

## Record sales in 2021: Einhell Germany AG passes the EUR 900 million mark

*Landau a. d. Isar, January 13th, 2022 – The cordless strategy is paying off: Einhell Germany AG posted record sales in 2021 as well. In the last fiscal year the specialist in do-it-yourself tools again achieved a high growth rate in sales, up well over 25 percent on 2020 to stand at EUR 920 million.*

### Provisional 2021 business figures

In the last fiscal year the Einhell Group posted record sales yet again, the Lower Bavarian company revealed in an ad hoc communication to the stock markets today. This shows that consolidated sales for the 2021 fiscal year came to approx. EUR 920m, compared with EUR 724.7m the previous year. The precise figures for earnings before tax have not yet been finalized.

### Power X-Change the driver for growth

*“The further very high growth confirms our strategy of focusing consistently on cordless and battery freedom from an early stage,”* said a delighted Andreas Kroiss, CEO of Einhell Germany AG, commenting on the excellent results. *“Global demand for our battery-operated DIY products was again absolutely huge in the 2021 fiscal year. We are seeing particular benefits from our broad Power X-Change battery platform, which now allows more than 200 products to be operated with a single battery.”*



**Einhell CEO Andreas Kroiss:** *“Demand for our battery-operated DIY products was again absolutely huge in the 2021 fiscal year.”*  
Photo: Einhell

The Einhell Group is very confident about the current fiscal year, and facing the general economic challenges with optimism. Einhell Germany AG is planning for a further rise of 5 to 10 percent in sales for 2022, with a projected pre-tax return of around 8.5 percent. The Einhell Group has placed orders for the product volumes required to achieve these figures much earlier than previously while significantly boosting its stocks in all sales regions. These measures are intended to ensure the high availability of goods despite the general supply situation.

Nevertheless, Einhell CEO Andreas Kroiss also points to existing risks: *“The coronavirus pandemic is continuing to cause forecasting uncertainty. It is difficult to predict whether*

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*and how current and future developments will impact on sales channels in the individual regions.”* There could also be further supply bottlenecks on the procurement side. The raw materials situation and the production and freight capacities remained tight, which could lead to delays in deliveries for our suppliers. Quarantine regulations could exacerbate this situation further.

### **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:  
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