



1st Half Year 2018

Telephone Conference, 9 August 2018



Recommendation rate and employee satisfaction on a very high level

Recently confirmed by Kantar TNS surveys

96%

of our customers
recommend others to buy
a RATIONAL product

89%

of all employees are proud
to work for RATIONAL

HY1 results at a glance

+11%

**Group-wide sales
revenue growth**

**Gross
margin 60%**

**25% EBIT
margin**

**73% Equity
ratio**

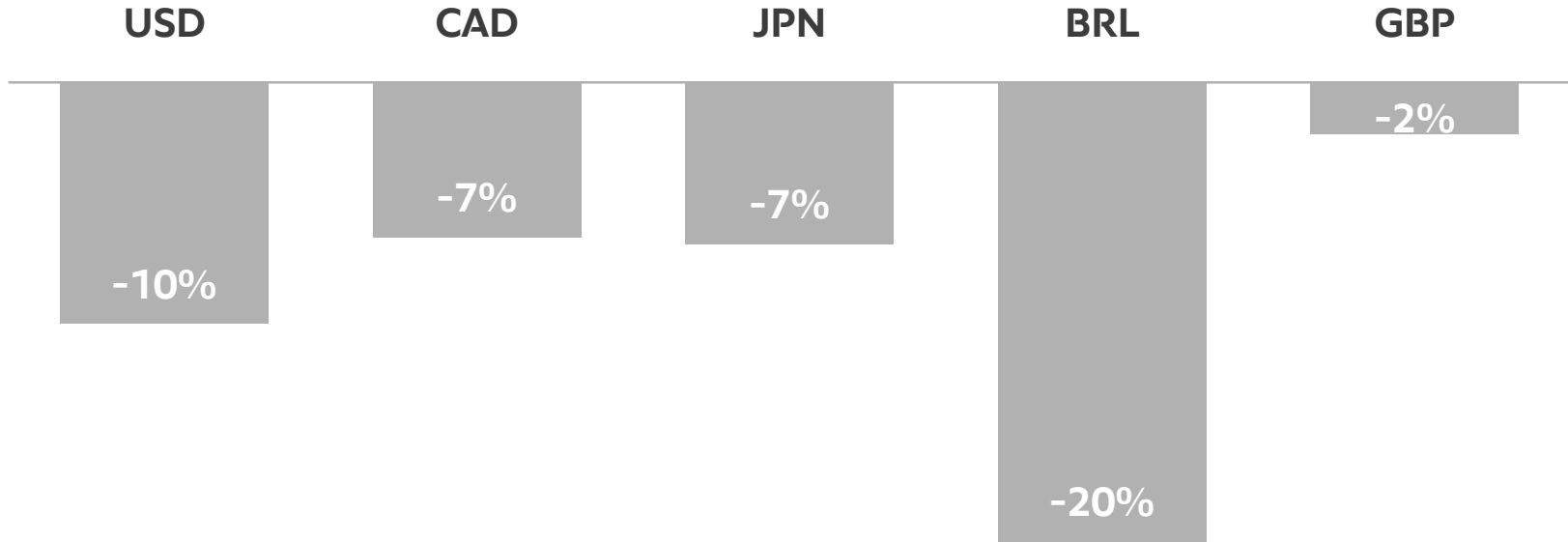
**New employees
hired 206**

Positive development for both segments

Outlook raised

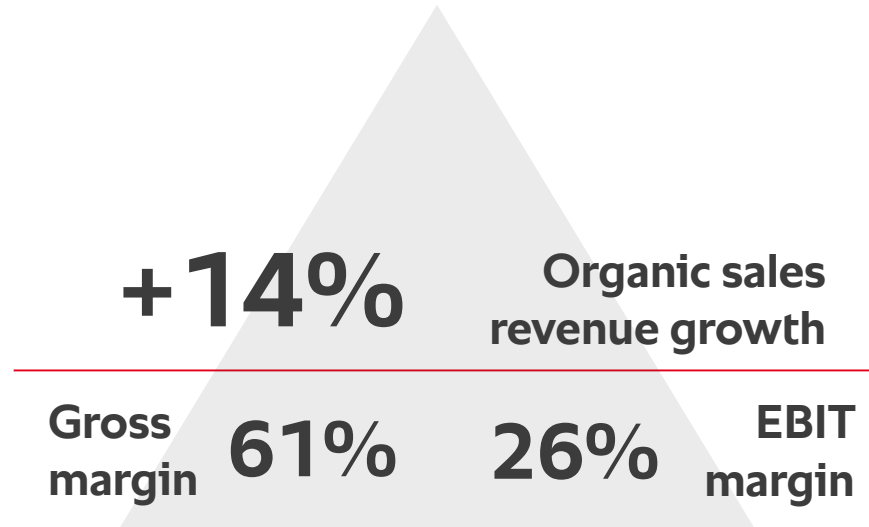
