# SIXT SE
# INVESTOR PRESENTATION

**SEPTEMBER 2025**

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# OUR AGENDA

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# SIXT
## AT A GLANCE

# SIXT IS A FAST SCALING, GLOBAL & MULTI MOBILITY PRODUCT PLATFORM COMPANY

## SIXT GROUP REVENUES 2024:

**4,002 MEUR**

**(+10.5% vs. PY)**

### RENT-A-CAR BUSINESS

| | MARKET GROWTH[1] 2024-2027E | REVENUE GROWTH 2021-2024 |
|---|---|---|
| GERMANY | +17.2% | +53.5% |
| EUROPE (INCL. GERMANY) | +17.1% | +59.0% |
| NORTH AMERICA | +14.2% | +124.8% |

### ADDITIONAL MOBILITY PRODUCTS

Abo

SIXT+

+102.0%

REVENUE GROWTH 2021-2024

SIXT van&truck

+84.7%

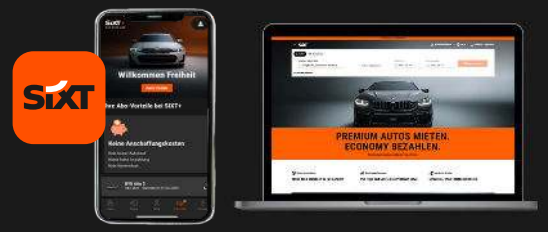
REVENUE GROWTH 2021-2024

SIXT share

SIXT charge

SIXT ride

### ALL PRODUCTS AND ALL MARKETS AVAILABLE IN ONE APP




ONE SINGLE LOGIN

ONE SINGLE PAYMENT WALLET



[1]Automotive and Mobility: Euromonitor from trade sources/national statistics - Brand Shares | Global - Latest Owner | Historical | Actuals | Fixed 2024 ex rates.

# SIXT OFFERS ALL RELEVANT MOBILITY PRODUCTS INTEGRATED IN ONE APP WITH CAR RENTAL AT ITS CORE

## SIXT'S PRODUCTS INTEGRATED IN ONE APP

SIXT+ THE CAR SUBSCRIPTION

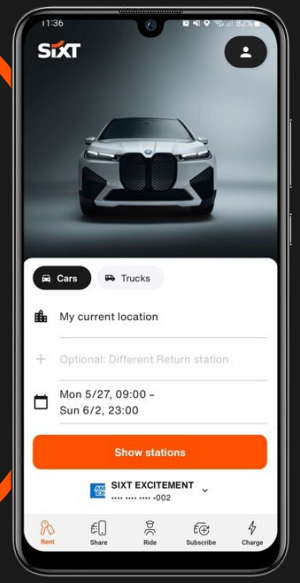
**Car subscription**

- Individual mobility solution with maximum flexibility, calculable costs and many included services.

SIXT rent

**Short and Term Long Rental**

- Over 2,000 branches in more than 105+ countries
- Access to 350,000+ vehicles[1]




SIXT van & truck

**Commercial vehicle solutions**

- Flexible van and truck rental options for both private and commercial customers.

SIXT share

**Car sharing and micro mobility**

- Flexible use of car sharing, e-scooter, e-moped or e-bike in many European countries.

SIXT ride

**Professional transfer services**

- Premium chauffeur and taxi services in 700+ cities in more than 45 countries worldwide.

SIXT charge

**Charging solution**

- Access to more than 550.000 EV charging points.

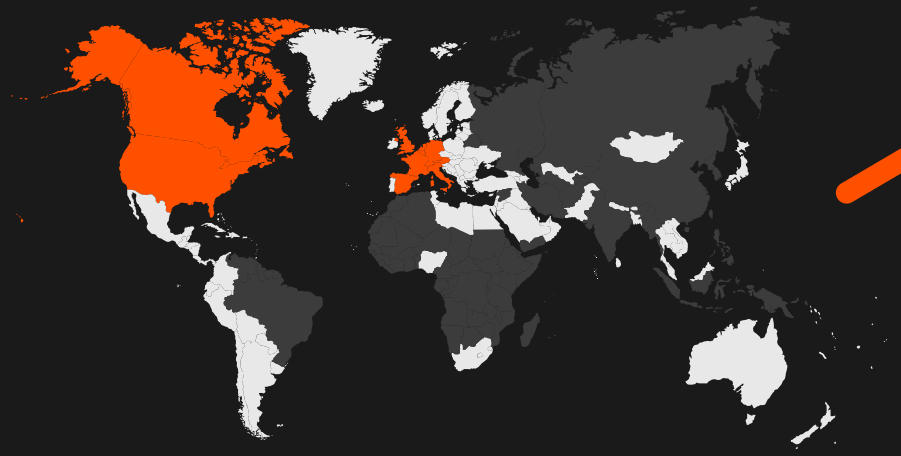


Annual Report 2024 and Company Data; [1]including franchise countries; Definition Corporate Countries see slide 7.

