



SIXT SE

INVESTOR PRESENTATION

MÜNCHNER KAPITALMARKTKONFERENZ 2024

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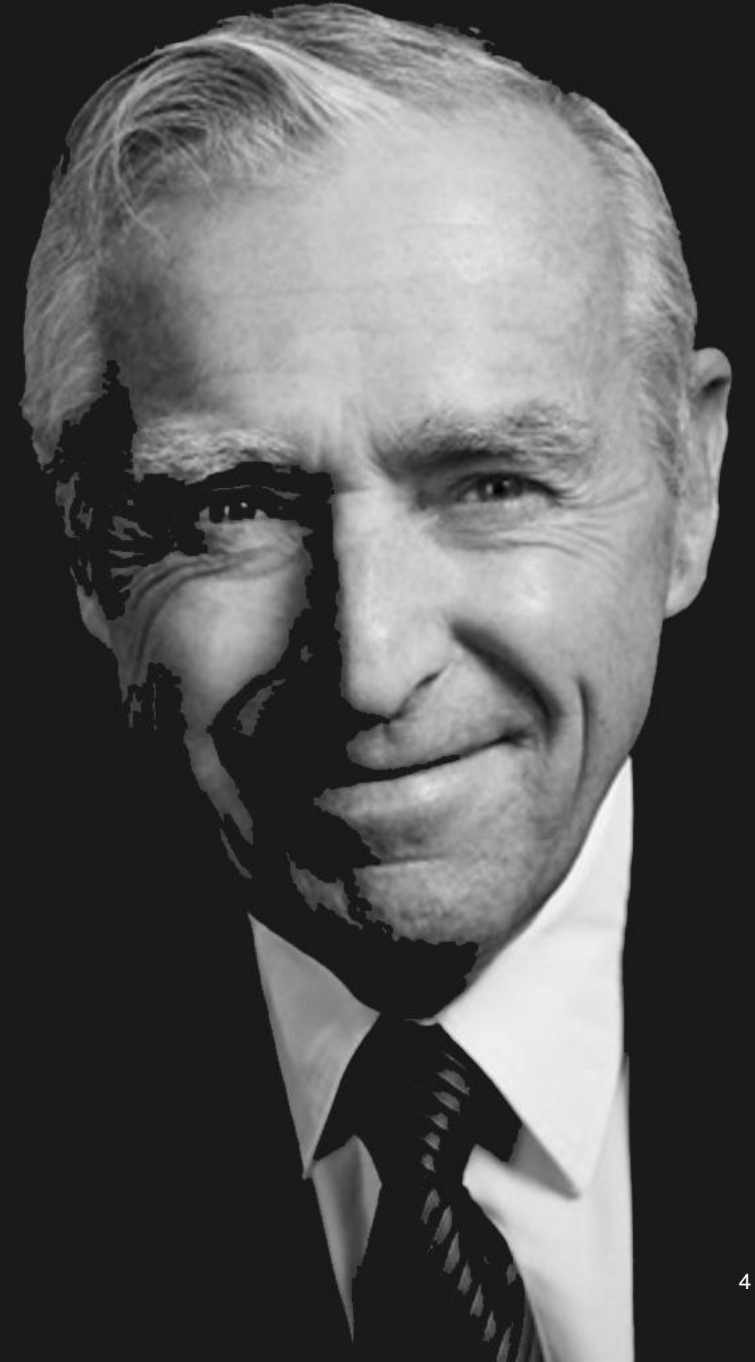
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OUR BUSINESS



“ We don't want to be the largest mobility player on the planet, but the **most profitable** one. ” **ERICH SIXT**



OWN NETWORK PRESENCE IN LARGE MARKETS & FRANCHISE MODEL IN SMALLER ONES

>100 MARKETS
>2,000 BRANCHES

- **13 Corporate Countries - Sixt acting at own risk:**
DE, US, CA, ES, UK, FR, IT, BE, NL, LU, AT, CH, MC
 - **Large rental markets** with rather **low economic and political risk**
- **Franchise in ~100 smaller rental markets**
 - Independent companies with independent financing
 - **Commission-based & asset-light model** with very limited risks for Sixt
 - **Fueling Sixt Corporate Country channels**



● Franchise
● Corporate

CLEAR PREMIUM POSITIONING TO CREATE EXPERIENCES THAT CUSTOMERS LOVE

HOW DO WE DEFINE **PREMIUM?**

...LEADING TO THE
**PREMIUM
BRAND**
SIXT

PREMIUM **FLEET**

Young fleet and high share of premium vehicles¹

PREMIUM **BRANCH**

Continuous investments into new branch concept and digital checkout experience.

PREMIUM **SERVICE**

High service levels in every single step of the customer journey and easy to use self-service options.

PREMIUM **DIGITAL**

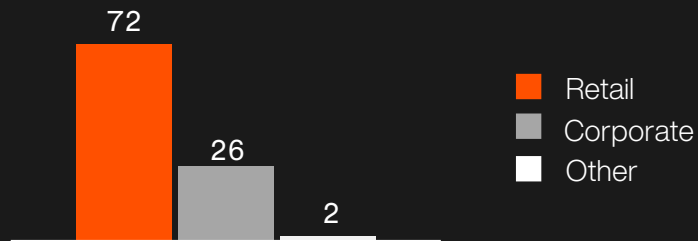
Ease of use and digitalisation is the “new” premium! SIXT strives to make the access to services and the whole customer journey as easy and digital as possible.