F/X Rate development

HY1 2018 compared to HY1 2017



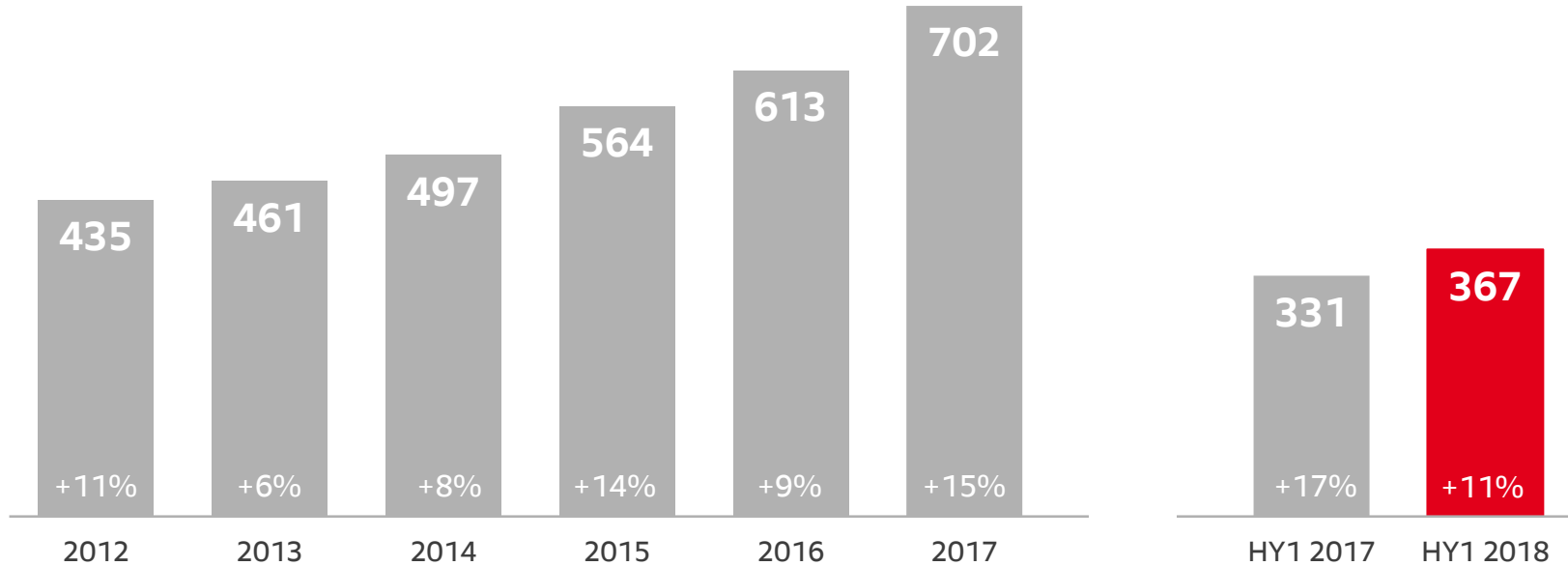
F/X Rate development in %

Results adjusted for currency effects



Organic growth

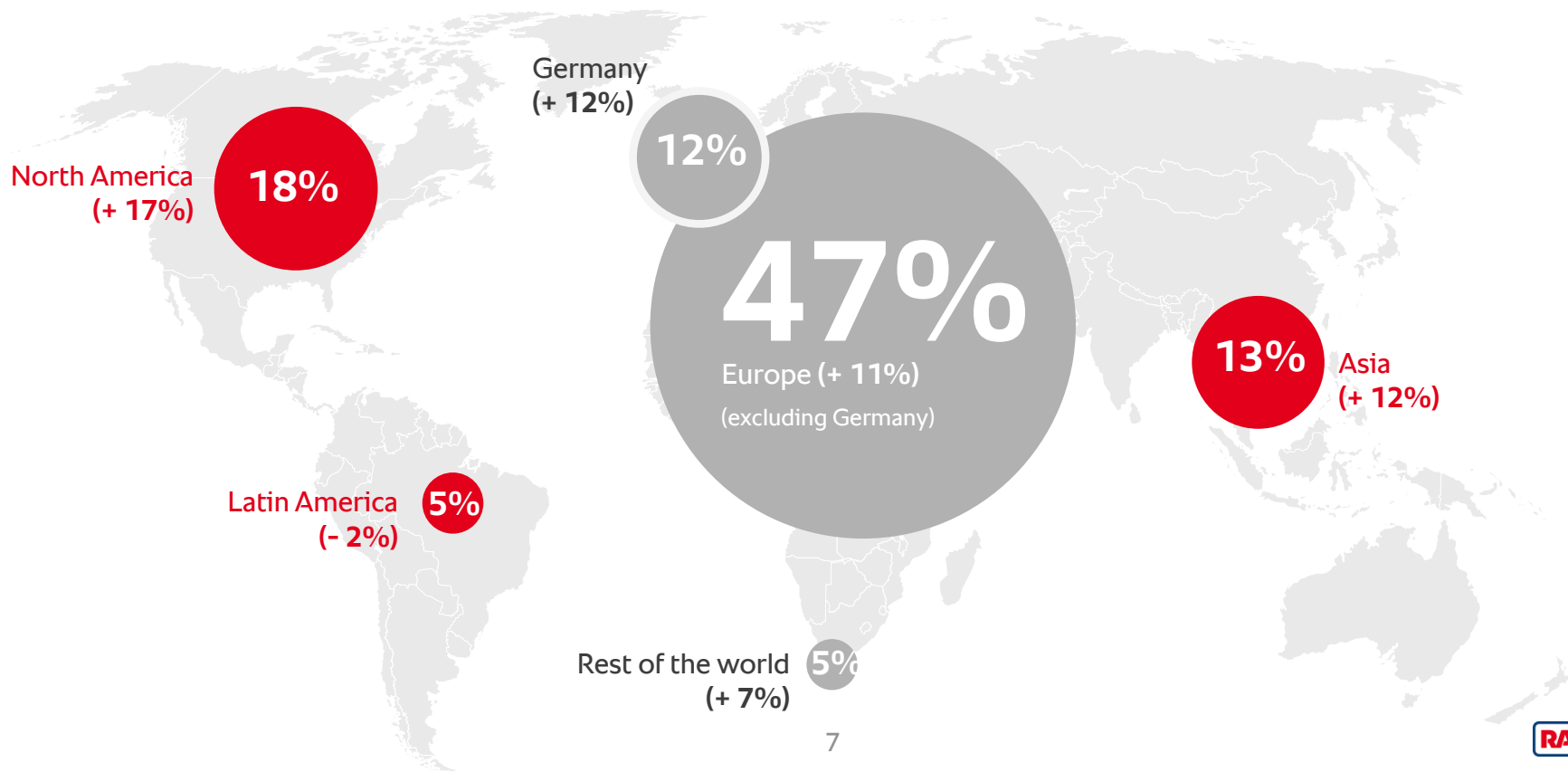
HY1 2018: Sales revenue growth higher than expected