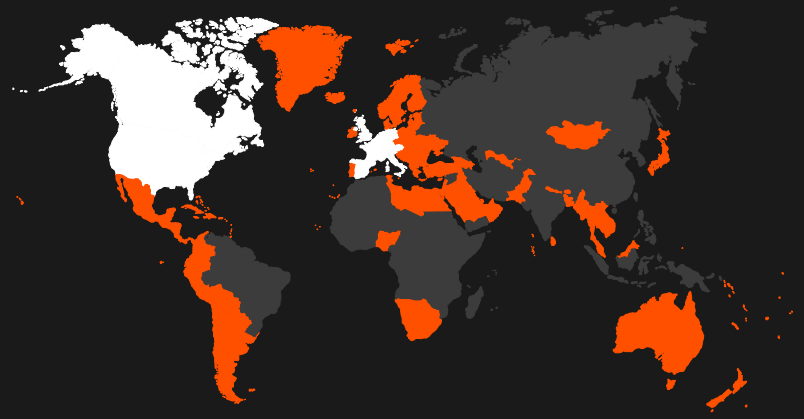
# NETWORK EFFECT FUELING SIXT GROUP REVENUE DUE TO OUTBOUND AND INBOUND BUSINESSES

## NETWORK EFFECTS

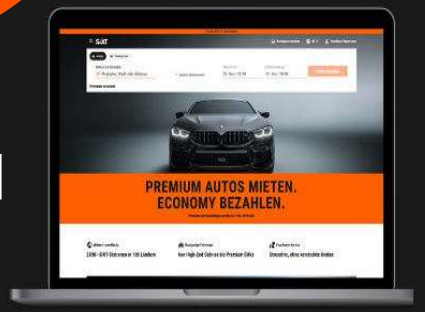
**GROWTH IN 13 CORPORATE COUNTRIES**



**GROWTH IN >100 FRANCHISE COUNTRIES**



**ONE PLATFORM**



# MARKET OPPORTUNITIES

## EUROPE AND NORTH AMERICA

# EUROPE IS A CORE MARKET FOR SIXT WITH HUGE GROWTH POTENTIAL IN MAJOR COUNTRIES

**SIXT RENTAL MARKET SHARE 2024[1]**
(schematic)

**EUROPE**

**EUR 14bn[2]**
**MARKET SIZE**

**18%[3] SIXT**
**MARKET SHARE**

**GERMANY**

**FRANCE**

**MUNICH AIRPORT**

**NICE PROMENADE DES ANGLAIS**



[1]Euromonitor International and own estimates.
[2]Total market size of SIXT corporate countries: Germany, France, United Kingdom, Italy, Spain, Belgium, Netherlands, Luxemburg, Austria, Switzerland.
[3]Based on 2024 rental revenue.

# ORANGE FOOTPRINT EXPANDED IN EUROPE RESULTING IN A 14% REVENUE GROWTH IN H1 2025

**PAMPLONA** TRAIN STATION

**MALLORCA** PALMA AIRPORT

**MILAN** MALPENSA AIRPORT

**FLORENCE** GIOBERTI

## AIRPORT

6 new airport branches

## DOWNTOWN

27 new downtown branches

## NEW BRANCH OPENINGS & RELOCATIONS

[IT, ES, FR since Q1 2024]

AENA TENDER SPAIN

- Won 22 out of 23 applied airports
- Opened 2 new airport branches
- Upgraded 3 branches from off-airport to in-airport-locations

# THE US RENTAL MARKET IS HUGE AND OFFERS STRONG GROWTH OPPORTUNITIES FOR SIXT

**USD 41bn**

US Car Rental Market[1]

