

re-imagined
re-invented



IR Presentation
Fiscal Year 2020

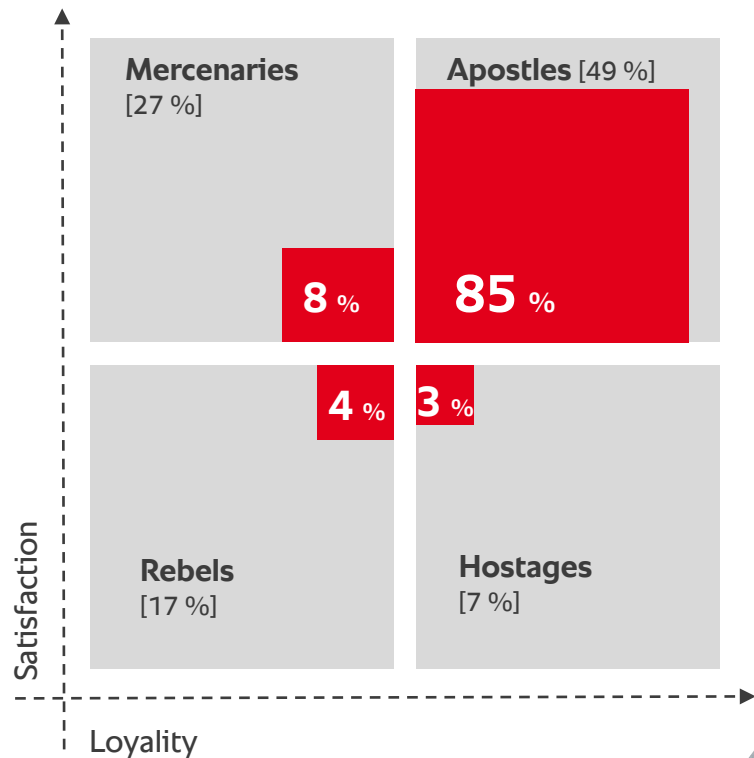


For people

Preparing hot food
in large and commercial kitchens

High customer satisfaction

Above average number of Apostles



Source:
Kantar TNS / MI (2016-2020) – in 14
markets with RATIONAL subsidiaries

[x]: Average of the
manufacturing industry
worldwide





7.8

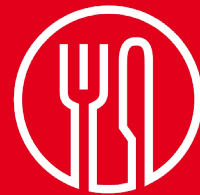
billion people are
living on earth

+

80

million more every year

140,000,000



Dishes are prepared in RATIONAL appliances every day

4,000,000

Potential professional kitchens

>90 %

Recommendation rate

For kitchens

In which 20 or 20,000 meals
are prepared



> 1,000,000

combi-steamers produced since 1976



> 40,000

VarioCookingCenter® produced since 2005



Worldwide presence

Close to the customer

Local presence in more than

120
countries



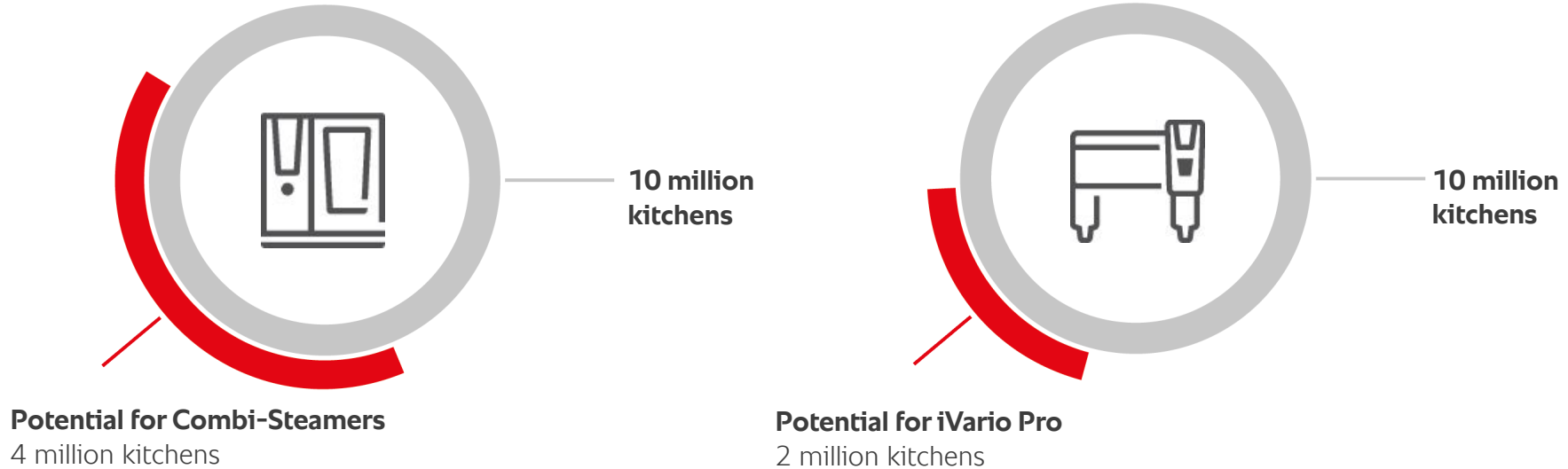
32
subsidiaries

More than

4,000
partners worldwide

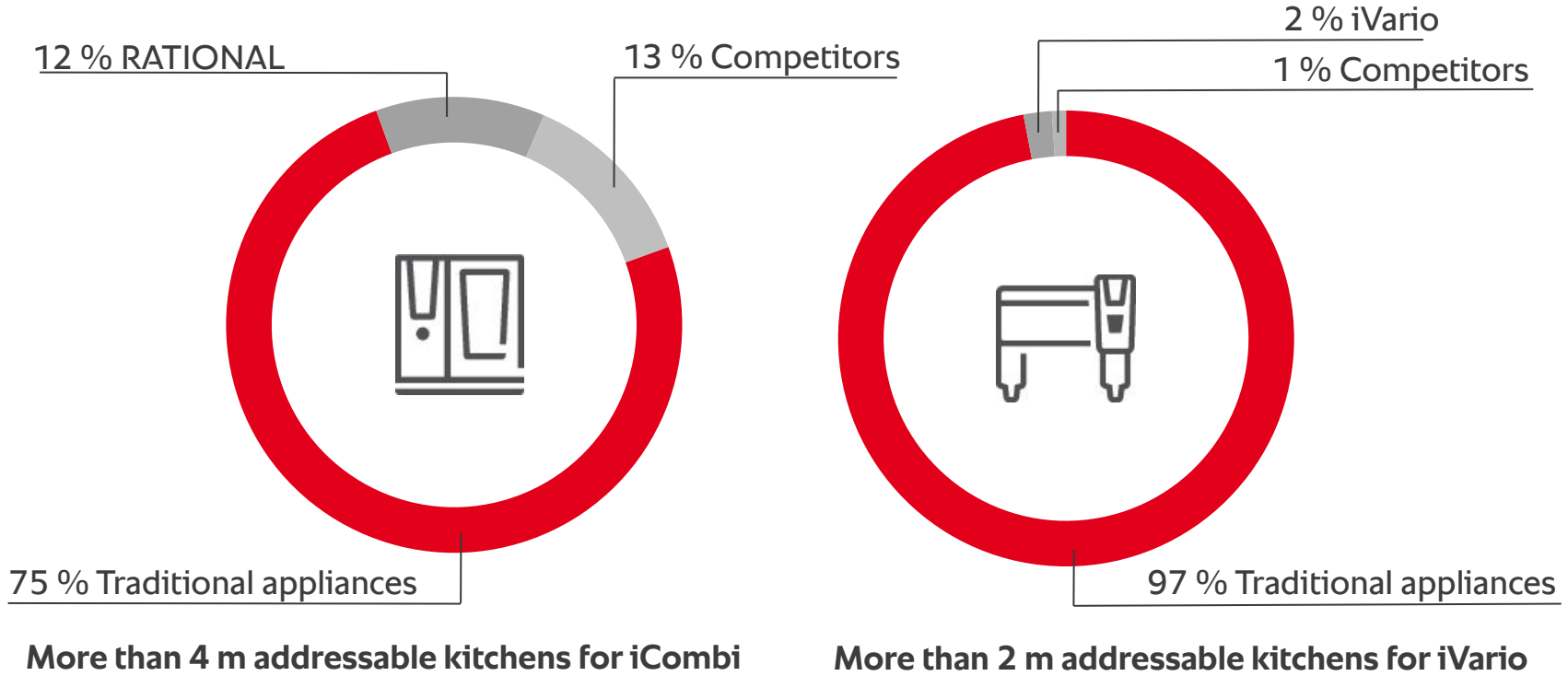
The world market potential

More than 4 million professional kitchens



High untapped market potential for both product groups

Aiming to substitute traditional equipment in professional kitchens



Our customers worldwide

Establishments with over 20 meals per service



Graphic refers to the number of sold appliances



For food

That sets standards in terms of quality

The desired result

Day after day. Year after year. Millionfold.



„Without RATIONAL we would not be able to prepare 20,000 Peking ducks per day in such high quality.“

Quanjude Gruppe

Yan Dajian, Head of R&D, P.R. China



For healthy nutrition

With more nutrients and less pollutants



For a customer benefit

That exceeds all expectations

The diagram features a white spiral staircase that winds inward toward a central red circle. The staircase is composed of several segments, each with a label. Arrows on the spiral indicate a clockwise flow from the outer edge toward the center. The central red circle is labeled 'Customer benefit'. The outermost point of the spiral is labeled 'Greater customer benefit' in red text.