Sales revenue in m EUR
Sales revenue growth in %

Worldwide success

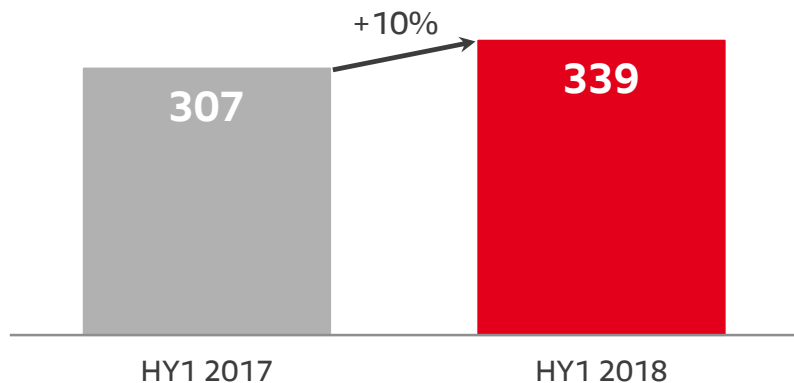
HY1 2018: Main growth market North America



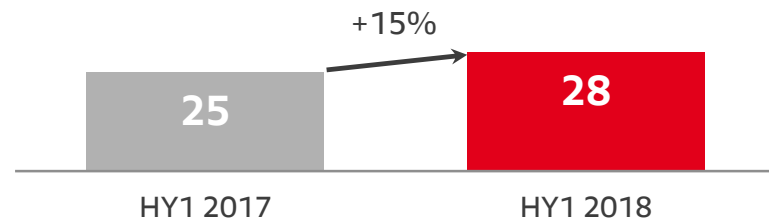
Good performance in both product segments

VarioCookingCenter[®] with exceptional growth

Sales revenues combi-steamers



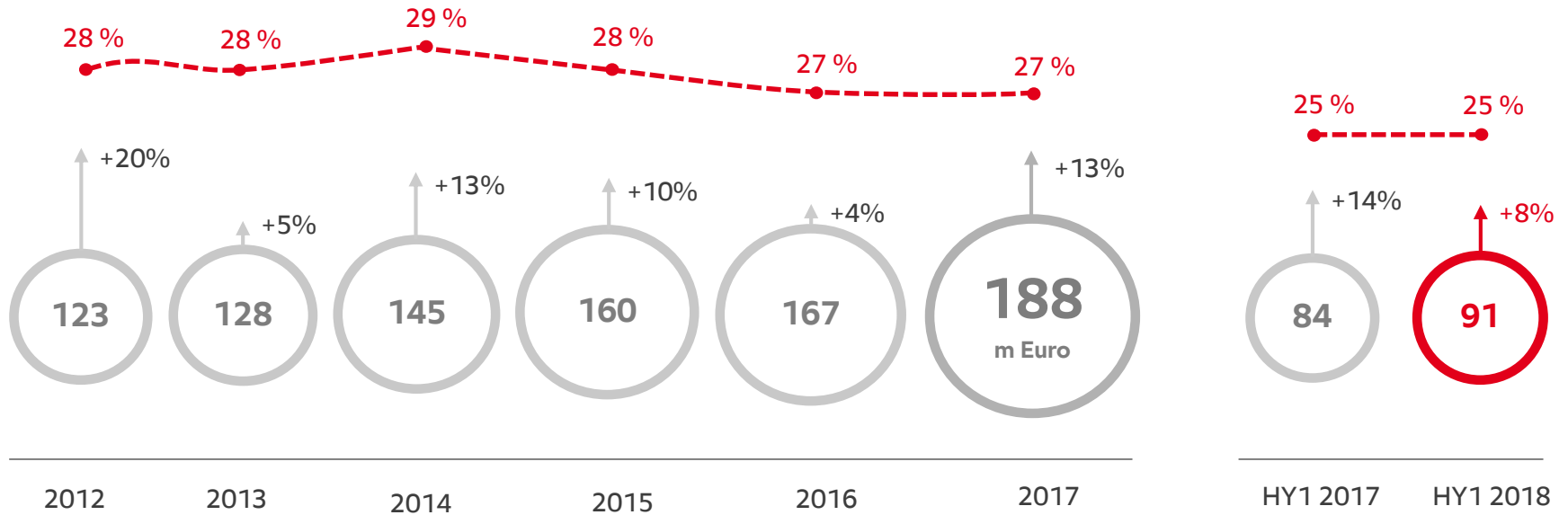
Sales revenues VarioCookingCenter[®]