**x2.5** **x14**

**1% MARKET SHARE**

**=**

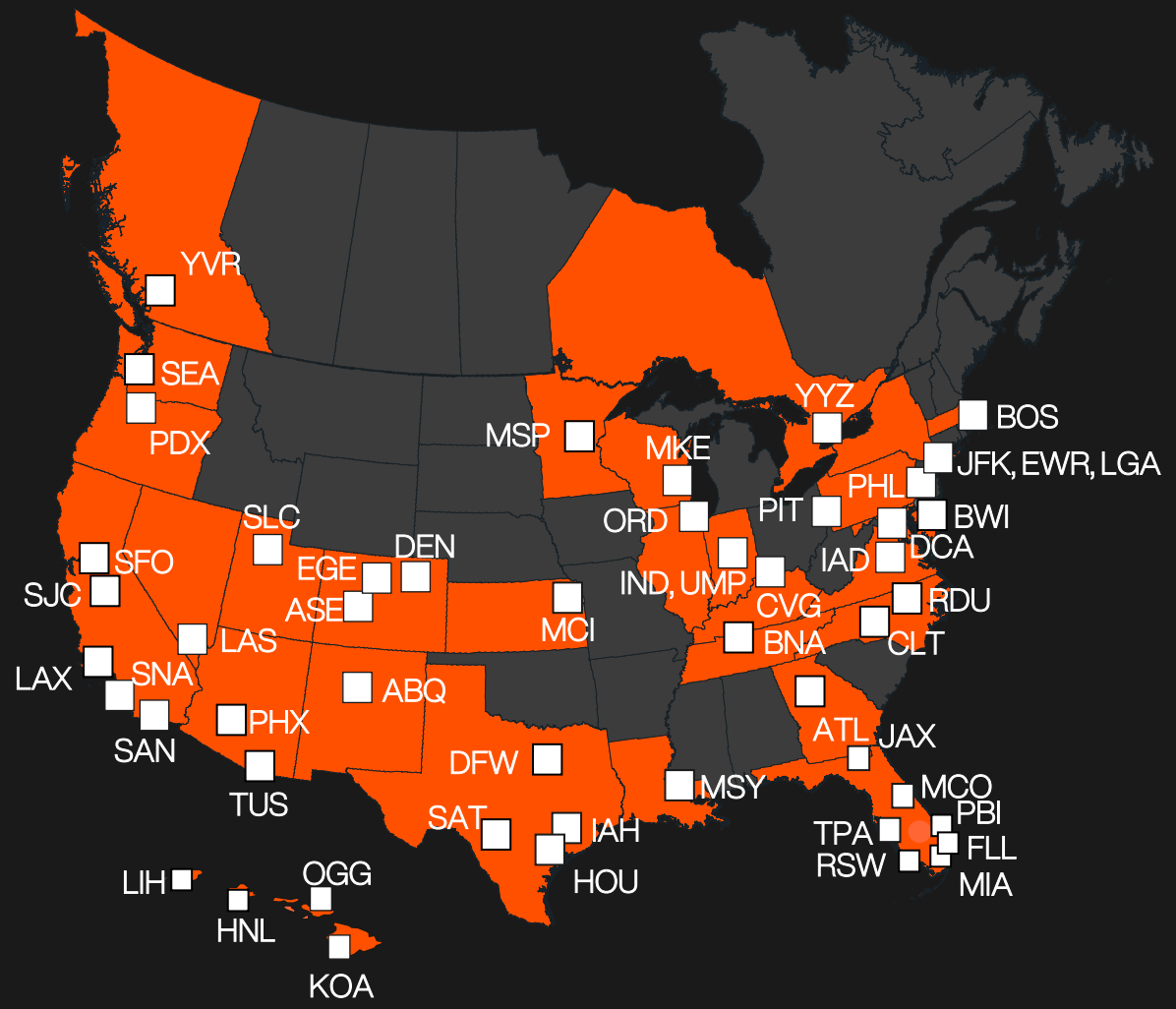
**USD 410m**

SIXT REVENUE POTENTIAL



[1]Euromonitor.

# SIXT IS CONTINUOUSLY PAINTING NORTH AMERICA ORANGE WITH ALREADY BEING THE FOURTH LARGEST RENT-A-CAR PLAYER




## PARTNERSHIPS & AWARDS

DELTA

Launched SIXT's first U.S. airline partnership, enabling SkyMiles earn & redeem.

J.D. POWER

Ranked #3 rental car company in Rental Car Satisfaction Study.

USA TODAY

Named #1 Rental Car Company in America in 10Best Readers' Choice Awards.