**Greater
customer benefit**

Higher
profits

Cost
degression

Greater
attraction

Higher
productivity:

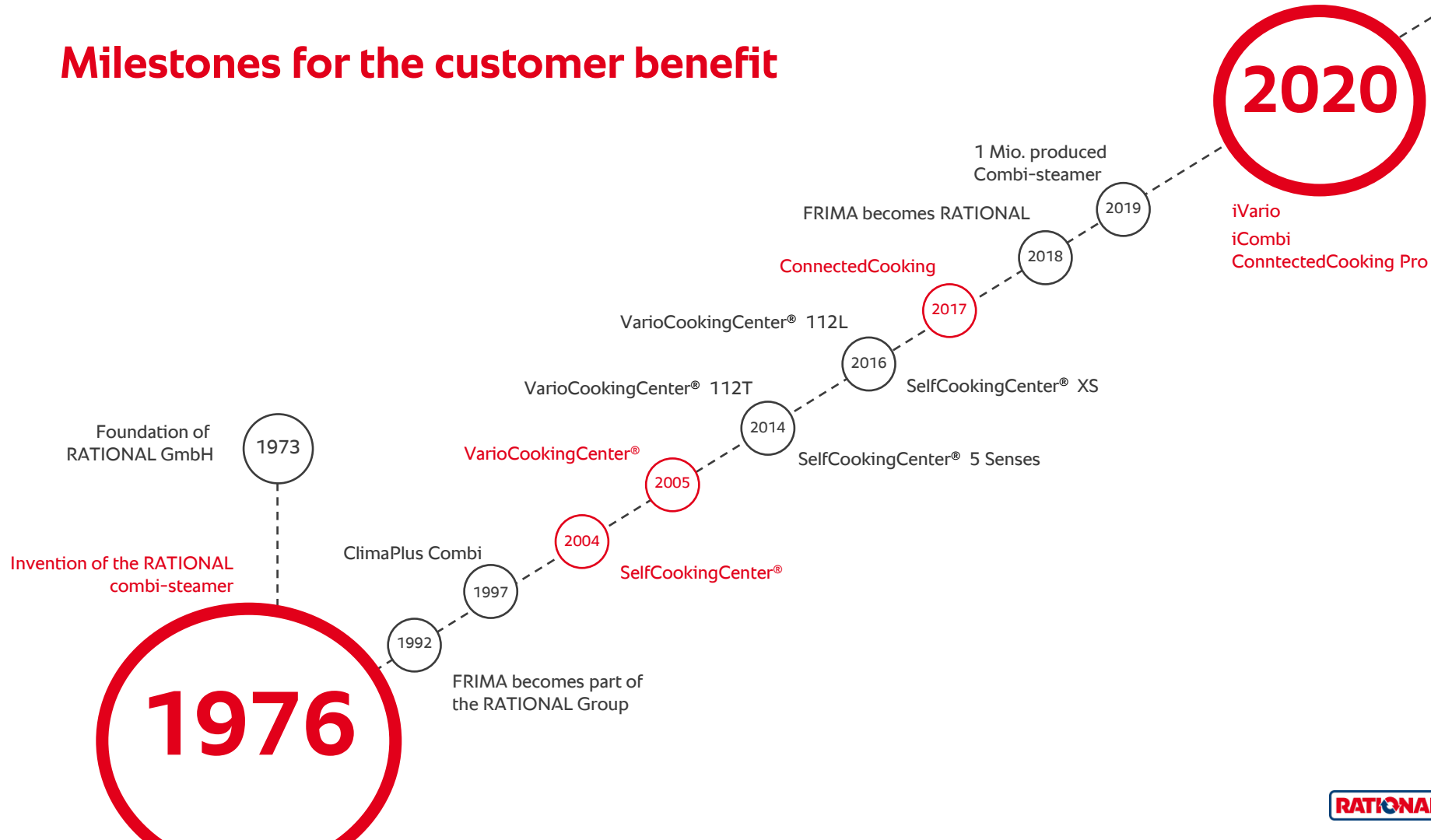
Increasing
demand

Positive
learning
curve

Growth

**Customer
benefit**

Milestones for the customer benefit



RATIONAL production sites





iCombi Pro

The new gold standard.

Intelligent and powerful

Grilling. Roasting. Baking. Steaming. All in one appliance



iCombi Pro

The new gold standard.

iCookingSuite 
Reliable desired result.

iDensityControl 
High productivity.

iProductionManager 
Optimal planning.

iCareSystem 
Effective cleaning.



iVario Pro

The multifunctional cooking appliance with contact heat




Roast. Boil. Frying.

Up to 4 times faster, up to 40 % less power consumption.



iVario Pro

The new performance class.

iCookingSuite 
Reliable results.

iVarioBoost 
Intelligent heating technology.

