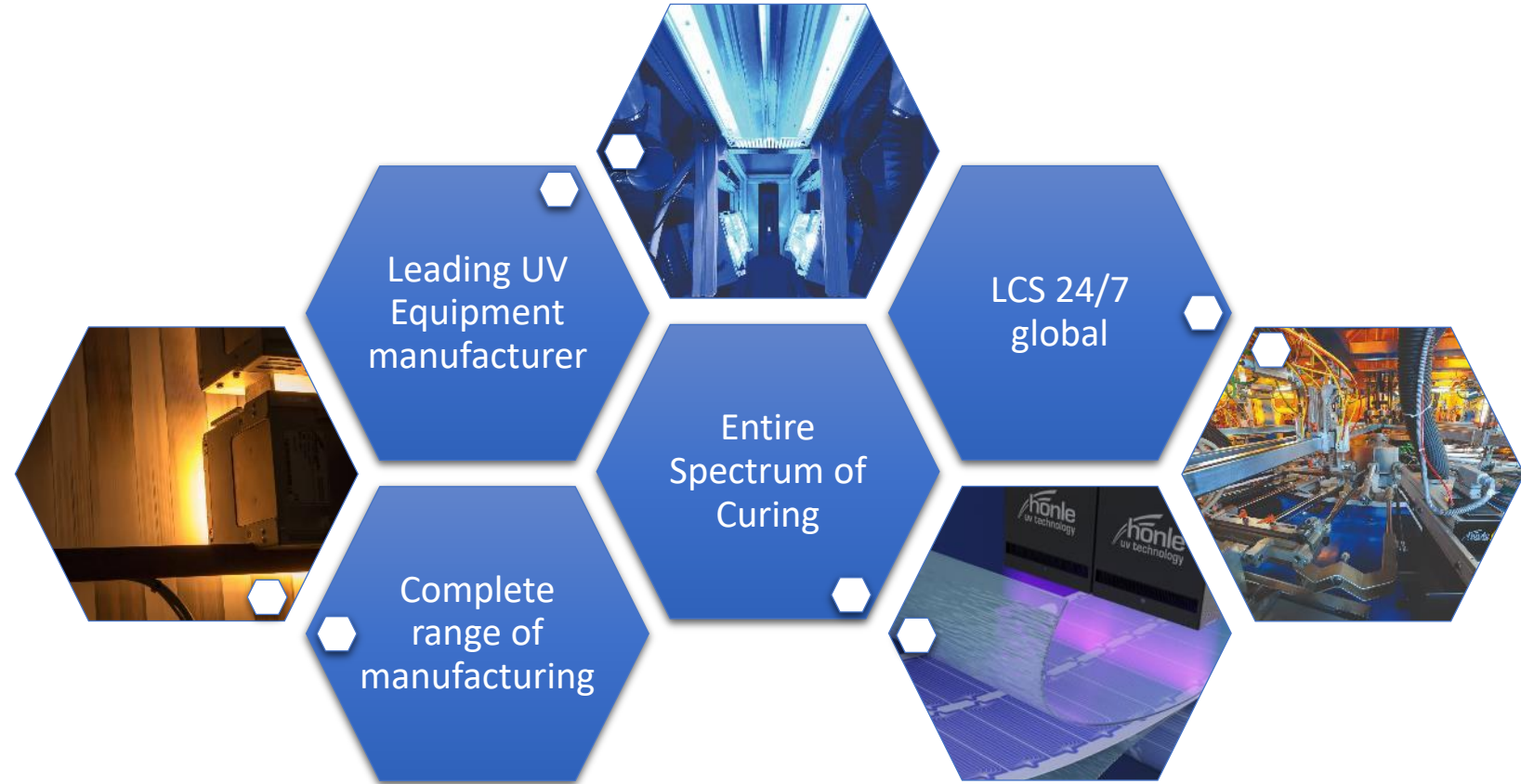


**Capital Markets Day 2025**  
**BU Curing**



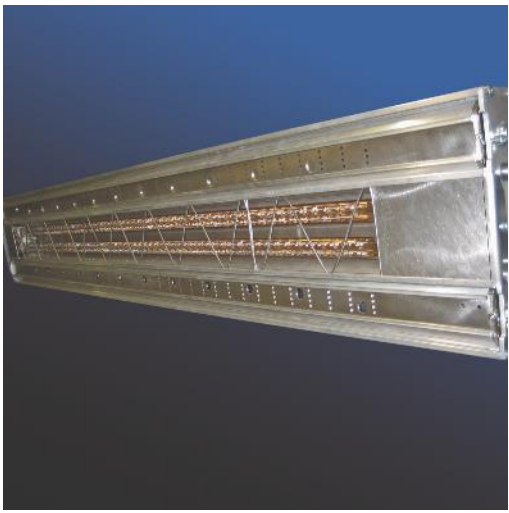
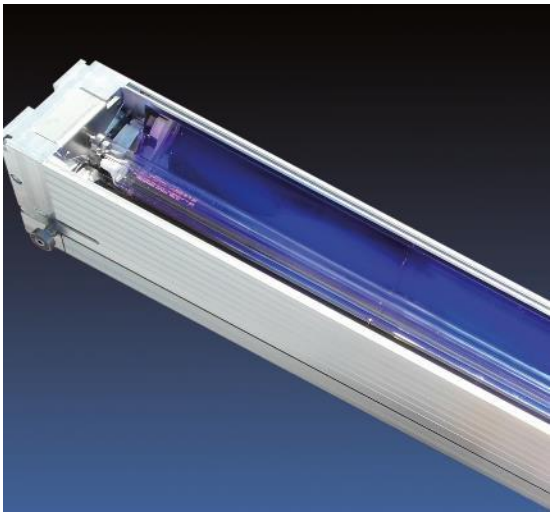
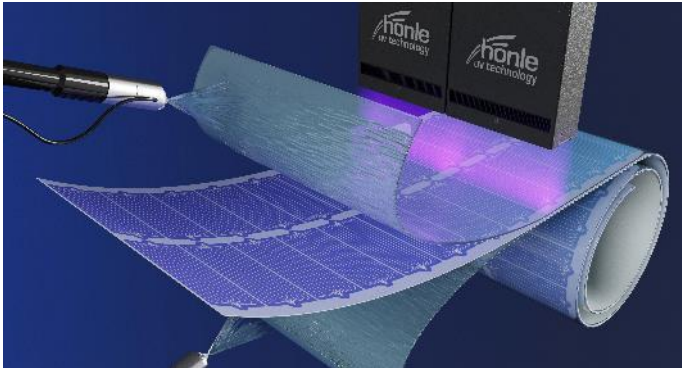
## Systems for