HIGH DEGREE OF RESILIENCE

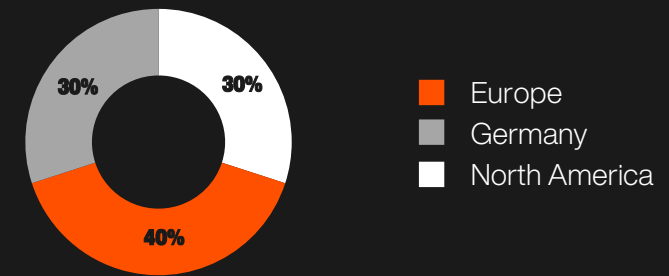
DIVERSIFICATION AND FLEXIBILITY

CUSTOMER MIX FY 2023

Based on Revenue [%]



REVENUE SPLIT FY 2023

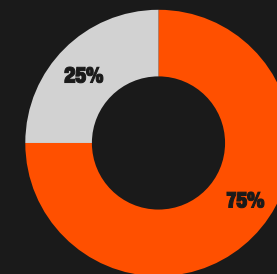


HOLDING PERIOD FY 2023



AVERAGE HOLDING PERIOD OF PASSENGER CARS WELL BELOW ONE YEAR

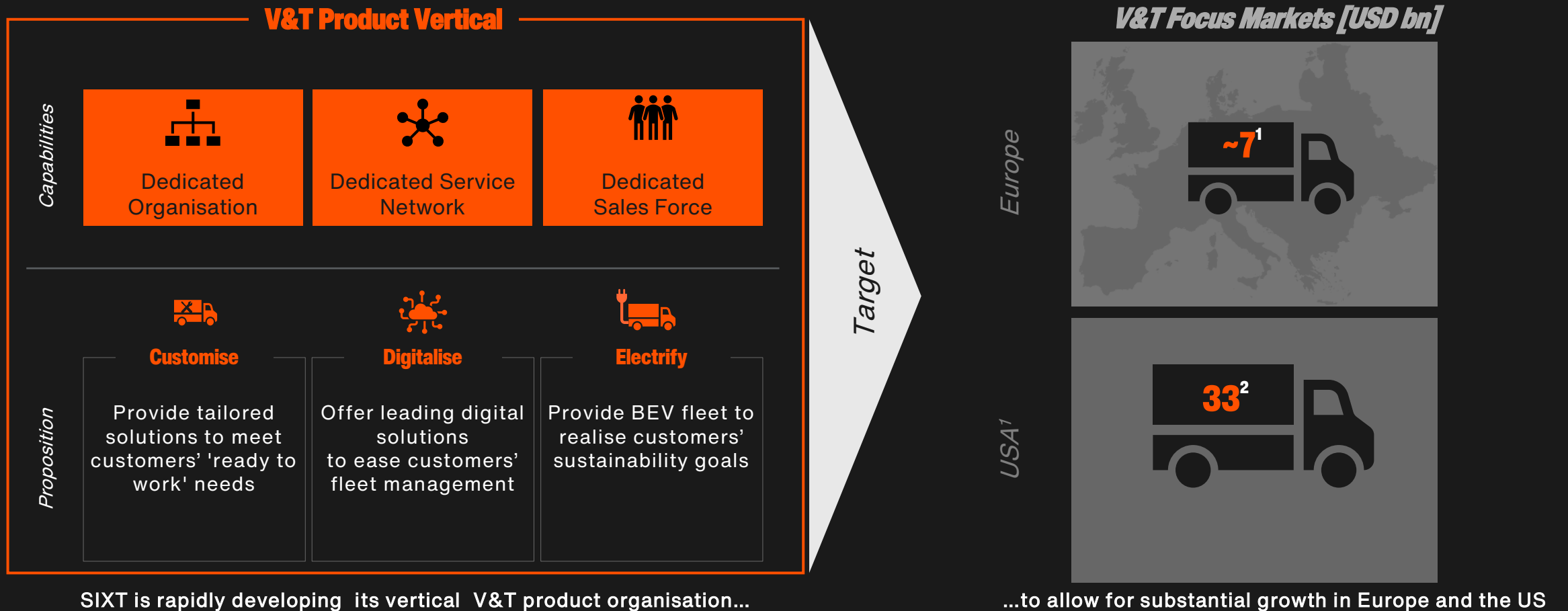
COST SPLIT FY 2023



>70% of our cost base is variable

■ Fixed ■ Variable

INVESTING IN A DEDICATED V&T PRODUCT ORGANISATION TO TARGET MARKET OPPORTUNITIES



CAR SUBSCRIPTION AS A KEY STRATEGIC PILLAR FOR HEALTHY GROWTH OF LONG-TERM BUSINESS



SIXT+

Subscriptions available in 10+ countries

SIXT+

The all-inclusive subscription
Full flexibility with monthly option to pause or cancel

SIXT+ flex

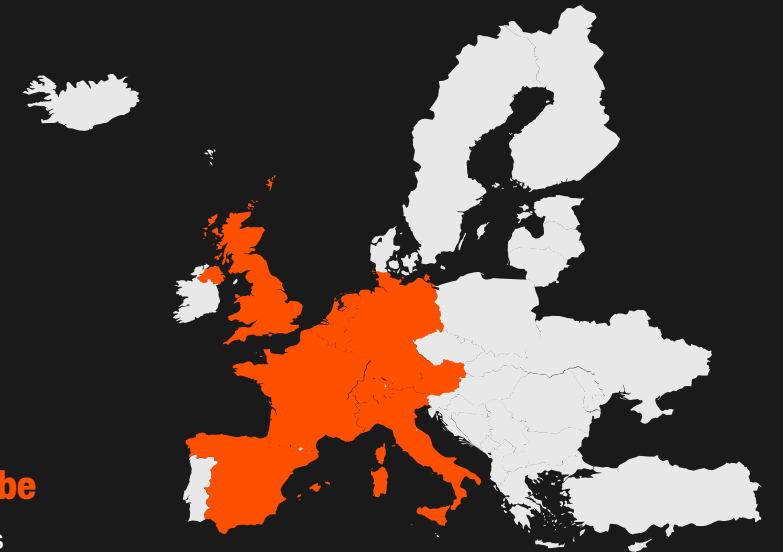
The flexible company car
Individual mobility budgets for employees