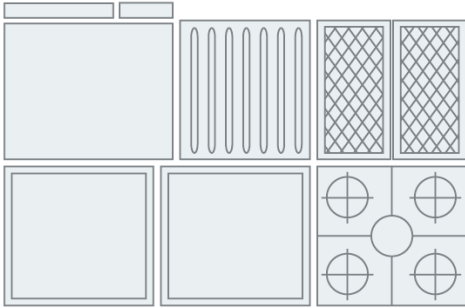
iZoneControl 
Intelligent heating zone management.



An investment that pays off.

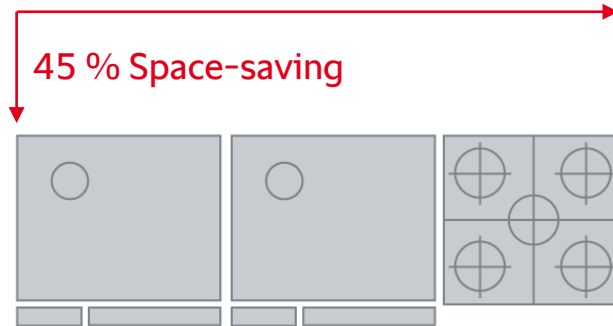
Limited Service Hotel (350 rooms, breakfast, À-la-carte)

Conventional technology



- 2 x tipper
- 1 x damper
- 1 x 4-zone induction stove
- 1 x grill
- 1 x deep fryer

iCombi Pro



- 2x iCombi Pro 10-1/1
- 1 x 4-Zone induction stove

Savings:

- Up to 45 % less space consumption
- Up to 60 % lower investment costs
- Up to 70 % less energy costs
- Up to 50 % less working time

ConnectedCooking

The connected kitchen made by RATIONAL



ConnectedCooking

The connected kitchen made by RATIONAL



A tried and tested team

For 90 % of all cooking processes in professional kitchens



A chef in a black uniform and a Rational technician in a blue polo shirt are standing in a kitchen. The chef is smiling and looking at the technician, who is holding a small blue packet labeled 'Care-Tab' and some food. In the background, there is a Rational ICombi Pro oven with its door open, showing the interior racks. The oven has a digital display and a control knob. The wall behind them is made of patterned tiles.

For services

That inspire long-term

First-class services

For greater customer benefit

- › Expert advice
- › Personal introduction training
- › Academy RATIONAL
- › ConnectedCooking
- › ChefLine

RATIONAL Technical Service

Always at the customer's service



- › Original service parts
- › Certified service partners
- › Professional installation
- › Global service network

A full-page background image of the Burj Al Arab hotel in Dubai, United Arab Emirates. The building is a sail-shaped skyscraper with a white facade and dark window panels, situated on an artificial island in the water. The sky is a vibrant blue with wispy white clouds, and the sun is setting on the horizon to the right, casting a warm orange glow. The water in the foreground is dark blue with some ripples.

International success stories

RATIONAL at work



100 % reliable

BMW Welt, Munich

A photograph of a large, multi-story hotel building at night. The building is dark, but many windows are lit from within, creating a warm glow. The Hilton logo, consisting of a stylized 'H' inside a circle, is illuminated in blue on the upper left corner of the building. Below the logo, the word 'Hilton' is written in a large, white, serif font. At the bottom of the building, there is a sign that reads 'MONARCH SUITE' in white capital letters on a dark background. The foreground shows a paved area with some greenery and a few trees. The sky is dark blue.