- UV Curing
- LED-UV Curing
- IR Drying
- Thermal Drying

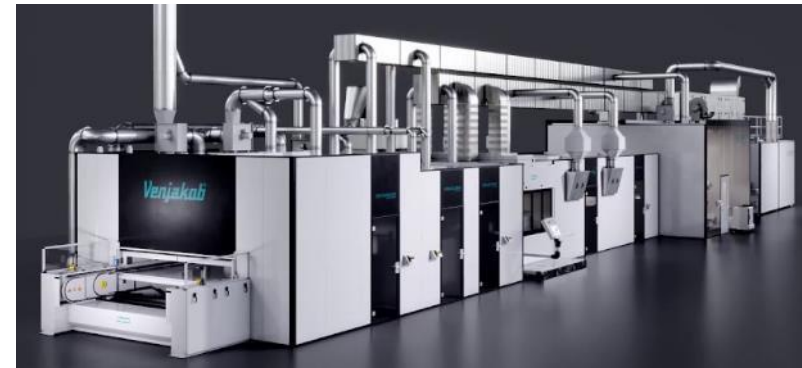
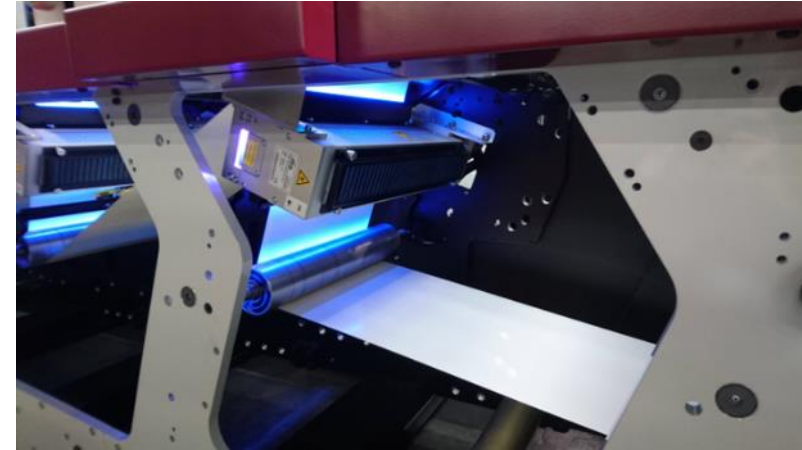
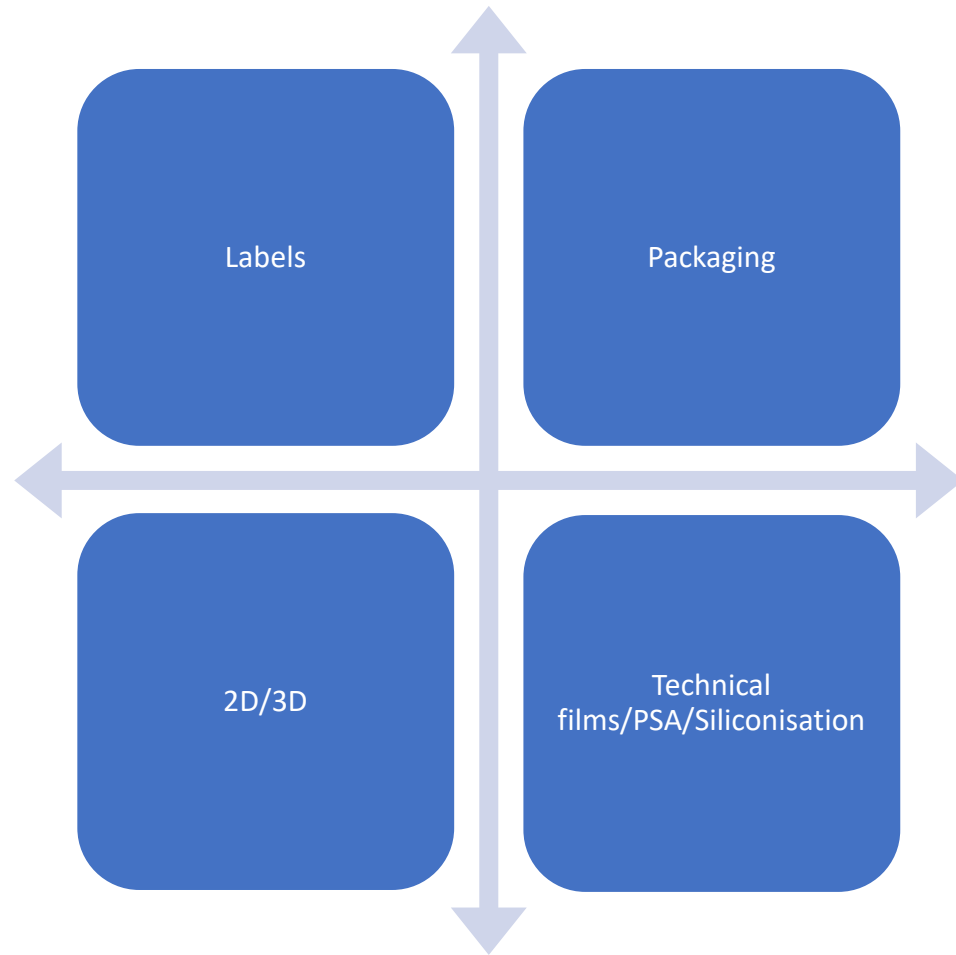