SIXT+ unlimited

The international car rental flat rate
Guaranteed availability anywhere, anytime

Range Rover Subscribe & Defender Subscribe

The exclusive white label car subscription models combine luxury, comfort and adventure – powered by SIXT+

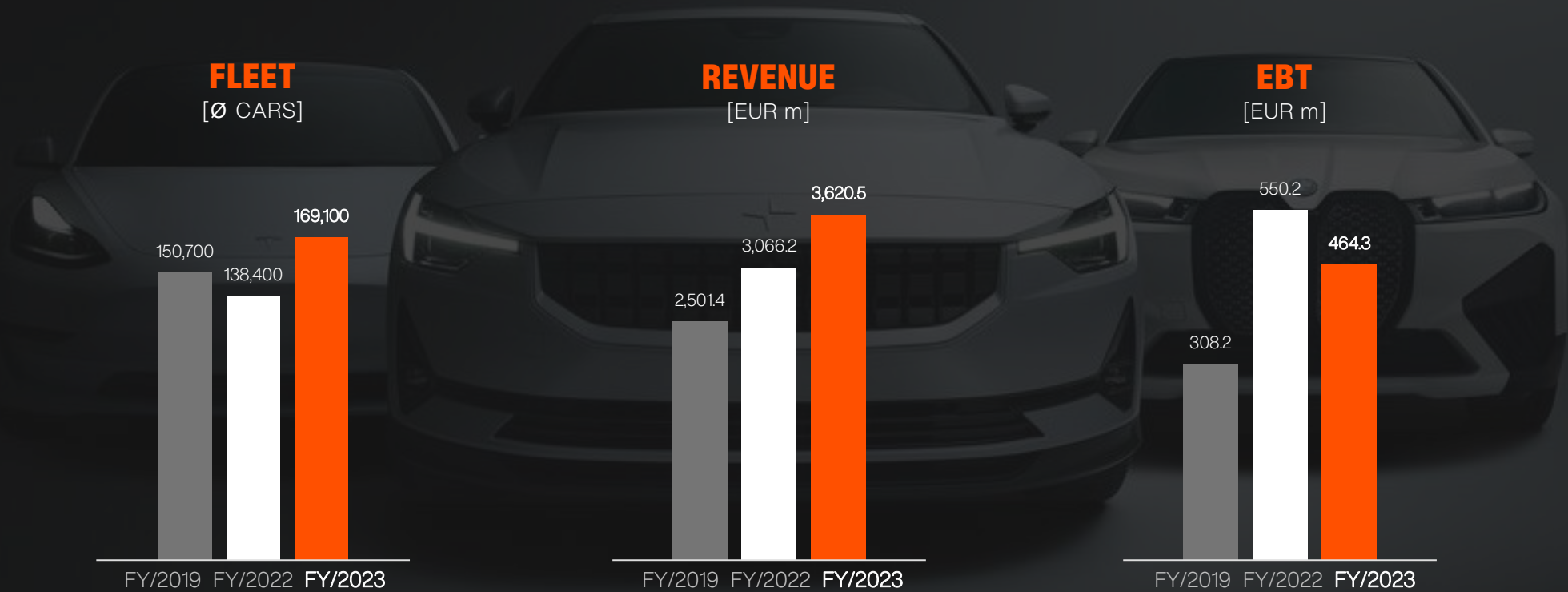


KEY FIGURES



FY 2023: ANOTHER SUCCESSFUL YEAR

GROWTH STORY CONTINUED



FY 2023 WITH STRONG GROWTH IN ALL SEGMENTS

FIRST ONE BILLION REVENUE YEAR IN NORTH AMERICA

GERMANY

+24%

vs. 2022

+10%

vs. 2019



2023: EUR 1.08 BN

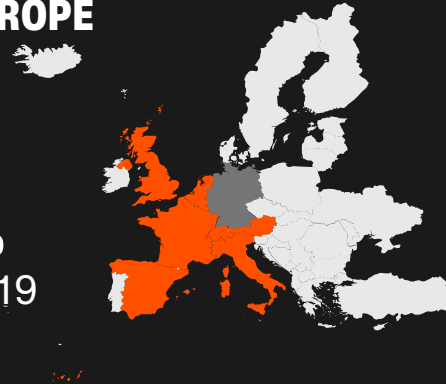
EUROPE

+14%

vs. 2022

+41%

vs. 2019



2023: EUR 1.46 BN

NORTH AMERICA

+19%

vs. 2022

+123%

vs. 2019

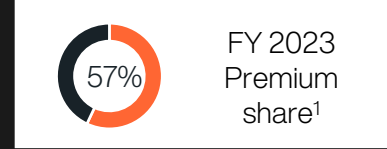
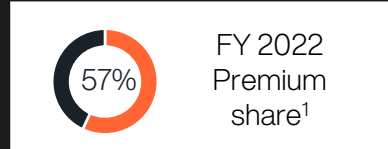
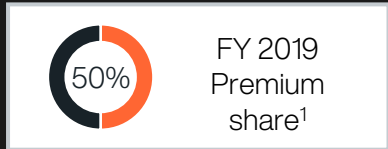
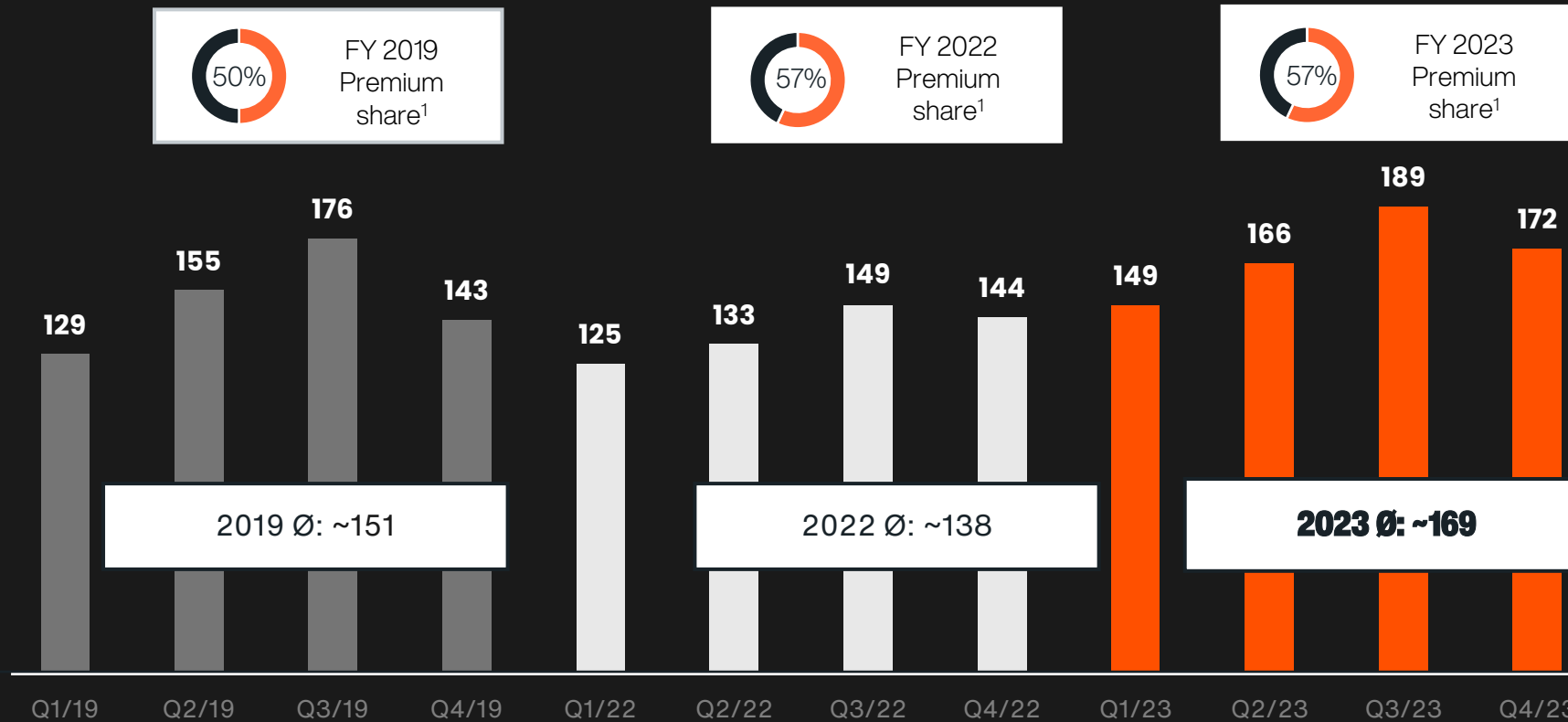