Hilton

35 % less energy

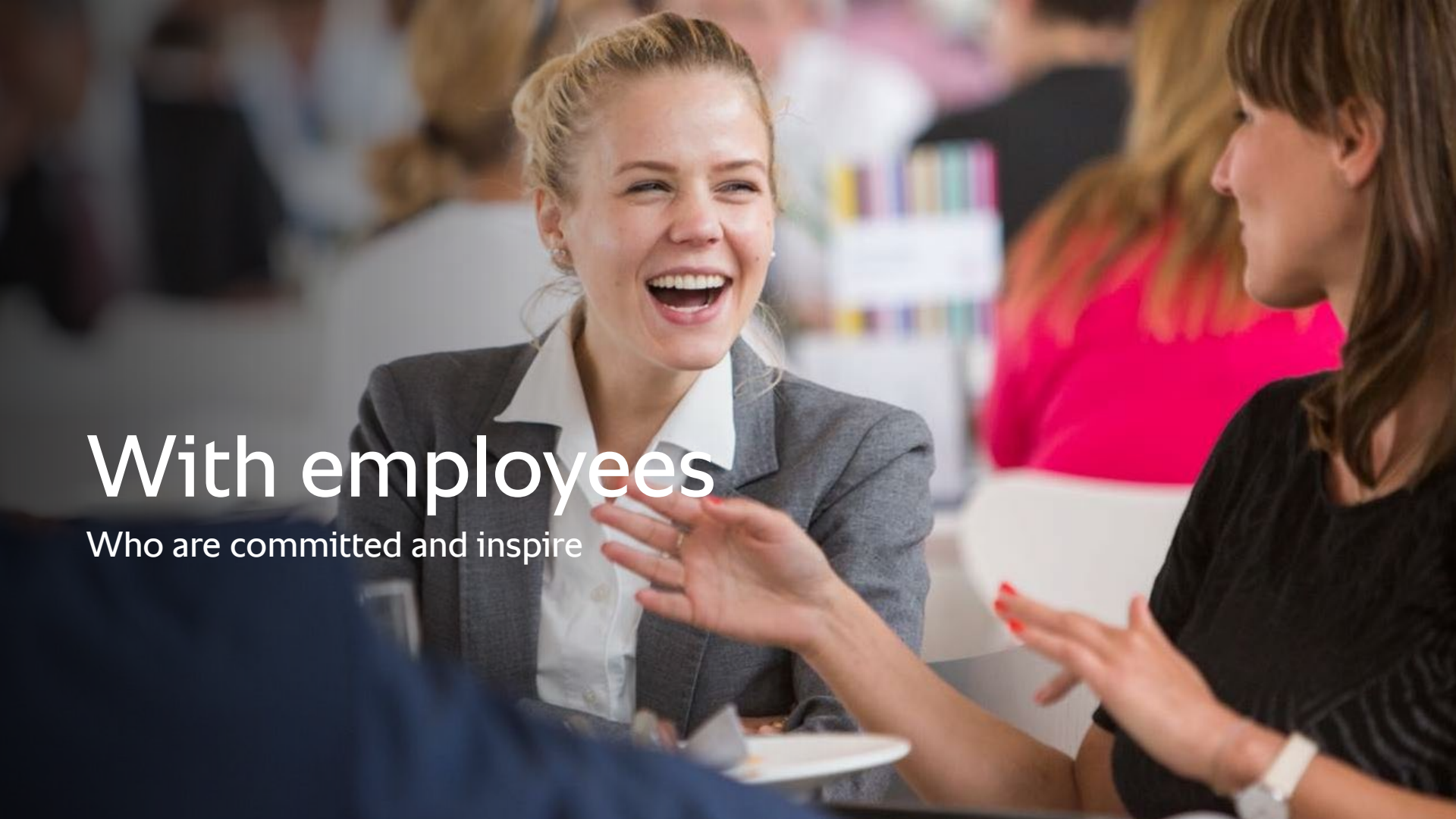
Hilton, Birmingham



The all-round carefree package

Nando's, International

How do they do it?

A photograph of two women sitting at a table, laughing heartily. The woman on the left has blonde hair tied back and is wearing a grey blazer over a white collared shirt. The woman on the right has brown hair and is wearing a black top. They are both gesturing with their hands while laughing. In the background, other people are blurred, suggesting a social event or conference. A name tag is visible on a person in the background.