## U.S. AIRPORT HIGHLIGHTS

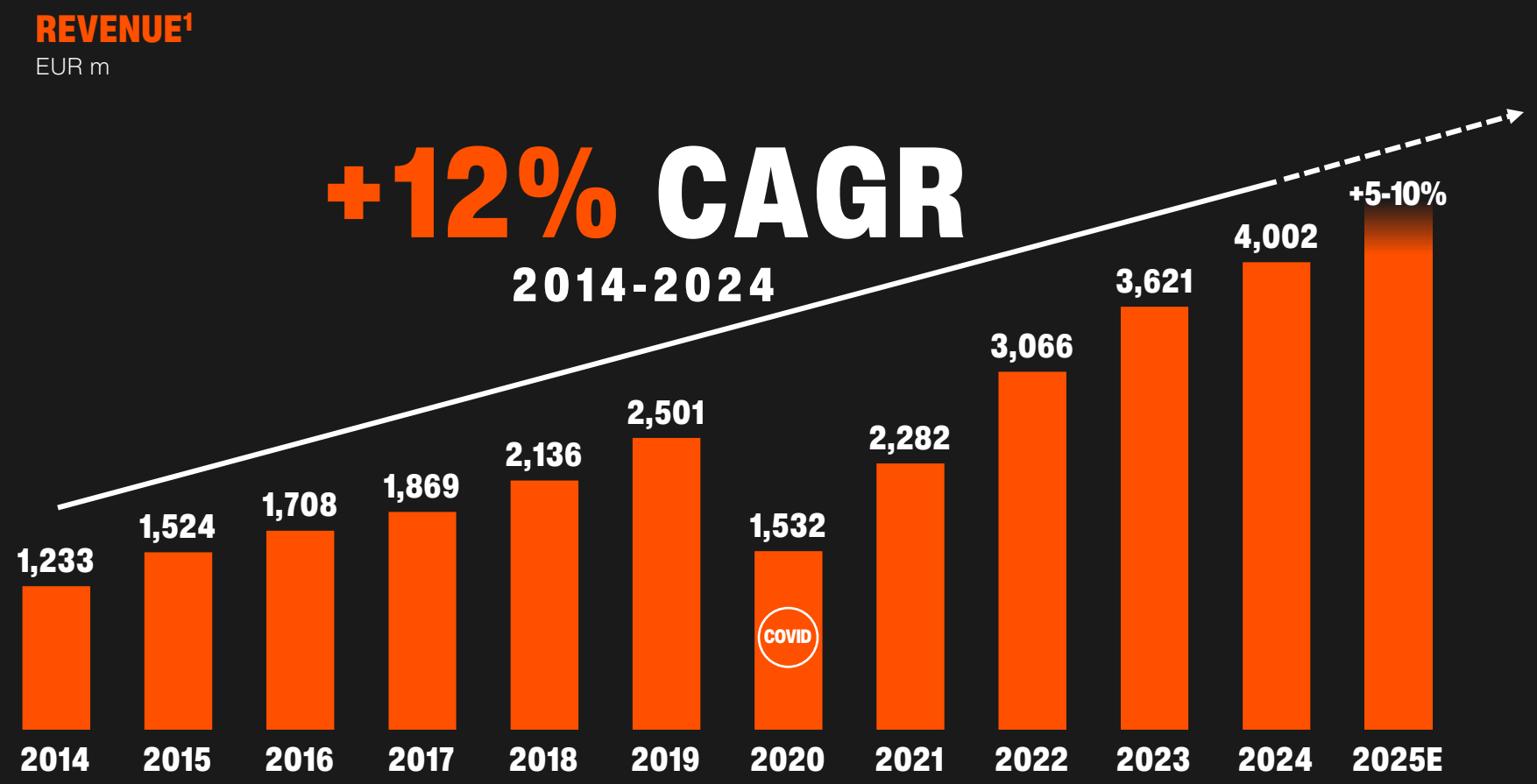
**MIA** — **#1 CAR RENTAL COMPANY**
19% market share in June 2025; ranked #1 brand

**JFK** — **3RD HIGHEST MARKET SHARE FOR SIXT US**
~14% market share YTD 2025

**EWR** — **+3 POINTS MARKET SHARE**
+3 points market share YoY in Q2/25, trending at 12%.

**51 AIRPORT BRANCHES OPENED SO FAR**

# SIXT HAS SIGNIFICANTLY INCREASED ITS REVENUE OVER THE LAST DECADE AND THE GROWTH TRAJECTORY CONTINUES






[1]Figures for 2014-2019 shown in this presentation excl. Leasing Business Unit sold in 2020;

