

Einhell Germany AG continues on its successful course

Landau an der Isar, April 25, 2019 – *Einhell Germany AG has published its annual report for 2018. Despite an extremely hot summer and disadvantageous exchange rate developments, the Einhell Group managed to generate record revenue yet again in the business year just finished.*

More than satisfactory

In 2018 Einhell was able to increase group turnover by 4.4% to EUR 577.9 million, and with group earnings before tax of EUR 36.2 million, Einhell once again surpassed the previous year's results. This corresponds to an earnings growth of 1.4%. This means that the earnings per share increased by 23% from EUR 5.60 to 6.90. Rigorous development of the range and innovative, strong products have played a major role in this.

Focus remains on success driver Power X-Change

The expansion of the Power X-Change rechargeable battery pack platform, which assists with gardening and DIY projects in the home, to over 100 different units has had a positive impact. The high-quality tools and innovative rechargeable battery packs form the basis of the platform, which is set to keep developing. In the process, Einhell guarantees compatibility between all existing and future Power X-Change tools and gardening equipment.

Making the future possible now

At the start of the 2018/2019 season, Einhell Germany AG presented itself as a Main Partner of BMW i Motorsport in Formula E, thus strengthening the company's dominance in the field of rechargeable battery-powered tools and gardening equipment. Through this partnership, Einhell hopes to benefit from know-how in the field of rechargeable battery technology and to transfer this to the requirements of the tool industry.

High-reach campaign

As part of the partnership, Einhell Germany AG launched an international image campaign on April 15, 2019. The main parts of this campaign are two TV advertising spots that are being broadcast in Germany, Austria and Switzerland. At the same time, the campaign is also being extended with attention-grabbing POS activities, print ads and online marketing measures throughout the year.

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BMW i Motorsport
Official Main Partner



PRESS RELEASE

The purpose of the campaign is to boost awareness of the Einhell brand and to highlight the advantages of the PXC system to customers. This is further supported with attractive product offers.

Promising outlook

For the business year 2019 the Einhell Group is planning to increase sales to approx. EUR 605 million, with a pre-tax rate of return of approx. 6.6%. Alongside the market launch in the USA, expansion in North, South and Central America and in South Africa will play a major role. Investments in a new showroom and the expansion of the logistics center at the site in Landau/Isar are also major factors for the ongoing business year.

The focus in production remains on expanding the Power X-Change rechargeable battery system, which is set to be widened to at least 130 devices in 2019. Opening up the platform will also enable cross-sector use of the rechargeable battery system. It has now also been used in the logistics sector since February 2019. On its path to establishing itself as a top brand, Einhell is continuing to strive for the strategic position of industry leader in the field of rechargeable battery-powered tools.

“The purpose of our efforts is to generate a sense of ‘freedom and autonomy’ among our customers with our Einhell tools and to thus tap into current lifestyle trends toward absolute freedom.” Andreas Kroiss, Chairman of the Board of Directors

About Einhell

Einhell is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. By continuously expanding our innovative rechargeable battery platform Power X-Change, we are now already the market leader in the area of cordless tools and garden equipment. We set new standards in terms of the endurance, performance and safety of our products and inspire our customers by offering excellent value for money, first-class customer service and the freedom of cordless operation for all their DIY projects.

For more information, please visit us online:
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