2023: EUR 1.08 BN

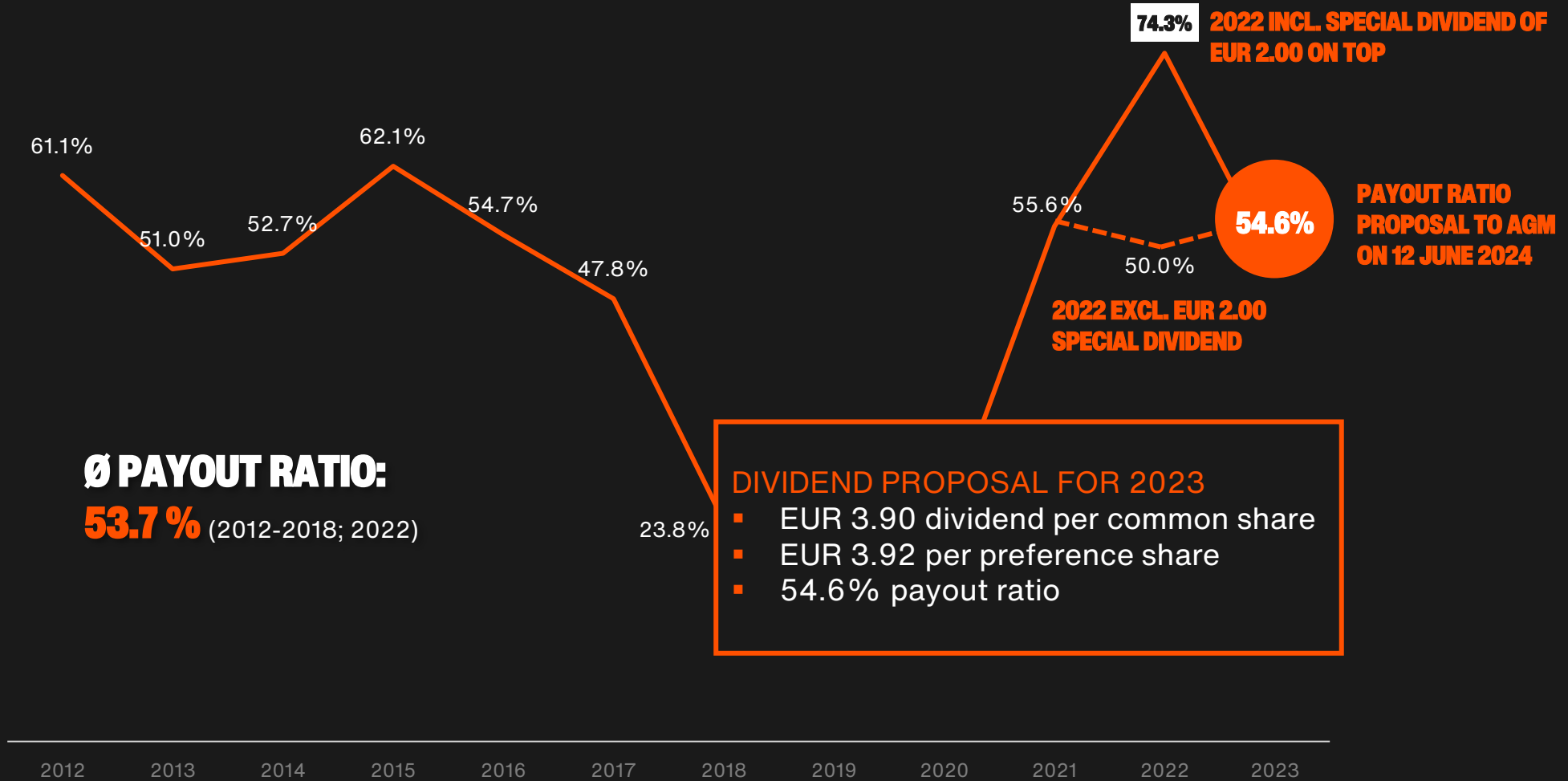
OUR FLEET: AT RECORD LEVELS WITH A CONTINUED HIGH SHARE OF PREMIUM CARS

AVERAGE FLEET SIZE (EXCL. FRANCHISE)

[THOUSAND]