With employees

Who are committed and inspire



With the “U.i.U.”-principle

Making decisions, assuming responsibility



With courage

To reinvent customer benefit



With 1,000 chefs

At work every day



4 chefs, 4 journeys



With new talent

80 apprentices and students



With responsibility

For people and the environment



The Executive Board

For customers and employees

Dr. Peter Stadelmann
Chief Executive Officer

Markus Paschmann
Chief Sales & Marketing Officer

Jörg Walter
Chief Financial Officer

Peter Wiedemann
Chief Technical Officer

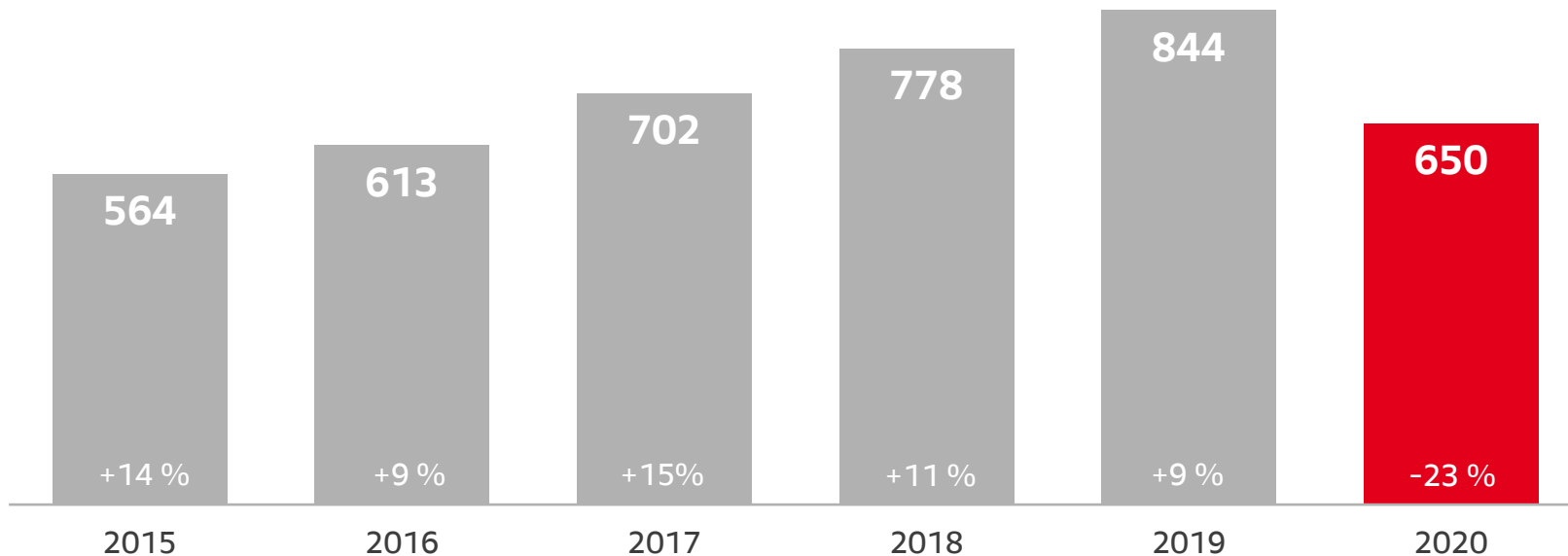
Great results

Figures, Facts, Data



2020 characterised by the corona crisis

23 % sales revenue decline



Sales revenue in mEuro

Sales revenue growth in %



RATIONAL is the global market leader for combi-steamers

Because we focus on what we know best

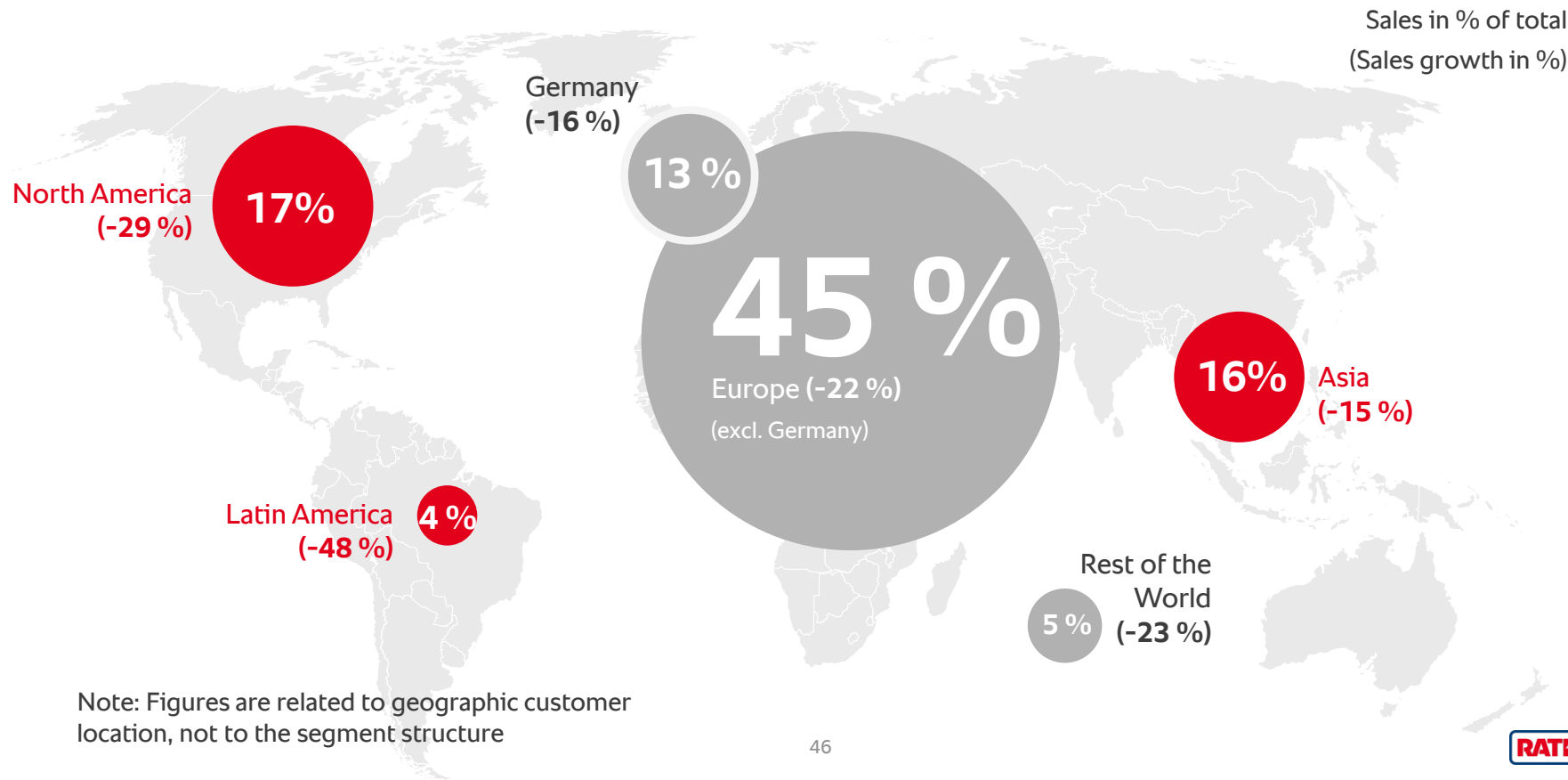
RATIONAL

Competitors (100 in total worldwide)

Convotherm (Welbilt), Blodgett Middleby, MKN,
Lainox (Ali Group), Eloma (Ali Group), Electrolux,
Alto-Shaam, Unox