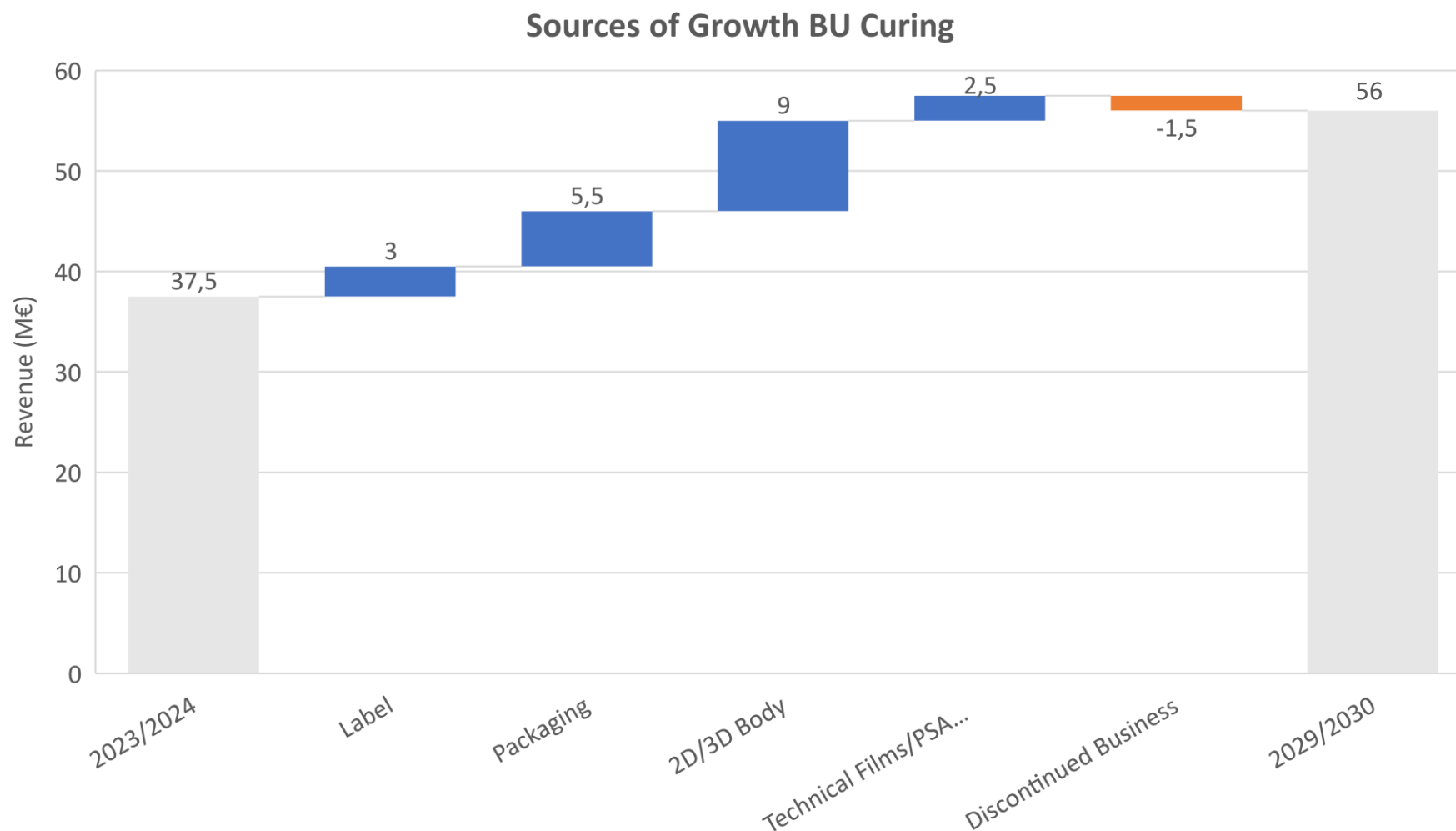
# BU Curing: Products, Applications and USPs



# Market Development Opportunities in Key Focus Areas



# Overview: Growth Drivers and 2030 Strategic Target



**Key Growth Drivers**

**Growth Driver #1: Focus !**

- Labels
- Packaging
- 2D / 3D Coating & Converting
- Technical Films/PSA/Siliconisation

**Growth Driver #2:**  
Customer driven Application  
Engineering Teams & Labs

**Growth Driver #3:**  
Regain Technology Leadership in  
UV-LED Technology

**7,5% CAGR and +18,5 M€ growth in 6 years (2024-2030)**

## Label

- Market Drivers: no single driver, every product has a label, multi-industry, growing demand (population)
- CAGR 5-7%
- Strategy: win new customers via intensive Sales Focus complemented by **new HÖNLE development**
- Benefit: € 3 Mio incremental revenue by 2030



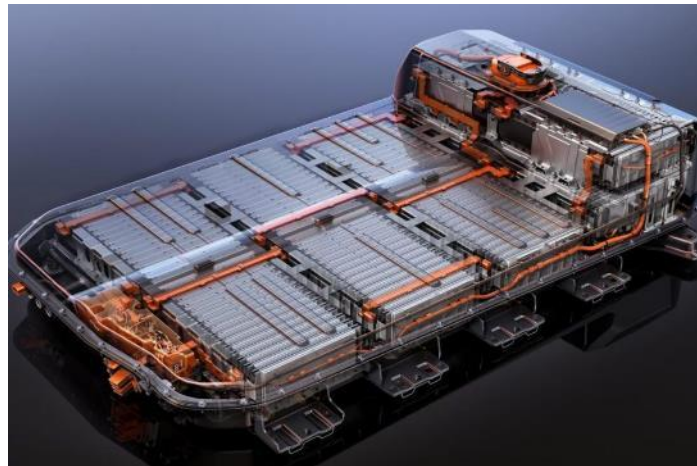
## Packaging

- Market Drivers: Packaging is a growth area for Koenig & Bauer, Durst, Heidelberg, RMGT, KOMORI and manroland as global packaging demand is growing
- CAGR 5-7%
- Strategy: win new customers with new Digital Printing LED Product Line
- Benefit: € 5.5 Mio incremental revenue by 2030