ATTRACTIVE DIVIDEND PROPOSAL IN LINE WITH OUR DIVIDEND POLICY



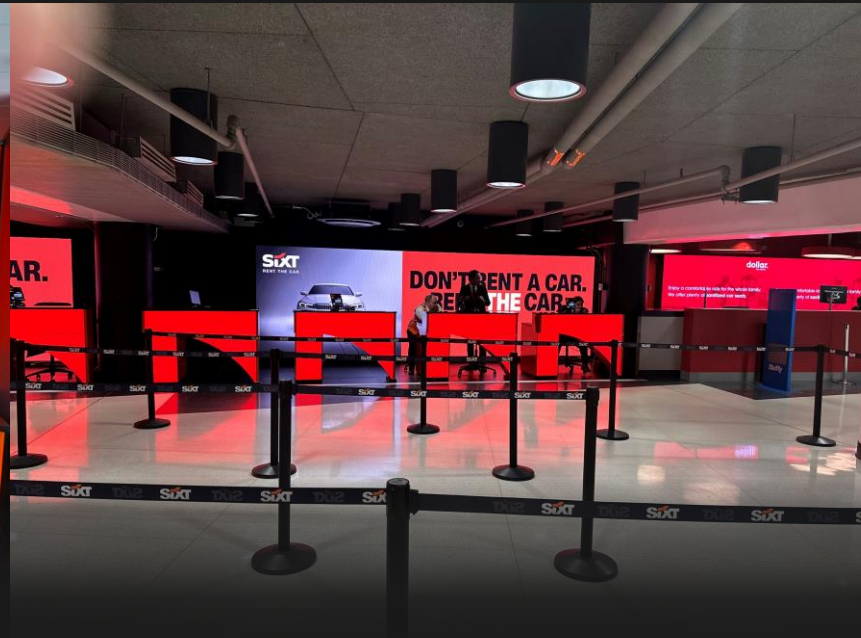
RECENT HIGHLIGHTS



OPENING OF FURTHER BRANCHES IN THE US NEW AIRPORT AND DOWNTOWN LOCATIONS



**SALT LAKE CITY
INTERNATIONAL AIRPORT**

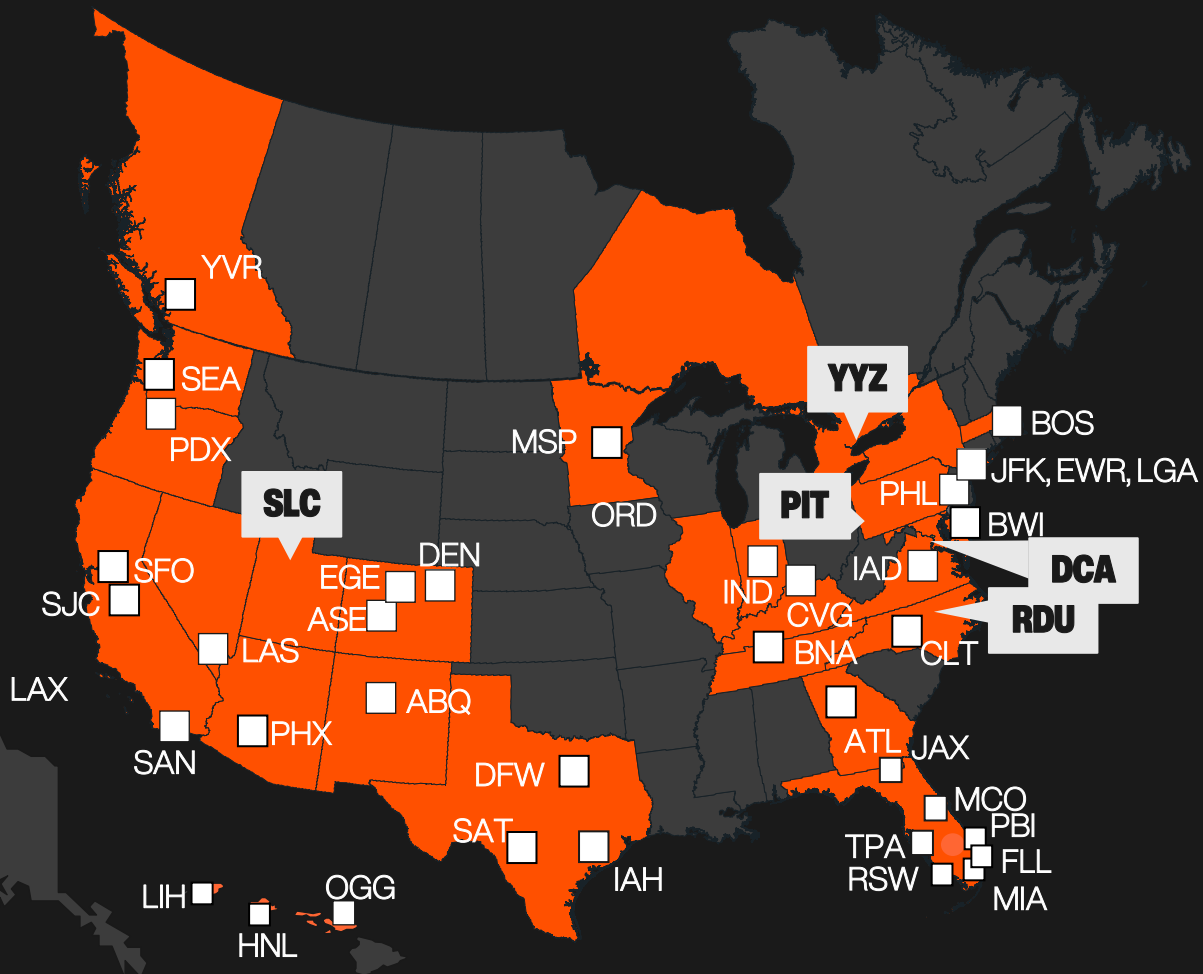


**RONALD REAGAN WASHINGTON
NATIONAL AIRPORT**



**CHICAGO
DOWNTOWN**

SIXT IN NORTH AMERICA: CONTINUED EXPANSION



>100 BRANCHES

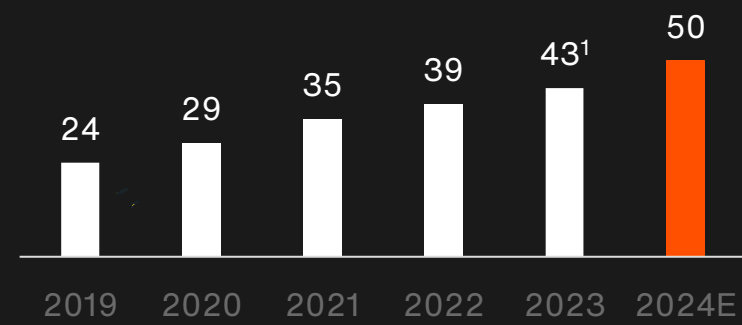
44 TOP AIRPORTS

5 NEW AIRPORT BRANCHES
(4 US + 1 CA)

AND 14 NEW DOWNTOWN BRANCHES
(13 US + 1 CA)

OPENED IN 2023 AND 2024 SO FAR

NUMBER OF BRANCHES AT U.S. AIRPORTS



¹As of 31 December 2023

OPENING OF FURTHER BRANCHES IN GERMANY NEW FLAGSHIP LOCATIONS IN SIXT'S HOME MARKET



**MUNICH
OSTBAHNHOF**



**FRANKFURT
(ZEIL)**

OPENING OF FURTHER BRANCHES IN EUROPE NOURISHING OUR STRONG MARKET POSITION



**PERUGIA
AIRPORT**



**LONDON HEATHROW
AIRPORT**

LAUNCH OF NEW BRAND CAMPAIGN IN SPAIN

RECENT EXAMPLE FOR OUR BOLD MARKETING



**PALMA DE MALLORCA
AIRPORT**



**MADRID BARAJAS
AIRPORT T4**

SIXT RENT-THE-CAR CAMPAIGN

CLOSE TO THE F1 RACING COURSE IN LAS VEGAS

F1 RACE

LAP 16/50

PIT STOPS

1	VER	0
2	LEC	0
3	GAS	0
4	ALB	0
5	OCO	0
6	PIA	0
7	HAM	0
8	PER	1
9	STR	1
10	SAI	1
11	ZHO	0
12	ALO	1
13	RUS	1
14	RIC	0
15	BOT	1
16	SAR	1
17	MAG	1
18	HUL	1