Sales revenues in m EUR
Sales revenue growth in %

High EBIT and EBIT margin level

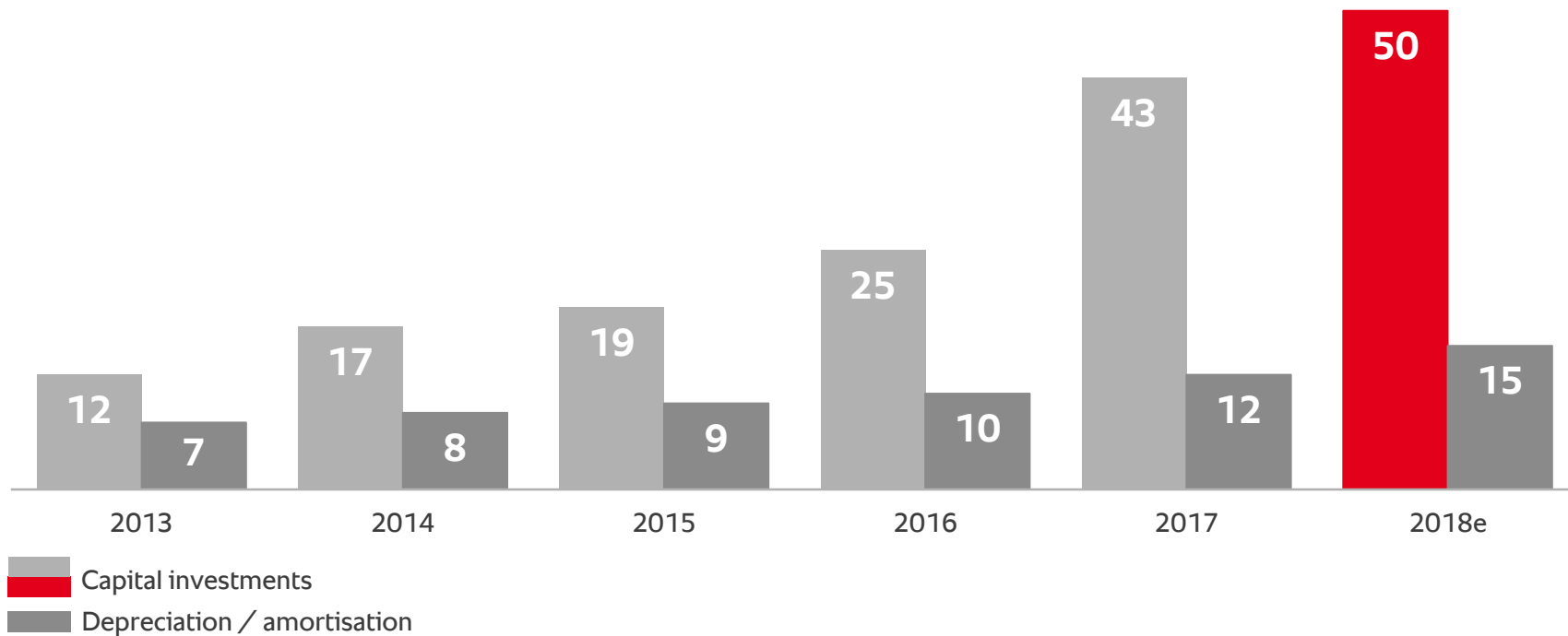
HY 2018: EBIT margin on previous year's level



Change in %
EBIT margin in %

Targeted investments for growth and efficiency

Investment in employees, infrastructure and products



Sales revenue outlook raised to 10 – 12% for FY 2018

FY 2018

10 – 12%

Sales revenue
growth

EBIT margin

26 – 27%

Midterm outlook unchanged

High single-digit

Sales revenue
growth

EBIT margin

26 – 28%

