EQS-Ad-hoc: PIERER Mobility AG / Key word(s): Preliminary Results
PIERER Mobility AG: Preliminary results for H1 2025

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Wels, July 25, 2025

PIERER Mobility AG: Preliminary results for H1 2025

- **Revenue H1 2025: € 425 million**
- **More than 50,000 motorcycles sold to dealers and importers (wholesale)**
- **End customer (retail) demand remains strong with more than 100,000 motorcycles sold – inventory levels significantly reduced**
- **Restructuring profit of € 1,187 million results in positive earnings (EBITDA, EBIT, result for the period)**
- **Positive equity – net debt more than halved**

Preliminary revenue and unit sales figures for the first half of 2025 – strong end customer demand

H1 2025 was significantly influenced by the restructuring proceedings within the KTM Group, which have now been successfully completed. These measures had a significant impact on all aspects of the Group.

The PIERER Mobility Group **sold** 50,334 motorcycles in the first half of 2025 (previous year: 115,145). In addition, 34,950 motorcycles (previous year: 32,351) were sold through strategic partner Bajaj Auto. Sales in India were particularly encouraging, rising by more than 8% compared to the previous year. This is the result of the excellent partnership with Bajaj Auto and proof of customer confidence in the KTM brand. The Group thus sold a total of **85,284 motorcycles** (previous year: 147,496 units). The 42.2% decline in total sales was mainly due to the restructuring proceedings at KTM AG and a reluctance to deliver new models, as well as the overall economic environment and its impact on the motorcycle market in H1 2025. Dealers reported encouraging sales figures to end customers. Sales exceeded 100,000 motorcycles, beating own expectations. Together with reduced production output, the company's own inventories and those of dealers and importers were significantly reduced in H1 2025, and efficiency along the entire supply chain was increased. PIERER Mobility thus confirms its strong position in the global motorcycle market.

In the bicycle segment, the Group sold **50,107 bicycles** (electric bicycles and bicycles) in the first half of the year. This means that the wind-down of the bicycle business is progressing much faster than planned. The Husqvarna and GASGAS bicycle brands will be sold out by the end of 2025 – all warranty/service and spare parts deliveries will continue in accordance with the statutory warranty requirements. This does not affect the bicycle business of the continued Felt brand.

The sales trend was reflected in **revenue**, which fell by 57.8% to **€ 425** million. 46.5% of revenue was generated in Europe, 32.4% in North America and 21.1% in other markets.

Restructuring proceedings successfully completed – positive operating result

The successful completion of the restructuring proceedings of KTM AG and two of its subsidiaries resulted in a **restructuring profit** of 70% of the registered creditor claims, or **€ 1,187 million**. This will result in positive earnings figures in H1 2025. EBITDA reached € 1,003 million, EBIT € 931 million, and net income for the period amounted to € 740 million.

Positive Equity – net debt more than halved

As of June 30, 2025, equity amounted to € 533 million due to the restructuring gain and is positive again with an **equity ratio of around 27**%. Compared to the previous year, **net debt** has more than halved after fulfillment of the restructuring quota and now stands at **€ 756 million** (December 31, 2024: € 1,643 million).

Preliminary key figures for H1 2025 of the PIERER Mobility Group (consolidated, unaudited)

Key earnings figures		**H1 2024**	**H1 2025**	**Δ**
Revenue	€m	1,007	425	-57.8 %
EBIT	€m	-102	1,003	>100.0 %
EBIT	€m	-195	931	>100.0 %
Earnings before taxes (EBT)	€m	-237	897	>100.0 %

Balance sheet data		**Dec 31, 2024**	**Jun 30, 2025**	**Δ**
Total assets	€m	2,396	1,968	-17.9 %
Equity	€m	-194	533	>100.0 %
Net debt	€m	1,643	756	-54.0 %

Other		**2024**	**2025**	**Δ**
Investments in H1[1)]	€m	140	35	-75.3 %
Number of employees as of June 30	Headcount	6,024	4,303	-28.6 %

1) excluding lease additions (IFRS 16) amounting to € 8 million (previous year: € 30 million)

The 2025 half-year financial report will be published on August 28, 2025, and will be available on the company's website at the following link:

https://www.pierermobility.com/en/investor-relations/publications

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For further information:

Investor Relations

Hans Lang & Melinda Busáné Bellér

Tel: +43 676 4140945 or +43 676 4093711

Email: ir@pierermobility.com

Website: https://www.pierermobility.com

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End of Inside Information

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Language:	English
Company:	PIERER Mobility AG Edisonstrasse 1 4600 Wels Austria
Phone:	+43 (0) 7242 69 402
E-mail:	ir@pierermobility.com
Internet:	www.pierermobility.com
ISIN:	AT0000KTMI02
WKN:	A2JKHY
Listed:	SIX, Vienna Stock Exchange
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