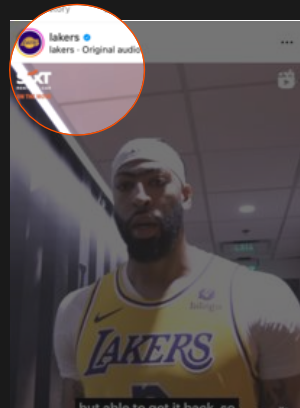
LAS VEGAS
FORMULA 1 RACE



NEW PARTNERSHIPS WITH CHICAGO BULLS AND L.A. LAKERS: LEVERAGED IN A VARIETY OF CHANNELS



VIRTUAL SIGNAGE



SOCIAL MEDIA



IN-BRANCH - Mockup



SPECIALS



PLAYERS TUNNEL & IN-ARENA



OUT-OF-HOME



AIRPORT/BRANCH

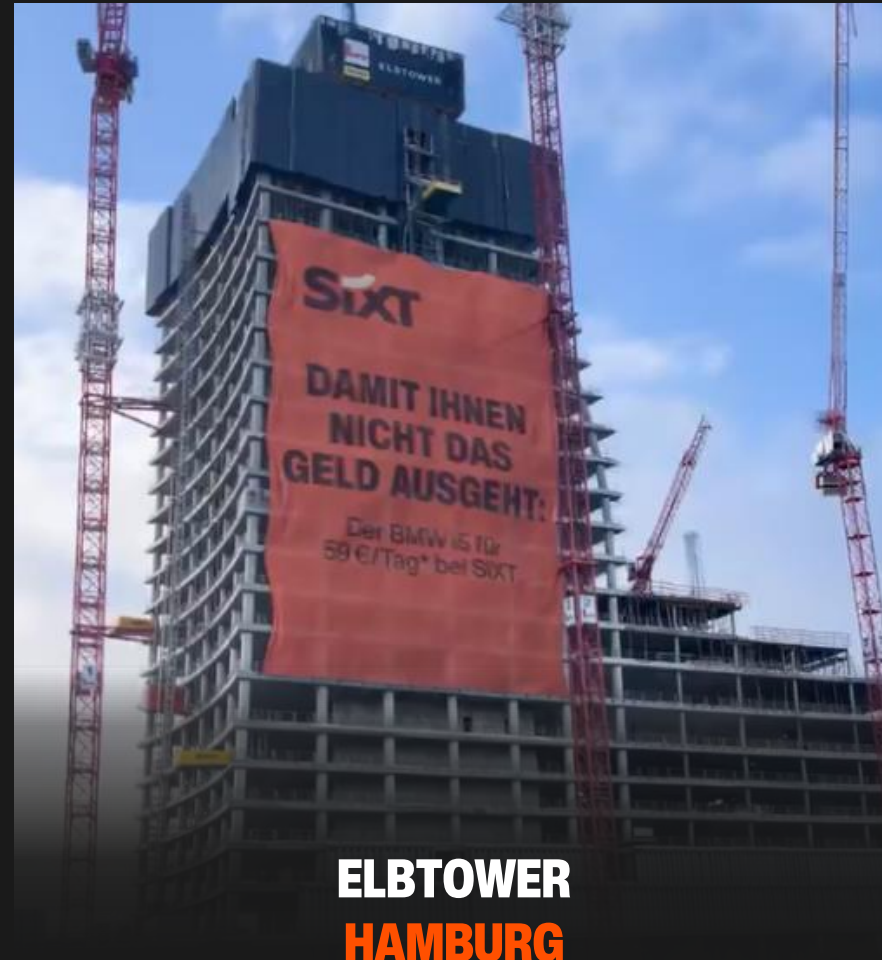
...AND IN GERMANY? SIXT STAYED SIXT



SIXT

**ZUG VERPASST?
SIXT!**

Günstige Mietwagen rund um die Uhr bei SIXT.



SIXT

**DAMIT IHNEN
NICHT DAS
GELD AUSGEHT:**

Der BMW i5 für
59 €/Tag* bei SIXT

**ELBTOWER
HAMBURG**

PURCHASE OF UP TO 250K STELLANTIS VEHICLES FOR AN EVEN BETTER CHOICE FOR ALL MOBILITY NEEDS



- **UP TO 250,000 LATEST GENERATION STELLANTIS VEHICLES** for the European and North American market by 2026