2020 characterised by the corona crisis

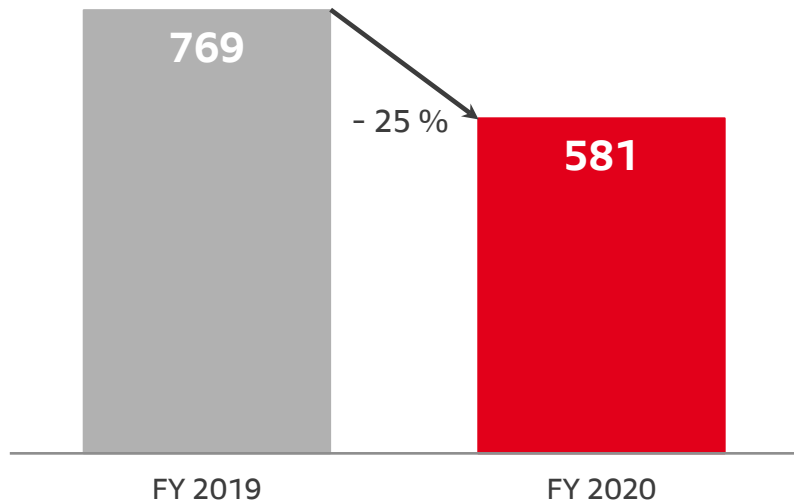
All regions affected by the crisis



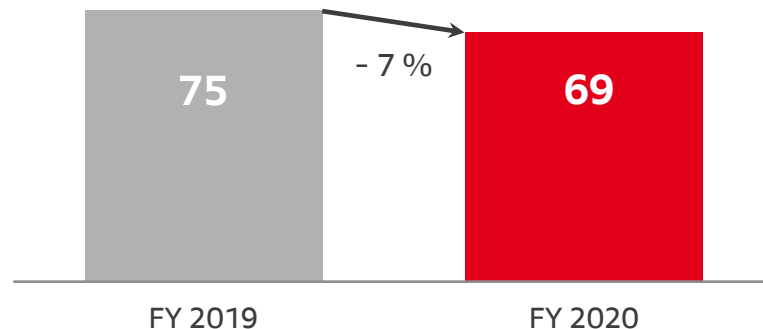
2020 characterised by the corona crisis

Both product segments are suffering

Sales combi-steamer



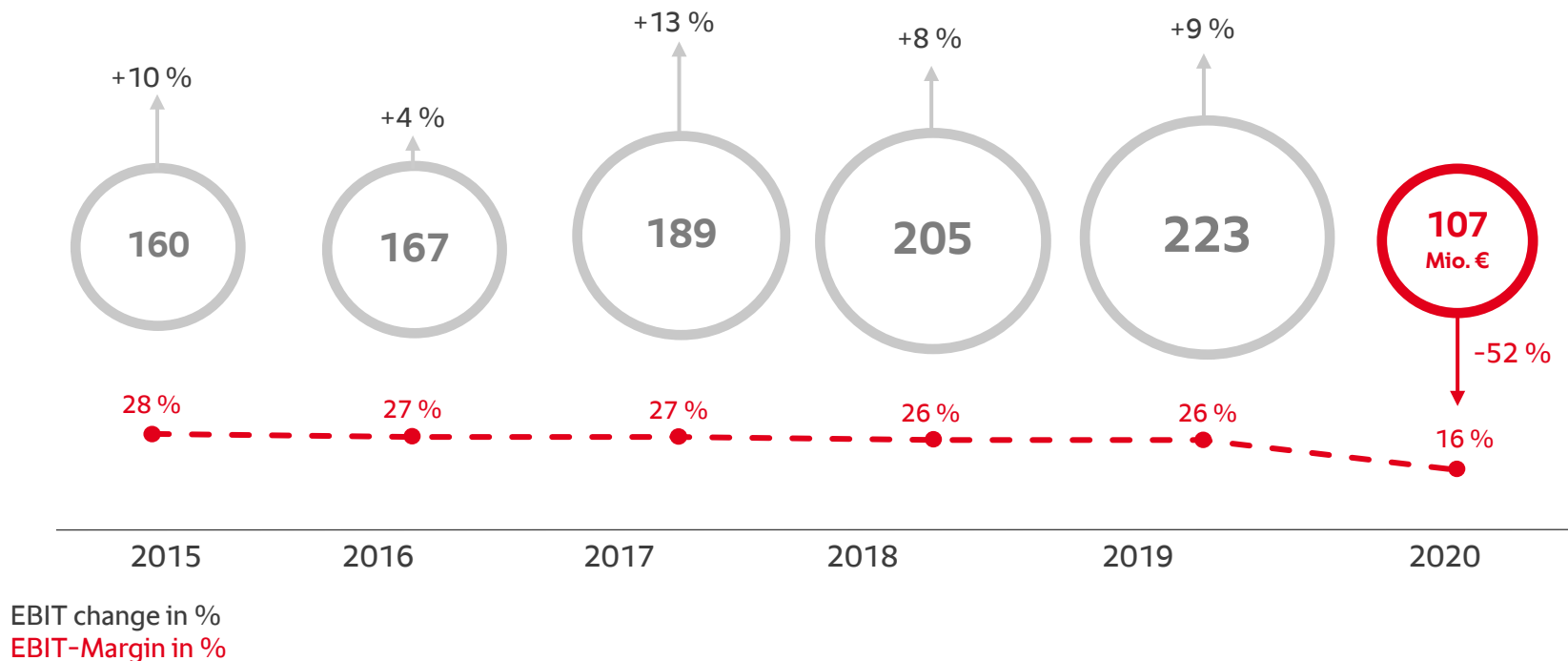
Sales VarioCookingCenter/iVario



Sales in mEUR
Sales growth in %

EBIT-Margin despite sales drop on a good level

2020: EBIT-Margin above 16%



RATIONAL share price development

Sharp share price decline, quick recovery





Everything for the one goal

Happy customers

Investor Relations Contact

Financial calendar

Company information

RATIONAL AG
Siegfried-Meister-Straße 1
86899 Landsberg am Lech
Germany
www.rational-online.com

Financial calendar 2021

24.03.2021	Financial Figures Fiscal Year 2020 (virtual)
05.05.2021	Financial Figures Q1 2021 (virtual)
12.05.2021	General Shareholder' Meeting 2021 (virtual)
05.08.2021	Financial Figures HY 2021 (virtual)
03.11.2021	Financial Figures 9M 2021 (virtual)
TBD	RATIONAL Analyst Day 2021

Investor Relations contact

Stefan Arnold
Tel.: +49 8191 327 2209
ir@rational-online.com

Roadshows and conferences

May 2021	Berenberg Tarrytown Conference Commerzbank European Conference, USA
June 2021	Warburg Highlights Conference Deutsche Bank dbAccess Conference
September 2021	Baader Investment Conference



Disclaimer