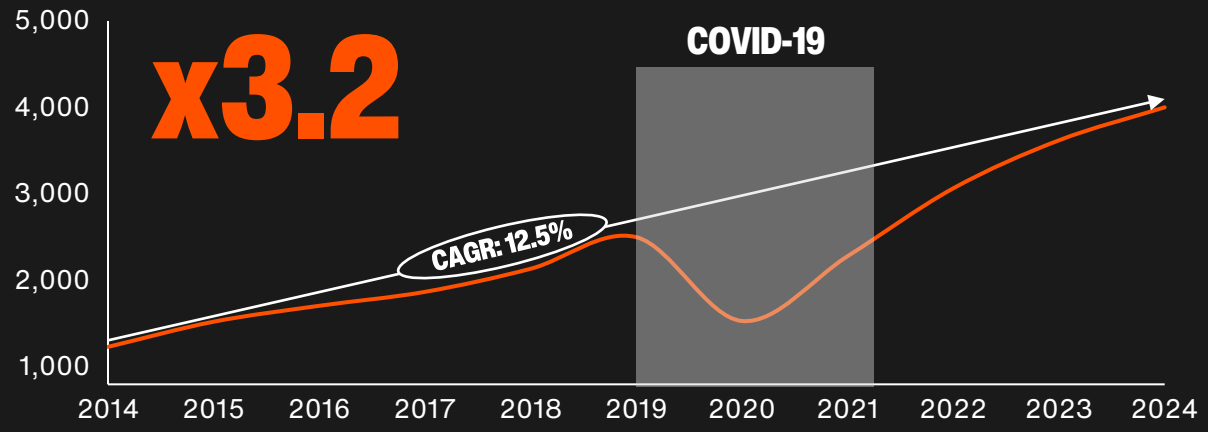
# STRATEGIC POSITION

## EXPECT BETTER

# COMBINING SCALABILITY WITH ABOVE INDUSTRY AVERAGE PROFITABILITY

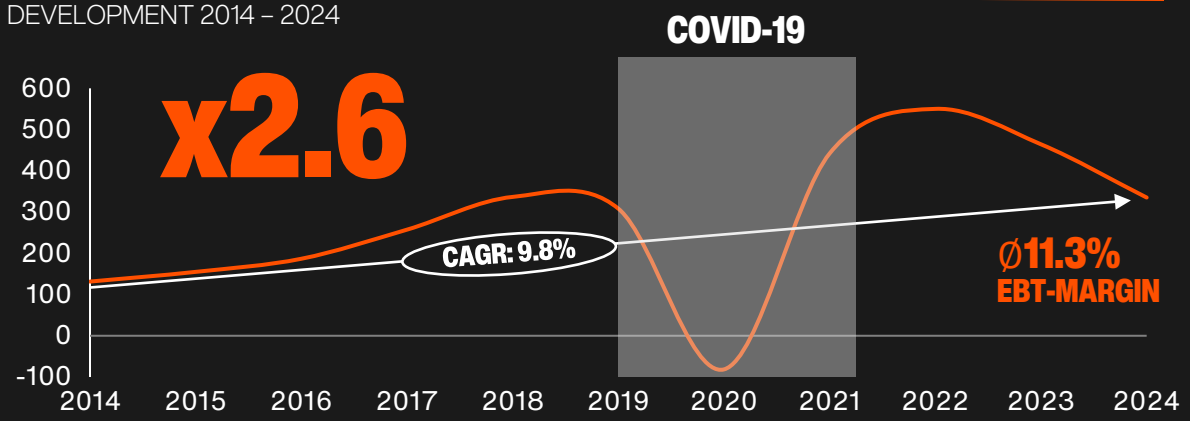
## HISTORICAL TOTAL REVENUE[1] [FIGURES IN MILLION EUR]

DEVELOPMENT 2014 – 2024




## HISTORICAL EBT[1] [FIGURES IN MILLION EUR]

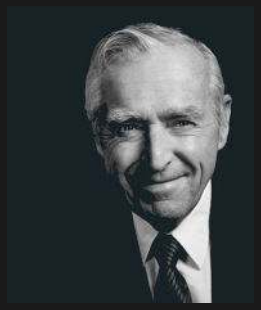
DEVELOPMENT 2014 – 2024




## OVERVIEW MAJOR PLAYERS IN GLOBAL CAR RENTAL MARKET [1,2]

Bubble: Average Fleet Size FY 2014- FY 2024

> "We don't want to be the largest mobility player on the planet, but the **most profitable** one."



**ERICH SIXT**
Chairman of the Supervisory Board



[1]Excluding "Leasing" until sale of Business Unit Leasing on 15 July 2020, 2018 EBT-margin adjusted by sale of DriveNow, [2]Based on quarterly and annual reports | Exchange rate: EUR-USD end of year exchange rates.

# SIXT BUSINESS MODEL IS DESIGNED TO ACHIVE STRONG GROWTH VIA PREMIUM STRATEGY LEADING TO HIGHER MARGINS RESULTING IN STRONG PROFITABILITY

## PREMIUM BRAND

SIXT brand as a bold and iconic brand that both consumers and SIXT colleagues love.

BRAND VALUE[1]

**USD 2.2 BN**

BRAND AWARENESS[2]

| | |
|---|---|
| **95%** | Germany |
| **73%** | France |
| **57%** | Spain |
| **48%** | UK |
| **21%** | US **+13pts** since Nov '22 |

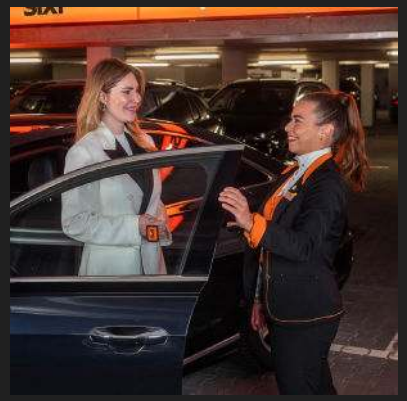
## PREMIUM STRATEGY

SIXT stands out with its premium strategy regarding fleet, services and technology .