- **ATTRACTIVE CHOICE OF VEHICLES** including brands like Alfa Romeo, Chrysler, Citroën, Dodge, DS Automobiles, Fiat, Jeep, Lancia, Opel, Peugeot, Ram, Vauxhall and Maserati
- **HIGH FLEXIBILITY OF THE AGREEMENT** to adapt to actual levels of demand
- No impact on **PREMIUM STRATEGY** and relationships to and delivery volumes from **OTHER OEMs**

STRENGTHENING THE FINANCIAL BASIS FOR A CONTINUATION OF SIXT'S GROWTH STRATEGY



S&P CREDIT RATING

Investment Grade BBB / stable outlook

- First credit rating by one of the major credit rating agencies.
- With the assigned rating SIXT is among the best rated international car rental companies worldwide.
- Improved access to the capital markets and further optimization of the capital structure and financing costs.



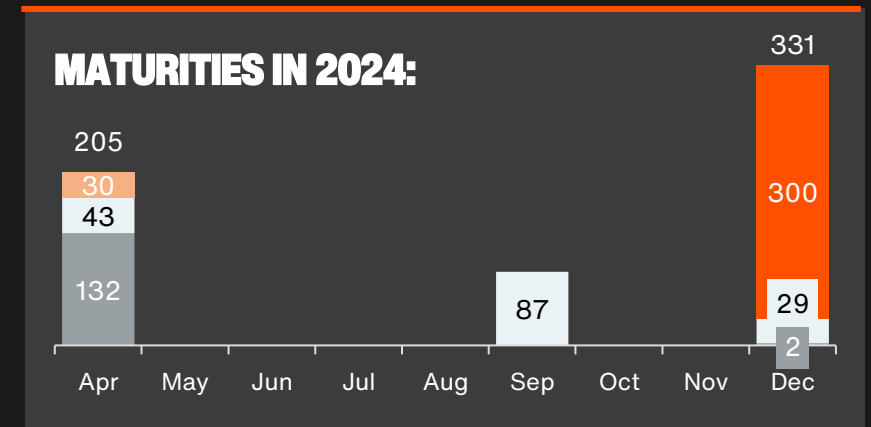
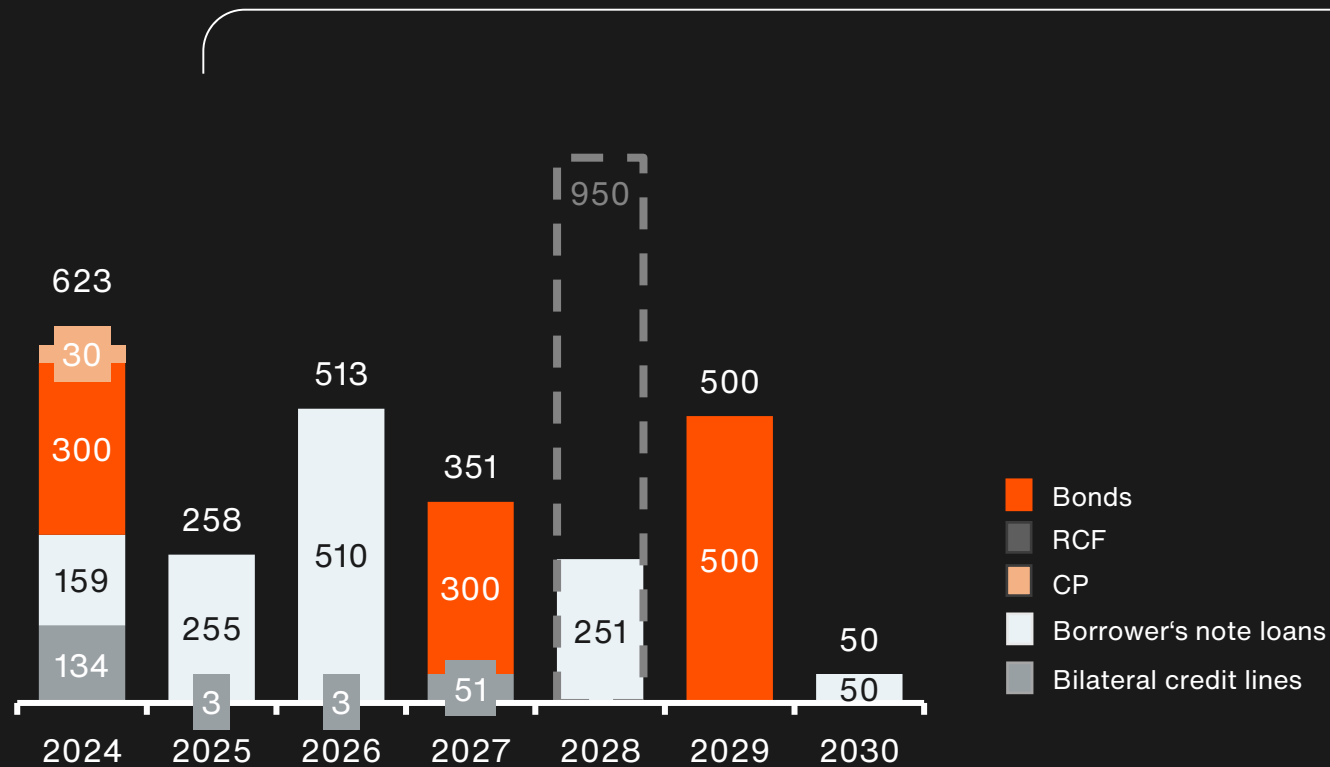
BOND PLACEMENT

