

# BASTEI LÜBBE AG COMPANY PRESENTATION

29 November 2022



# BASTEI LÜBBE

## KEY FIGURES AT A GLANCE

Employees

> 280

Revenues 2021/2022

€94.5m

Adj. EBIT 2021/2022

€13.3m

Owned Licences sold to

> 30 countries

Dividend per Share

40ct in 2022  
29ct in 2021

Product releases p.a.

> 2,000

# BASTEI LÜBBE HIGHLIGHTS

## World wide bestselling authors



Ken Follett



Jeff Kinney



Dan Brown

## Constant establishment of new bestselling authors



Dirk Rossmann



Mona Kasten



Sarah Sprinz

## Leading in audio- and e-Books



## Sustainable anchoring in young target groups



# WHO WE ARE AND WHAT WE'RE PROUD OF

Bastei Lübbe is Germany's **biggest independent publishing group** serving all segments of the traditional book market as well as audiences beyond traditional publishing

Addressing the core values „progressive“, „popular“ and „personal“ Bastei Lübbe AG has strong emphasis on **community-driven business models** as well as **digital businesses** such as audio- and e-Books

70 years of experience combined with the **first mover heritage** of having launched the first digital only imprint in Germany in 2012, being **innovation and market leader** in the new adult and audio segment for years and having developed deep skills on digital marketing and community building

Servicing **multiple distribution channels** such as bookstores, online retail, streaming platforms, special markets, wholesalers and department stores is the foundation of Bastei Lübbe's **brought and strong IP portfolio** successfully covering a wide range of mass markets across **all age groups**

# WHAT MAKES US SPECIAL

## 1 Strong and growing new adult & young adult community imprints

---

- Community-driven Imprints: Community Editions, LYX, ONE, smarticular

## 3 Audio und e-Books fast growing on a high level

---

- Own audio production capacities
- Own digital imprints
- Expanding audio and e-portfolio

## 2 Broad expertise in serial content development

---

- Strong emphasis on serial content through different formats and genres
- Especially within audio and e-books or novel booklets

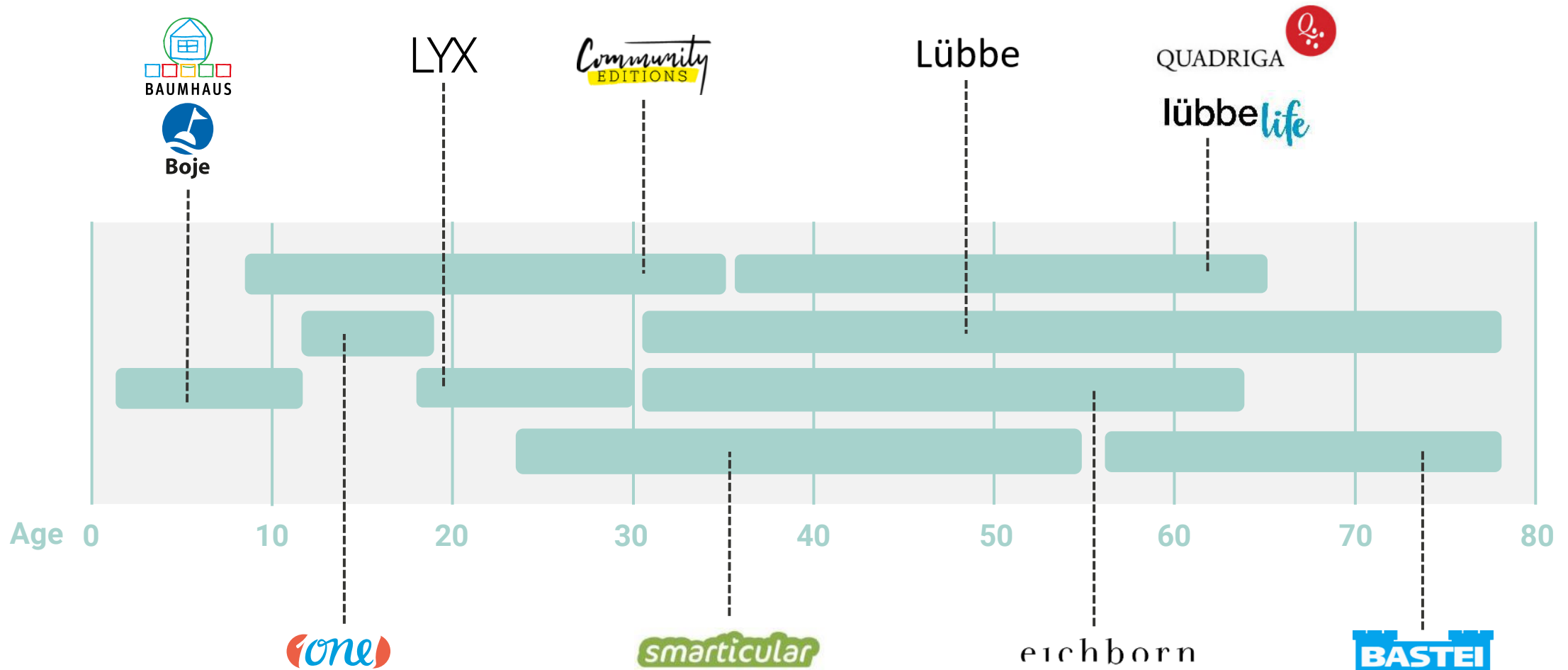
## 4 Long tradition in best-selling authors and mass market hits