**OTHER PREMIUM[4]**

## HIGH CUSTOMER SATISFACTION

High customer satisfaction (#1 Rank in NPS in five core markets[3]).



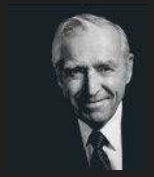
## HIGHER MARGINS PER VEHICLE

Higher margin per vehicle due to premium approach.

**AI AUTOMATED PRICING SYSTEM**

Increasing degree of automation in our pricing systems substantially

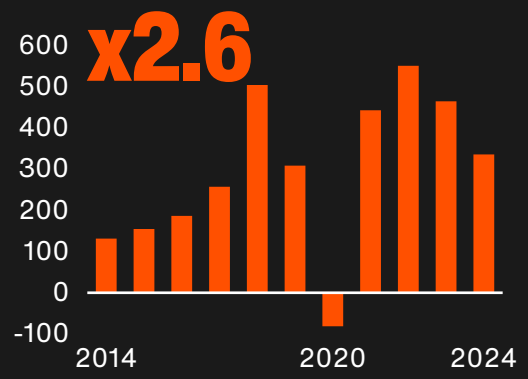
> "We don't want to be the largest mobility player on the planet, but the **most profitable** one."



**ERICH SIXT**
Chairman of the Supervisory Board

## ...LEADING TO HIGH INVESTMENT CAPACITY FOR SCALABLE & PROFITABLE GROWTH

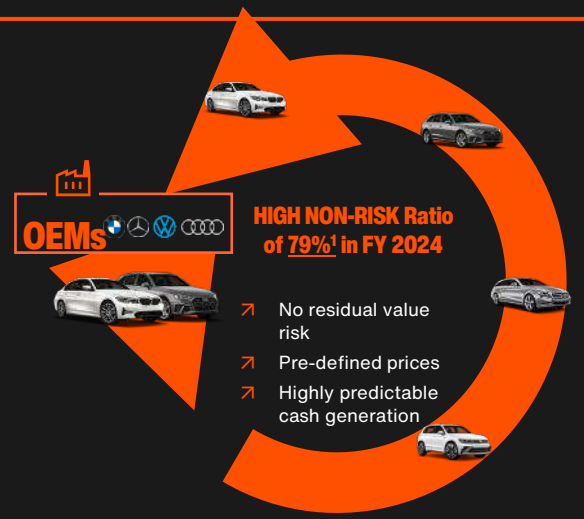
**HISTORICAL EBT** [FIGURES IN MILLION EUR]
DEVELOPMENT 2014 – 2024






[1]BrandFinance, Automotive Industry 2024, https://brandirectory.com/rankings/mobility downloaded on 9 April 2024,[2]Aided brand awareness; GfK Brand Tracker Apr 24; target group nationally representative aged 18-69 Tracking, [3]GfK Brand Tracking, 6-month average, Sixt NPS rank #1 (country of residence, 04/2024): DE, FR, AT, BE, NL, [4]Other includes brands with smaller volumes: Jaguar, Cadillac, Infinity, Lexus, Lincoln, Bentley, Genesis, Land Rover, Lucid, Lamborghini, Rivian, Alfa Romeo, Aston Martin

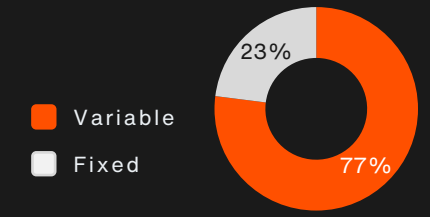
# SIXT'S HIGH LEVEL OF RESILIENCE IS ANOTHER KEY DRIVER FOR SUSTAINABLE PROFITABILITY




## RISK RESILIENT FLEET PURCHASE

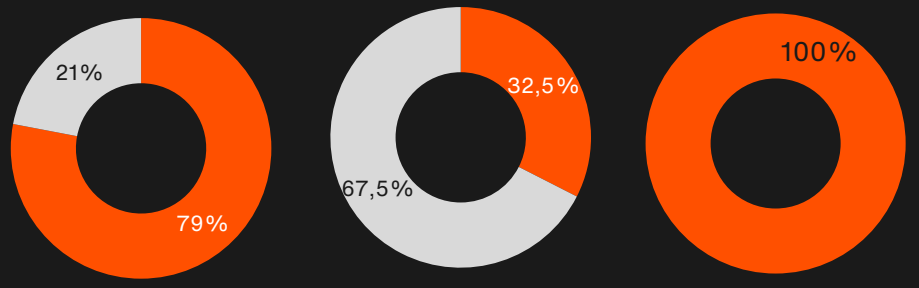
## COST VARIABILITY

>70% of our cost base is variable as we can extend or shorten holding periods for part of our fleet




