

## Rechargeable battery strategy plots successful course – Einhell quarterly sales up by 48 percent

Landau an der Isar, May 18th, 2021 – Einhell Germany AG reports a 48 percent sales increase in its quarterly report, which is published today. In the first three months of 2021 the leading company for gardening and DIY tools generated sales of EUR 229.6 million. The equivalent revenue figure for the first quarter of last year was EUR 154.9 million. Pre-tax returns for the same period increased from 5.2 percent to 7.6 percent. “The area with the biggest increase in revenue was our cordless Power X-Change tools. This shows that our early move into a pioneering role in the field of rechargeable battery technology with our innovative Power X-Change battery platform was the right strategy. Einhell is already the market leader for many cordless tools for the home and garden,” explains Andreas Kroiss, Chairman of the Management Board of Einhell Germany AG.

### Best-ever results in the company’s history

Just a few weeks ago the company also reported record performance figures in its 2020 annual report. In 2020, annual turnover rose by 20 percent from its 2019 level to EUR 724.7 million, and group earnings before tax increased by 73 percent to EUR 56.4 million.

### Power X-Change: One battery for over 200 tools

Power X-Change is the most competent battery platform on the market for cordless tools in the DIY and hobby gardening sector. All Power X-Change battery packs from Einhell can be used across the entire range, which already includes over 200 tools for the home and garden. And if more power is required, the twin-pack technology also allows two 18 V batteries to be combined in a tool to deliver 36 V. Depending on the performance requirements and the particular project, the customer can choose capacities ranging from 1.5 to 6.0 Ah. Einhell’s top model offers a maximum of 1350 W and can be switched between 4 Ah and 6 Ah at the push of a button. In independent consumer tests like the ones conducted by Stiftung Warentest, the cordless tools from Einhell keep getting top scores and have won several ‘best-in-class’ awards.



With Power X-Change, Einhell offers a highly competent and innovative battery platform for cordless tools for DIY enthusiasts and hobby gardeners.

“Our aim is to inspire our customers with freedom and autonomy. With Power X-Change, it is our vision to become synonymous with cordless freedom for every private home and garden owner. This is why our strategy is clear: We will continue to expand the Power X-Change platform in order to increase added value for the customer,” explains Andreas

For more information, please visit our website:  
[www.einhell.de](http://www.einhell.de)

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Kroiss. But here, the focus of Einhell is not just on Germany, the second-biggest market in the world for DIY products.

*“In addition we are also focusing on a more international alignment of the brand. We are directing a lot of effort at supporting our brand positioning with carefully targeted measures. For example, in the spring of 2021, TV advertising campaigns and other activation measures were launched in the countries Austria, Switzerland, Hungary, Italy, and Spain. On top of this we will be further expanding our online offering so that we can continue to strengthen our digital sales channels noticeably,”* adds Andreas Kroiss further.

More information about the quarterly statement is available here:

<https://www.einhell.com/de/investor-relations/finanzberichte/finanzberichte-quartalsmitteilungen.html>

## About Einhell Germany AG

Einhell is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. From its headquarters in Landau/Isar (Bavaria), the internationally successful company has continuously expanded its innovative rechargeable battery platform Power X-Change and is now the market leader in the area of cordless tools and garden equipment. For many years Einhell has set new standards in terms of endurance, performance, and safety. Einhell customers appreciate the freedom of cordless operation for all their DIY projects, as well as the excellent value for money that Einhell products represent and the first-class customer service offered by the company.

For more information, please visit our website:  
[www.einhell.de](http://www.einhell.de).

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