---

- Bestselling genre-expertise in the segments suspense, historical novel, romance and family saga
- Close and productive relationship and ability to establish bestselling authors over years

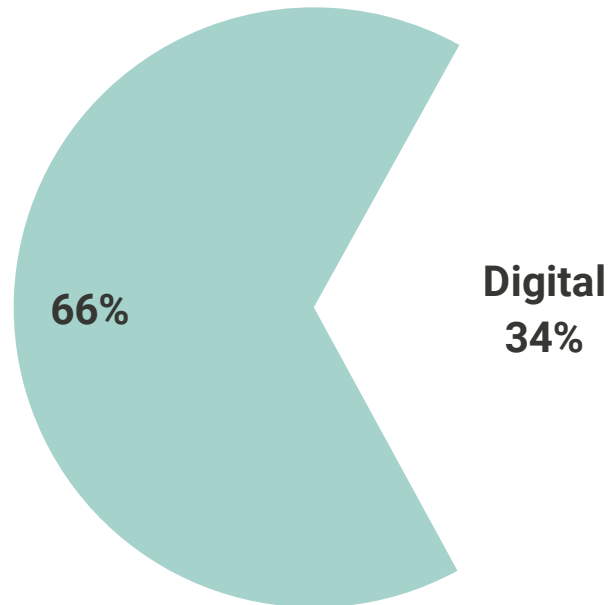
# STRONG PORTFOLIO COVERING MASS MARKETS ACROSS ALL AGE GROUPS AND MARKET SEGMENTS