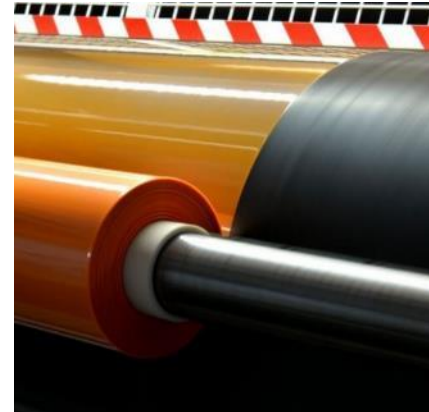
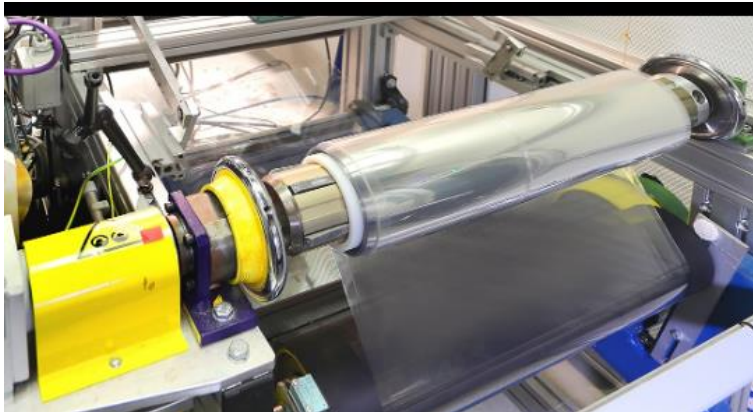
## 2D/3D

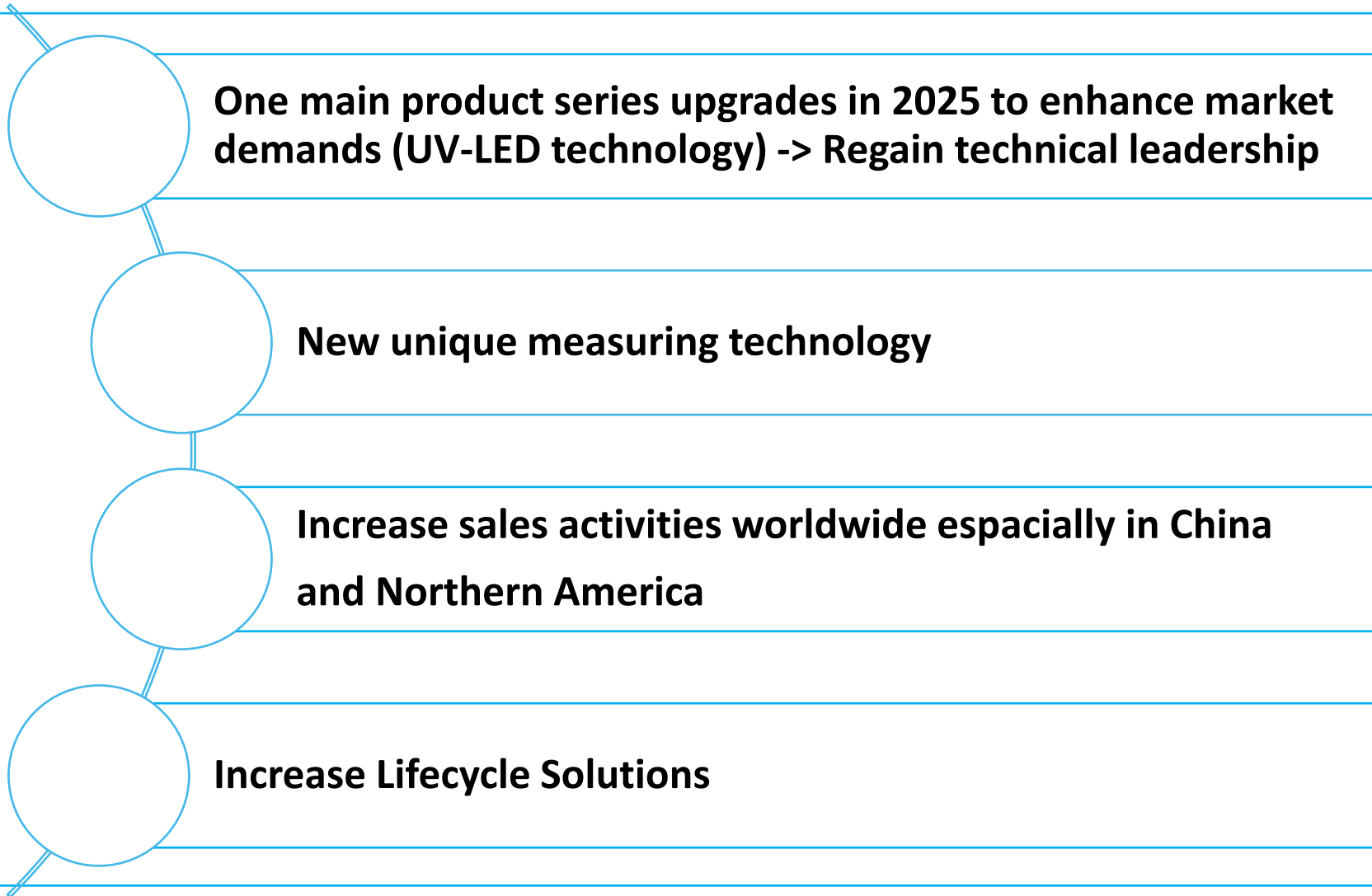
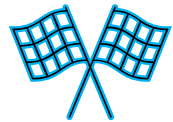
- Market Drivers: ESG / Sustainability and more durable construction materials (flooring etc.) also driven by growing global population in a large variety of industries
- CAGR 4-6 %
- Strategy: win new customers with new Digital Printing LED Product Line to gain product leadership
- Benefit: € 7.5 Mio incremental revenue by 2030