EUR 500m

- First rated bond with EUR 500 million benchmark volume and a 3.75% coupon proves positive rating impact vs. 2023 bond (5.125%).
- Order book in excess of impressive EUR 2.4 billion, a more than fourfold oversubscription at peak.
- Proceeds will be used for refinancing and strengthening the basis for a continuation of SIXT's growth strategy.

WELL-STAGGERED MATURITY PROFILE

MATURITY PROFILE as of 31 March 2024¹
[EUR m]



OUTLOOK

2024



SIXT "EXPECT BETTER" STRATEGY

RIGOROUS FOCUS ON PREMIUM EXPERIENCES IN 2024



MAKING IT AS FAST AND CONVENIENT AS POSSIBLE INNOVATIONS ALONG THE ENTIRE CUSTOMER JOURNEY

1 BOOKING



NEW BOOKING FUNNEL

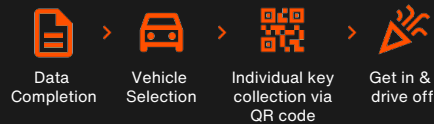
providing an optimized and modernized structure for app/web

2 PICK-UP



MOBILE CHECK-IN

reducing waiting time by skipping the counter



NEW PARKING EXPERIENCE

making parking areas more attractive

NEW CAR GATES

enhancing transparency when leaving the parking area

3 RETURN



NEW CAR GATES

enhancing transparency when entering the parking area

MORE FULLY-CONNECTED VEHICLES

transmitting time stamp, mileage, fuel level automatically

4 AFTER RENTAL



INSTANT INVOICING

providing a transparent invoice directly after return

OUTLOOK: SIXT IS COMMITTED TO FURTHER GROWTH AND EXPECTS TO STAY HIGHLY PROFITABLE IN FY 2024

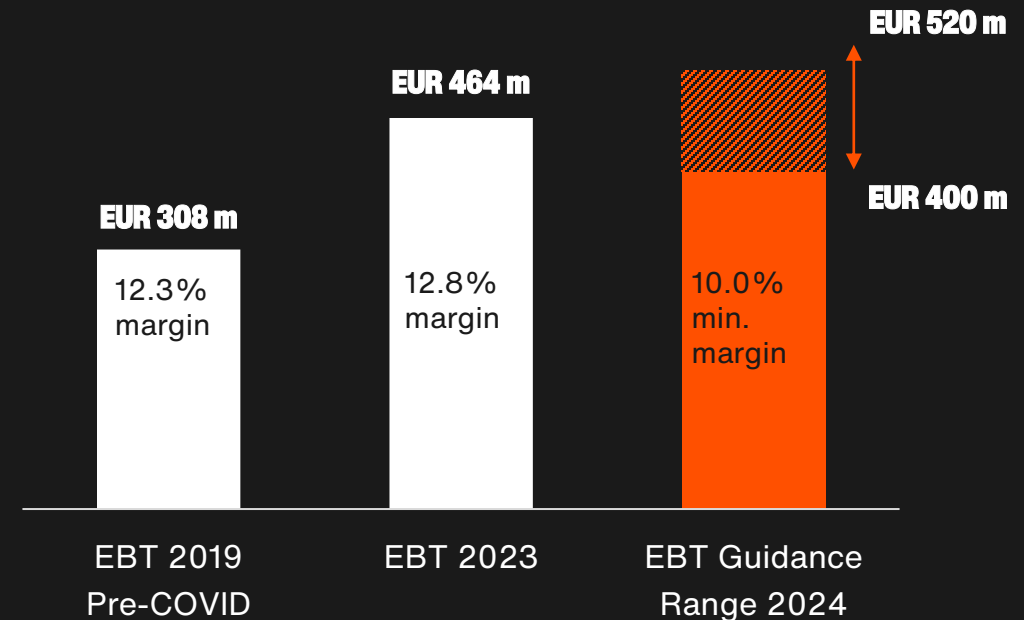


FORECAST FOR FULL YEAR 2024

- Significant revenue growth
- EBT between EUR 400 and 520 million

FORECAST FOR Q1 2024

- Significant revenue growth
- EBT between EUR minus 15 and minus 28 million



THANK YOU!



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