This presentation serves the single purpose of introducing the RATIONAL Group and providing a brief overview. The information contained is not intended to be exhaustive and does not provide a basis for corporate decisions or serve as investment advice.

We assume no warranty, guarantee or liability for the completeness of the information, statements, estimates and projections given in this presentation, in particular with regard to the future development of the companies of the RATIONAL Group. This presentation contains assessments of the future based on the assumptions and estimates of the Executive Board of RATIONAL AG. Even though the Executive Board is convinced that these assumptions and plans are correct, the actual development and future results may significantly deviate from these assumptions and estimates. RATIONAL AG does not assume warranty or liability for future developments and future results corresponding to the assumptions and estimates made in this presentation.

© RATIONAL 2020

Excellence

A selection of our corporate awards



GOOD DESIGN®
Award 2020



Supplier of the Year 2020
– Heavy Equipment



The Supplier of the Year 2020 –
Training & Education winner logo



German Design Award



IKOM Award 2020

Excellence

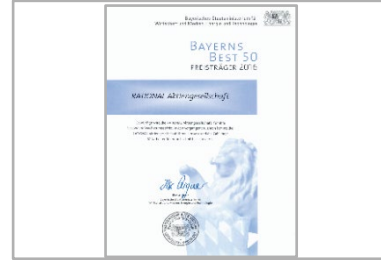
A selection of our corporate awards



KITCHEN Innovations
Awards 2020



Axia Best Managed
Companies Award 2019



Bayerns Best 50 2016



Grünes Band 2016



Top 100 des Mittelstands



German Design Award



Dieselmedaille



Handelsblatt - Hall of Fame