## Technical films/PSA/Siliconisation

- Market Drivers: Wide industry range of applications, away from water / solvent based adhesives
- CAGR 3%
- Strategy: Strong BD, Cooperation with Raw Chemical Providers
- Benefit: € 2.5 Mio incremental revenue by 2030









**Capital Markets Day 2025**  
**BU Disinfection**

## UV SYSTEMS

- Sterilsystems UV low pressure devices
- UVATECH UV medium pressure devices
- Sterixene Pulsed UV devices

## UV COMPONENTS

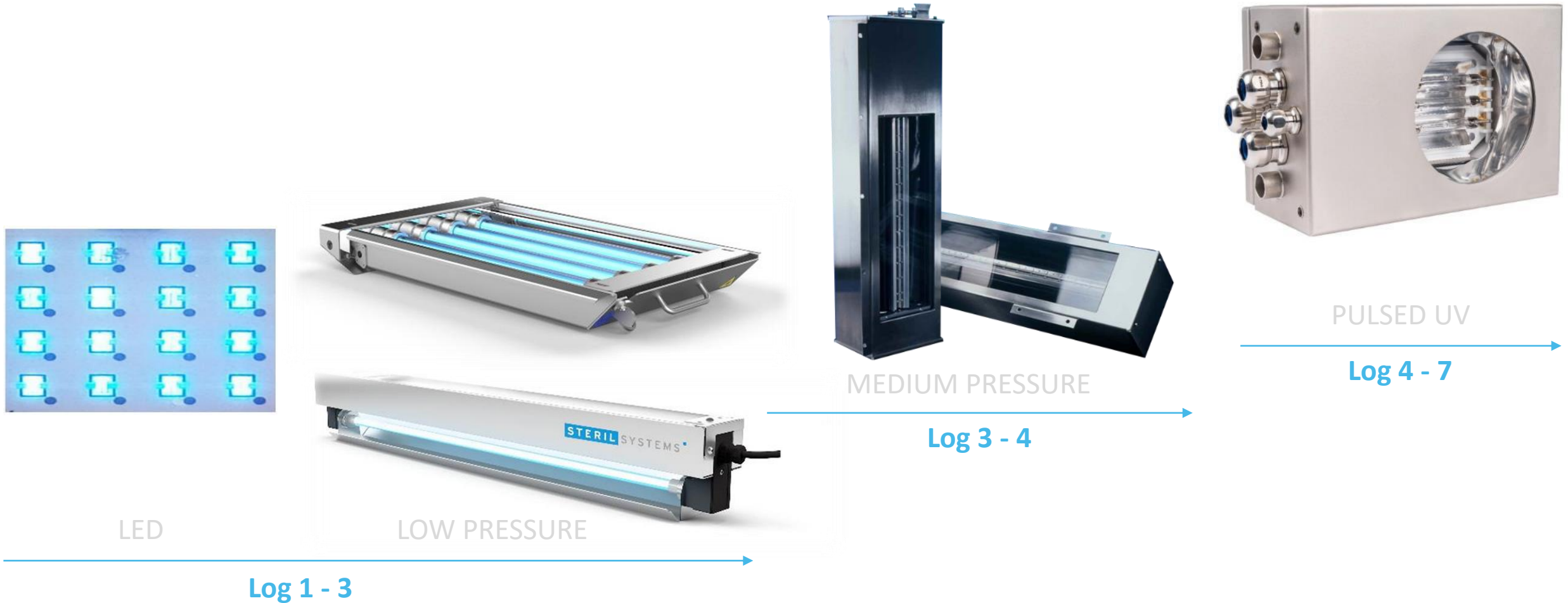
- UV measuring devices
- Electronic power supplies
- UV Sensors

## UV LAMPS

- Special lamp manufacturer
  - TOC in UPW
  - PHARMA
  - established spare parts supplier of renowned brand providers