**COST BASE 2024 [ % ]**

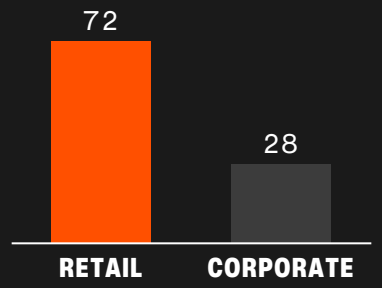
## STRONG BALANCE SHEET



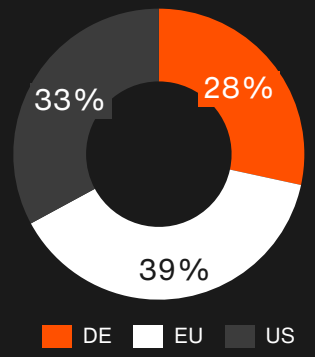

Non-risk ratio[1] | Equity ratio | Net Financial Debt used for fleet assets

## DIVERSIFIED BUSINESS

**CUSTOMER MIX 2024 [ % ]**




**REVENUE SEGMENTS 2024 [ % ]**





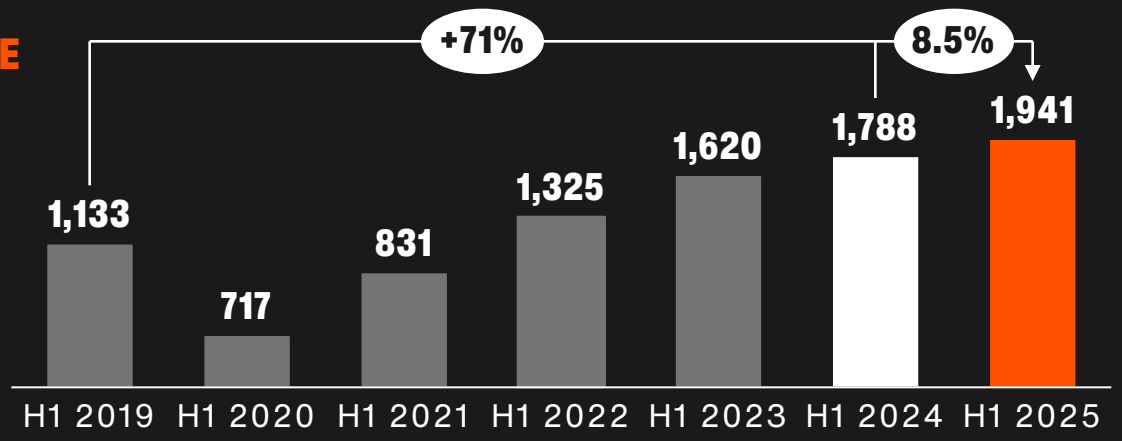

[1]Share of vehicles (incl. Van & Truck, excl. URG,GAP,DVR; infleeted in 2024) covered by buyback or leasing agreements including operating leases (company data).

