

FACT SHEET



COMPANY PROFILE

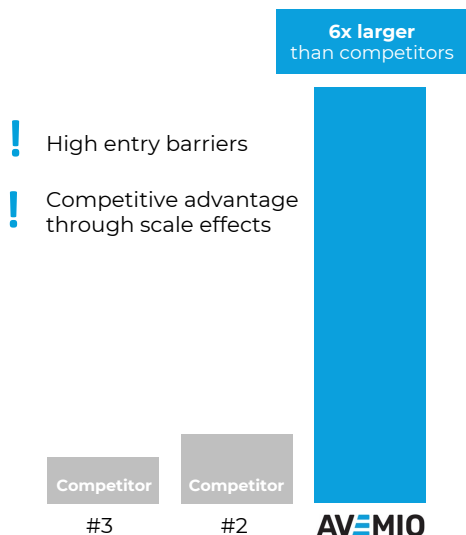
- ▶ The leading system supplier in the German-speaking market for professional film technology, broadcast and video solutions
- ▶ Group with twelve individual companies and around 200 qualified employees
- ▶ Organic and inorganic growth in recent years with more than 35,000 active customers and more than 20,000 products

STRONG COMPETITIVE ADVANTAGE

By far the largest trading company of professional film and TV equipment in German-speaking countries.

- ▶ Broadest product portfolio in the market
- ▶ High economies of scale by increasing sales volumes
- ▶ Negotiating power vis-à-vis hardware manufacturers
- ▶ Strong local presence and online platform with excellent after-sales service

Company size compared to competitors



Own illustration

ATTRACTIVE MARKET ENVIRONMENT

- ▶ Strong growth expected in the global broadcast equipment market¹⁾
2022: USD 6.2bn. → 2029: USD 19.4bn.
- ▶ Strong growth expected in the new global markets like metaverse and gaming²⁾
2023: USD 13.8bn. → 2030: USD 42.3bn.

1) Fortunebusinessinsights.com – Broadcast Equipment Market Size
2) Statista.com – Metaverse Gaming

MANAGEMENT-TEAM



Ralf P. Pfeffer, CEO
Strategy & Development

- ▶ Over 30 years in business management
- ▶ Corporate (re)organisation and financing expertise



Norbert Gunkler, CFO
Finance & Controlling

- ▶ Former CFO of Prime Standard Funkwerk AG
- ▶ Many years experiences in M&A transactions and growth financings



Steffen Schenk, COO
Operational development

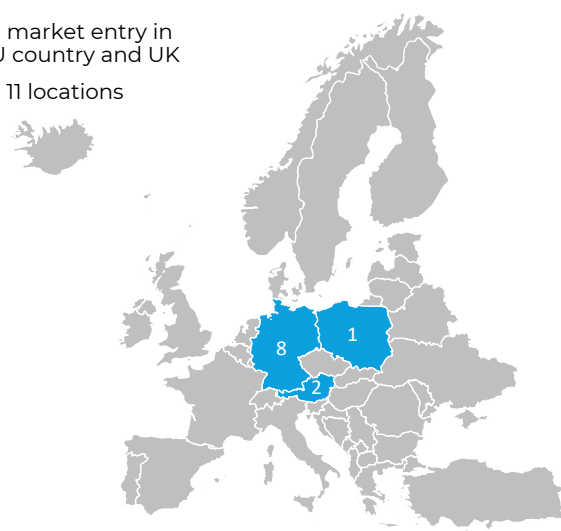
- ▶ Over 20 years of industry experience and sales expertise

GROWTH STRATEGY

- ▶ Organic growth of trading business
- ▶ Buy-and-Build:
 - ▷ Acquisition of profitable local and national suppliers who do not have the capital resources to significantly expand their product range
 - ▷ Synergy effect on different levels: f.e. procurement, logistics, marketing, increased process automation
- ▶ Expansion of Group's value chain by digital & cloud-based services for video production and distribution
- ▶ Developing new revenues drivers

EXPANSION POTENTIAL

- Planned market entry in every EU country and UK
- Current: 11 locations



Mission: Internationalization of business activities

Vision: Transformation from leading German trading group to globally operating media technology group

Now
Sales: >100.0 EURm
Customers: 30.000



Goal
Sales: >1.0 EURbn
Customers: 300.000

GROWTH DRIVERS

- ▶ Structural growth in video consumption and production drive need for professional video equipment and accessories
- ▶ Video producers need professional solutions:
 - ▶ For video production: AI and cloud-based editing services, etc.
 - ▶ For content distribution: Storage, streaming, broadcasting, etc.
 - ▶ For monetization of video content: Micropayments, reselling clips, etc.
- ▶ Development from a niche market to a holistic market

INVESTMENT HIGHLIGHTS

- ▶ Market leader in German-speaking countries with Europe-wide expansion strategy
- ▶ Growing core markets social media, YouTube, online and mobile publishing, IPTV and specialized TV channels
- ▶ Future markets artificial intelligence and metaverse
- ▶ Long-standing management and sales expertise in a niche market
- ▶ Fragmented market with small competitors
- ▶ High economies of scale by increase sales

FINANCIAL STATEMENT (HGB)

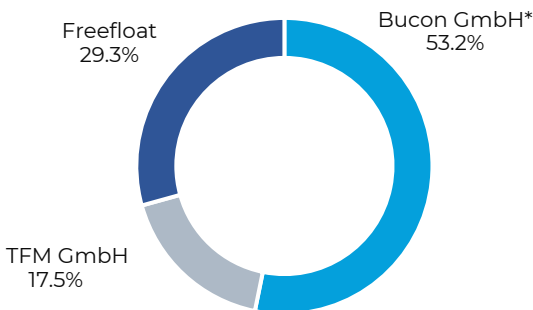
in EURm	2020	2021	2022
Revenues	66.8	111.2	108.7
Gross Margin	10.1	19.8	21.6
EBITDA	2.2	5.5	3.3
Cash and cash equivalents	4.5	5.5	12.0
Net cash/debt*	1.8	3.2	0.3
Equity	7.8	13.3	15.5
Equity ratio in %	34.4	49.4	40.7

* cash-bank liabilities

SHARE PRICE



SHAREHOLDER STRUCTURE



* CEO Ralf P. Pfeffer holds 50% of BuCon GmbH

BASIC DATA

Type	No-par bearer shares
ISIN / WKN	DE000A2LQ1P6 / A2LQ1P (Common shares)
Ticker code	3D6
Share capital	3.832.150,00 EUR
Number of shares	3.832.150
Markt segment	Prime Market of the Stock Exchange Duesseldorf
Trading floors	Xetra, Frankfurt, Duesseldorf
Designated Sponsor	ICF Bank AG

* With the Annual General Meeting, the ISIN/WKN of the new shares is transferred to that of the ordinary shares