# Full Solution Provider for every Disinfection Requirement

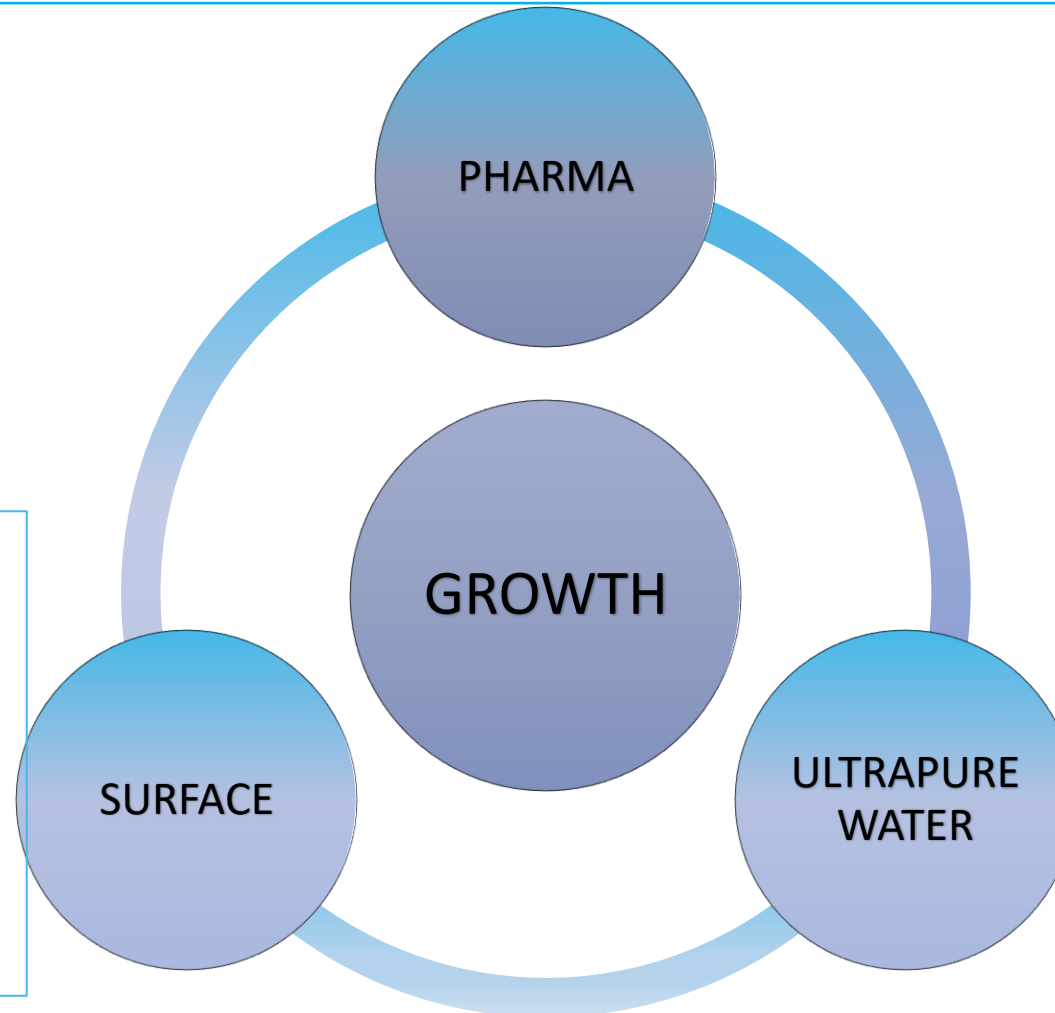


# Full Solution Provider for every Disinfection Requirement



- Auditing of the UV light source using patented bioindicators
- Project support with the help of professional feasibility studies

# Market Development Opportunities in Key Focus Areas



- Focus: Food & Beverage
  - *UV LED*
  - *UV Medium Pressure UVATECH*
  - *UV Low Pressure Sterilsystems*
  - *Measurement devices*
  - *UV Components*

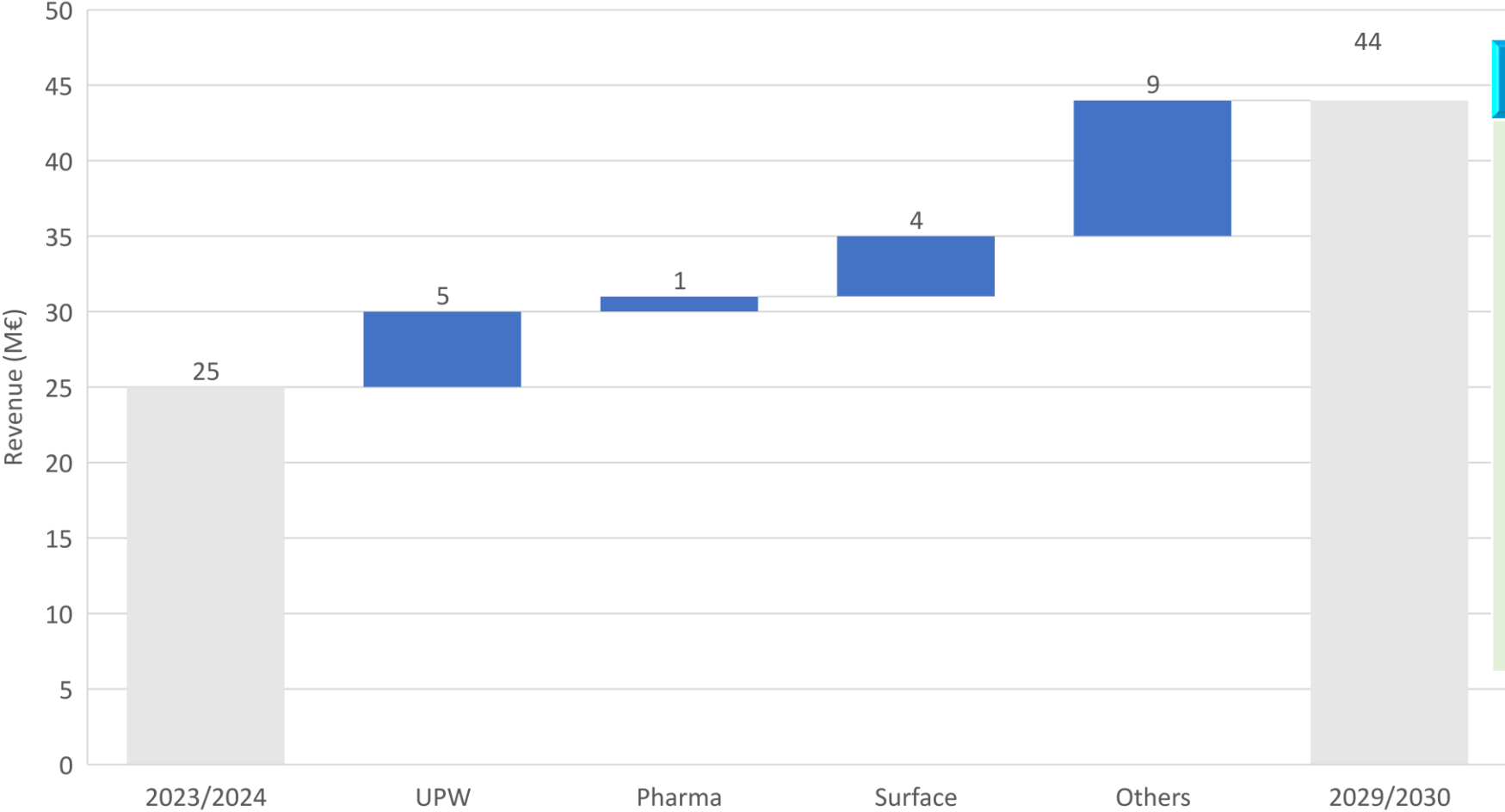
- Main markets India, China and USA
- Special UV applications for Photochemistry e.g. Active Pharmaceutical Ingredients

- Focus: Semiconductor Industry
  - *Special components to upgrade installed base*
  - *Disinfection and TOC Systems*
- Main markets: Taiwan, USA