# CURRENT TRADING

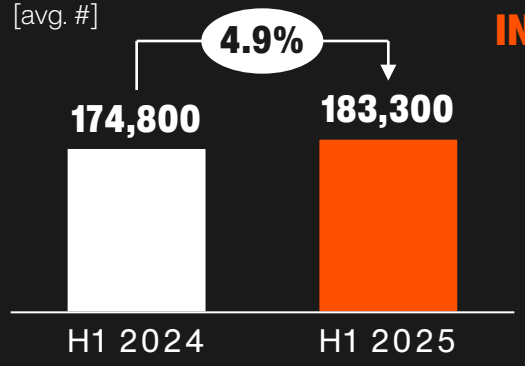
## H1 2025

# H1 2025 OPERATIONAL PERFORMANCE: CONTINUED GROWTH SERVED WITH A TIGHT FLEET

**REVENUE**
[EUR m]



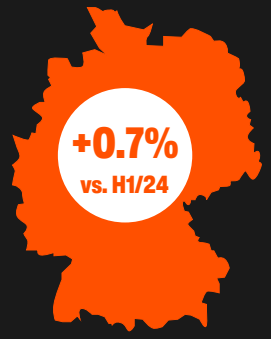

**FLEET**
[avg. #]




**FLEET GROWTH INSIDE DEMAND**

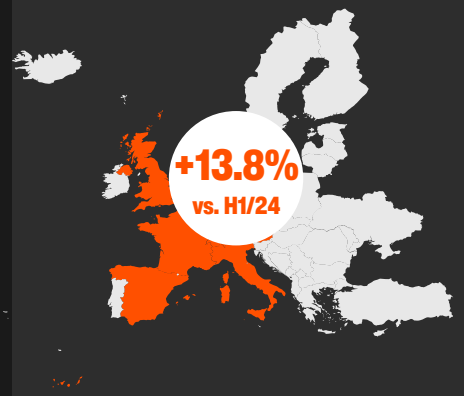
**STRONG UTILIZATION**

**GERMANY**



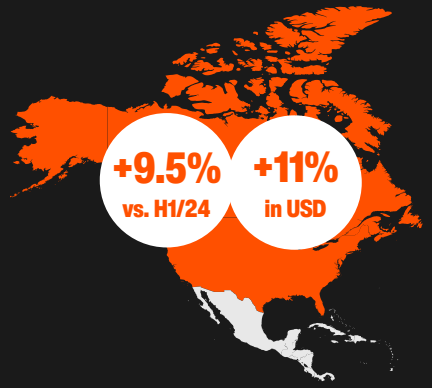

**H1 2025: EUR 533 M**

**EUROPE**



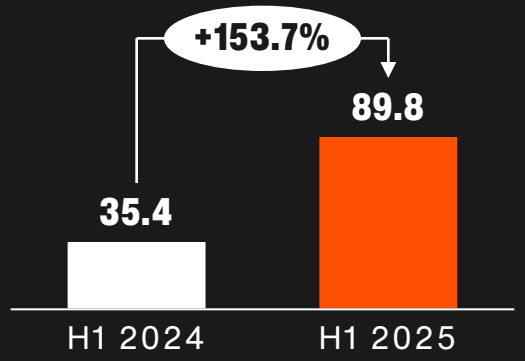

**H1 2025: EUR 753 M**

**NORTH AMERICA**




**H1 2025: EUR 651 M**

**EBT**
EUR m



# OUR 2025 FINANCIAL GUIDANCE: FURTHER REVENUE GROWTH AND EBT-MARGIN NORMALIZATION

| HISTORY | GUIDANCE 2025 |
|---|---|
| Ø REVENUE CAGR[1] (2004-2024) 9.4% | REVENUE +5-10% (VS. 2024) |
| Ø EBT-MARGIN[1] (2004-2024) 10.2% | EBT-MARGIN ~10% |



[1] Figures for 2004-2019 shown in this presentation excl. Leasing Business Unit; 2018 EBT-margin adjusted by sale of DriveNow.

# H1 2025 HIGHLIGHTS: RECORD REVENUE, SIGNIFICANT EARNINGS INCREASE AND FY 2025 GUIDANCE CONFIRMED

## GROWTH STORY CONTINUED

REVENUE GROWTH ACROSS ALL SEGMENTS

FLEET GROWTH INSIDE THE DEMAND

## PROFITABILITY SIGNIFICANTLY INCREASED

EBT INCREASE OF 154% VS. H1 2024

IMPROVED FLEET HOLDING COST

## FURTHER INVESTMENTS IN PREMIUM OFFERING

EXTENSION OF PREMIUM FLEET DEFINITION

PROGRESS ON BRANCH MODERNIZATION

## FY 2025 GUIDANCE CONFIRMED

+5-10% REVENUE GROWTH VS. FY 2024

EBT MARGIN IN THE AREA OF 10%

# EQUITY STORY

## WHY INVEST IN SIXT?

# WE HAVE
# WHAT IT TAKES

**1 PLATFORM** **7 PRODUCTS**

# WHY TO
# INVEST IN SIXT

**GLOBAL MEGA BRAND** SIXT established a strong brand with high brand awareness and brand value by using a bold marketing approach.

**PREMIUM MOBILITY PLATFORM** SIXT has a scalable, variable & diversified business model with a wide range of integrated mobility products.

**PROFITABLE GROWTH STRATEGY** SIXT is the stock listed player with the highest average EBT margin over a decade in the sector with continued market share gains in the US, the world's largest car rental market.

**EFFICIENCY FROM DIGITALISATION** SIXT has a competitive and state-of-the-art-inhouse-developed IT platform functioning as enabler for efficiency and future growth.

**RESPONSIBLE ENTREPRENEURSHIP** SIXT is a holisitically responsible company taking care of its customer and people alike offering a new sustainable form of individual mobility.

**FINANCIAL INDEPENDENCE & PERFORMANCE** SIXT has a high level of resilience, confirmed by investment grade rating from S&P.



[1]BrandFinance, Automotive Industry 2024, https://brandirectory.com/rankings/mobility downloaded on 9 April 2024, [2]Annual Report 2024 and Company Data; Based on value share of BMW (incl. MINI), Audi, Mercedes-Benz infleets, [3]including franchise.

# Q&A
# SESSION

# THANK YOU!

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