# Overview: Growth Drivers and 2030 Strategic Target



Sources of Growth BU Disinfection



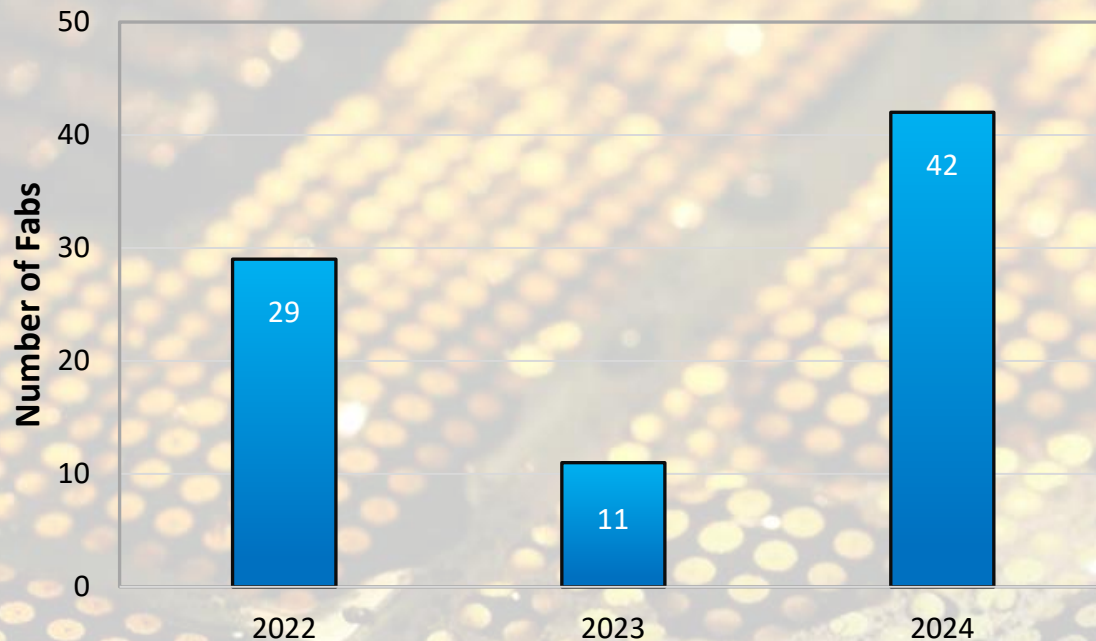
**Key Growth Drivers**

- Growth Driver #1: UPW**
- Growth Driver #2: F&B Industry**
- Growth Driver #3: Pharma**
- Others:**
  - **General Water Disinfection**
  - **Air Disinfection**
  - **Analysis & Lab equipment**
  - **Aquaculture**

**10% CAGR and +19 M€ growth in 6 years (2024-2030)**



### New Semiconductor Fabs Starting Operations

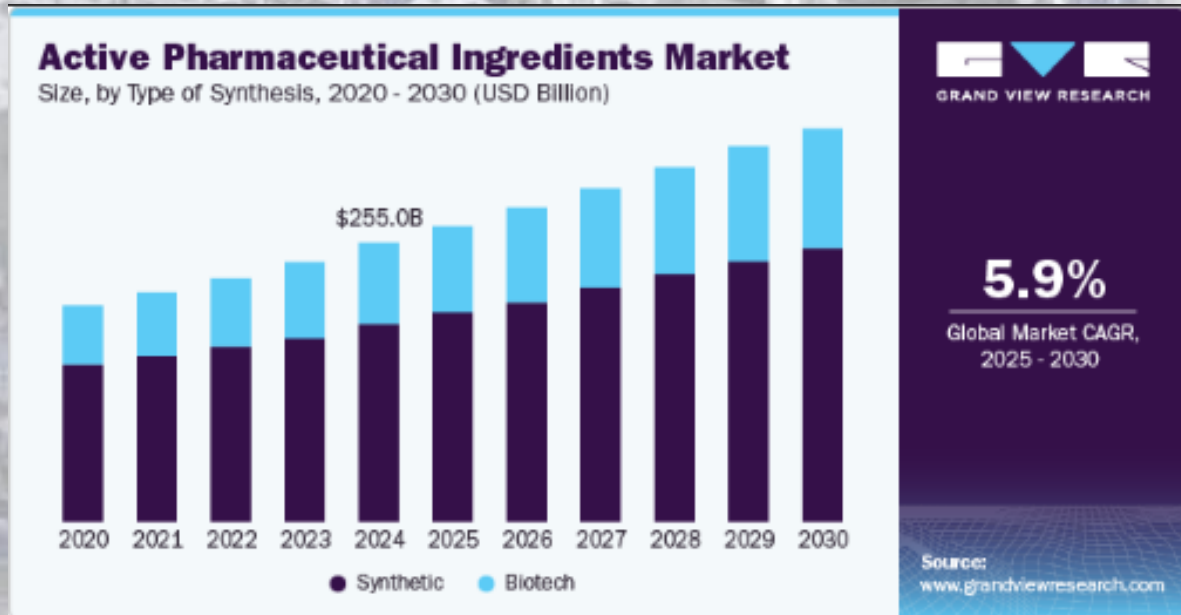


## ESTIMATED MARKET SIZE

- In 2023: 8.8 billion USD (Includes all stations of UPW purification)
- In 2030: 20.2 billion USD
- The UV systems are a comparatively small but important station in TOC reduction
- UPW in other industries:
  - ✓ Pharmaceuticals
  - ✓ Green Hydrogen

## MARKET DRIVERS

- Primary driver is semiconductor industry
- Growing semiconductor market: Global Fab Outlook 2027: 234 12" fabs
- Sustainability regulations for water recycling are becoming increasingly important



## ESTIMATED MARKET SIZE

- Active Pharmaceutical Ingredients (API) Market In 2024: 225.01 billion USD
- API CAGR 5.85% from 2025 to 2030

## MARKET DRIVERS

- Growing global demand for pharmaceutical drugs
- Increase of chronic diseases
- Rising demand for innovative drug formulations



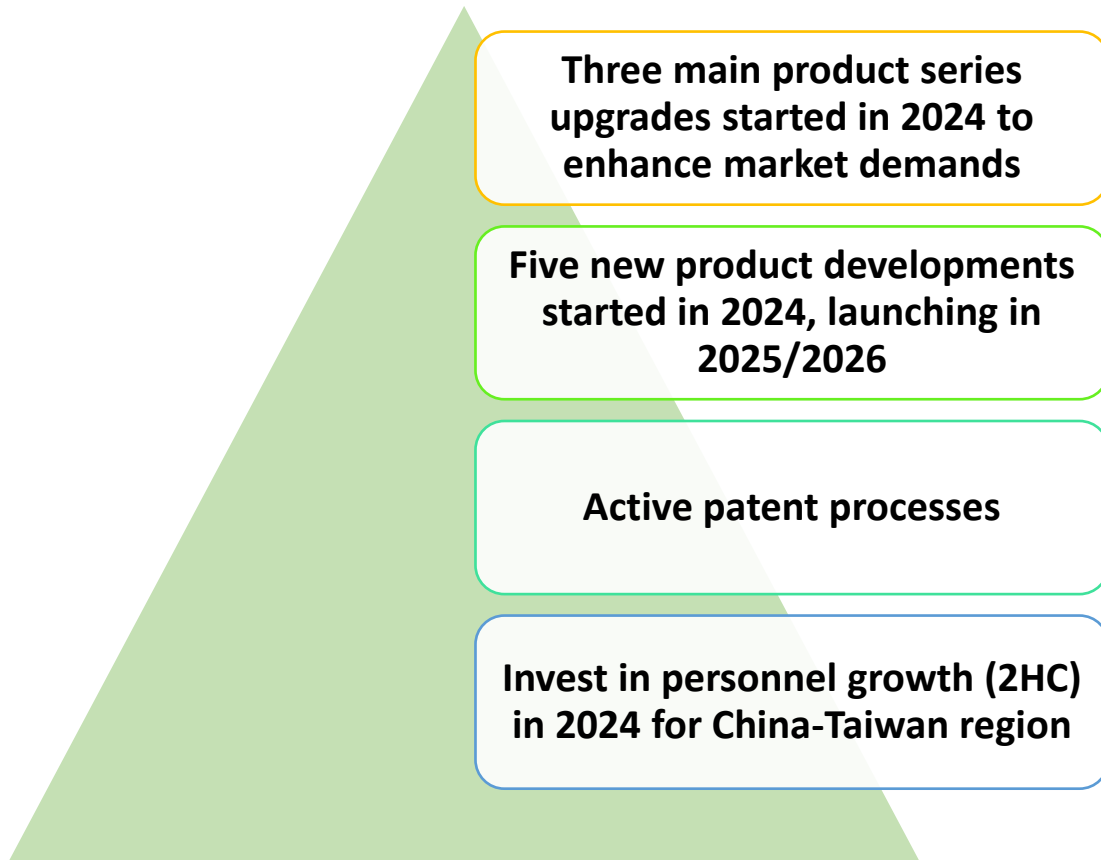


## ESTIMATED MARKET SIZE

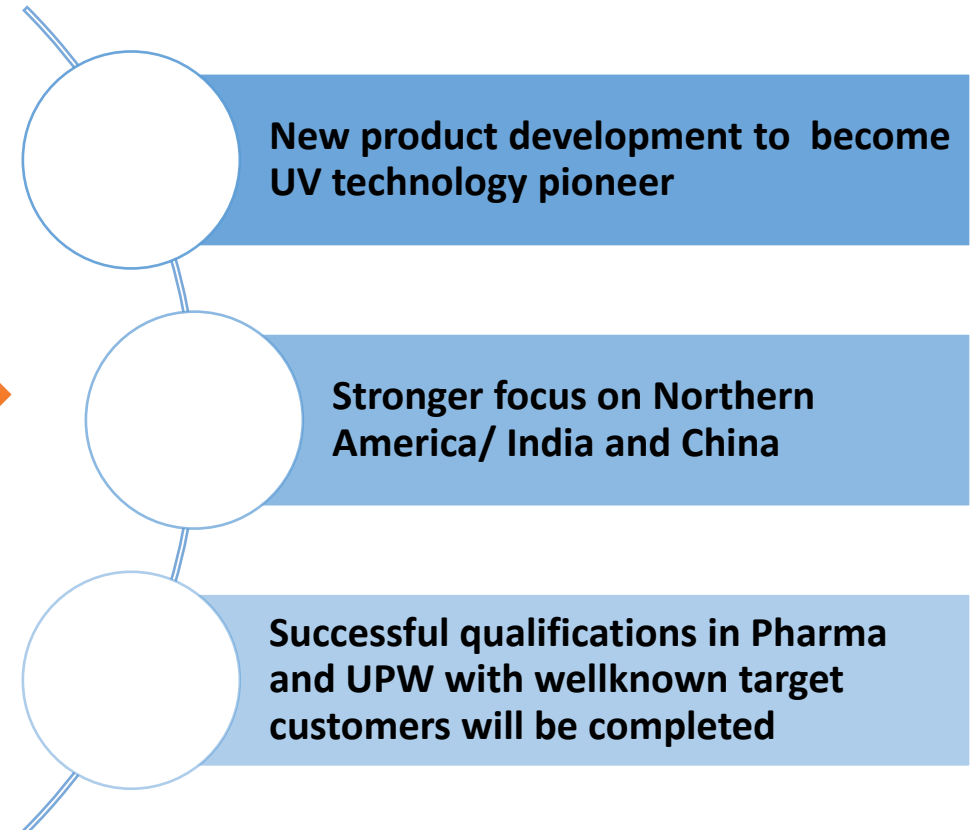
- Market size for UV Disinfection devices in 2023: 4.5 billion USD
- CAGR for UV devices 12% up to 2029

## MARKET DRIVERS

- CAGR for F&B industry 6%
  - increased health awareness,
  - technological development boost opportunities for UV Disinfection
  - Sustainability and increasing environmental awareness,
  - Increasing diversity and number of infectious diseases



## Milestones 2025





**Thank you!**