BAS  
TEI  
LÜBBE

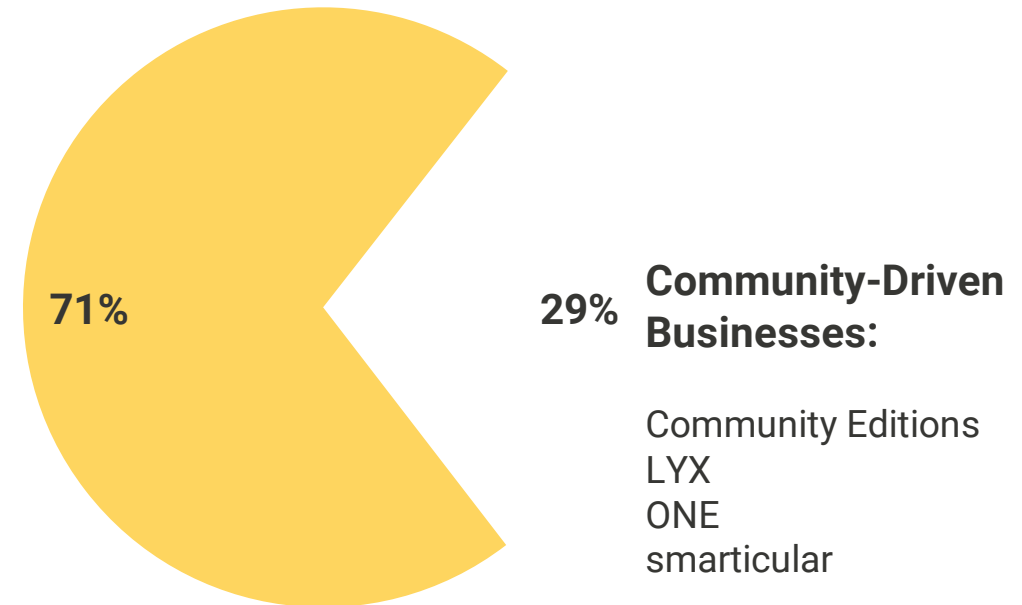


# STRONG AND GROWING REVENUE SHARE OF DIGITAL AND COMMUNITY-DRIVEN BUSINESSES

Revenue Share Digital Businesses 2022

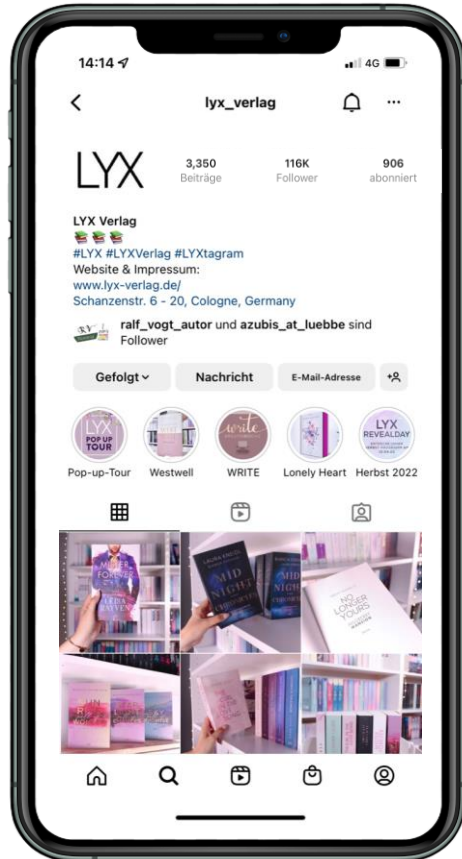


Revenue Share Community-Driven Businesses 2022



# COMMUNITY-DRIVEN BUSINESSES

## LYX AS A ROLE MODEL

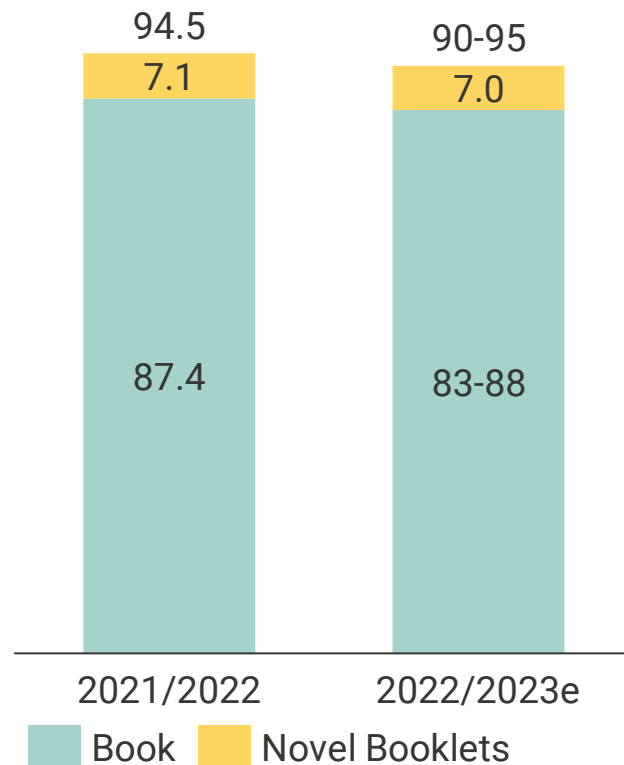


- Germany's No. 1 publisher for new adults
- With 116k followers LYX is Germany's biggest book community on Instagram
- 30% sales growth rate year on year
- Entering new market segments like graphic novels and non-fiction



# STABLE REVENUES DESPITE CHALLENGING ECONOMIC ENVIRONMENT EXPECTED

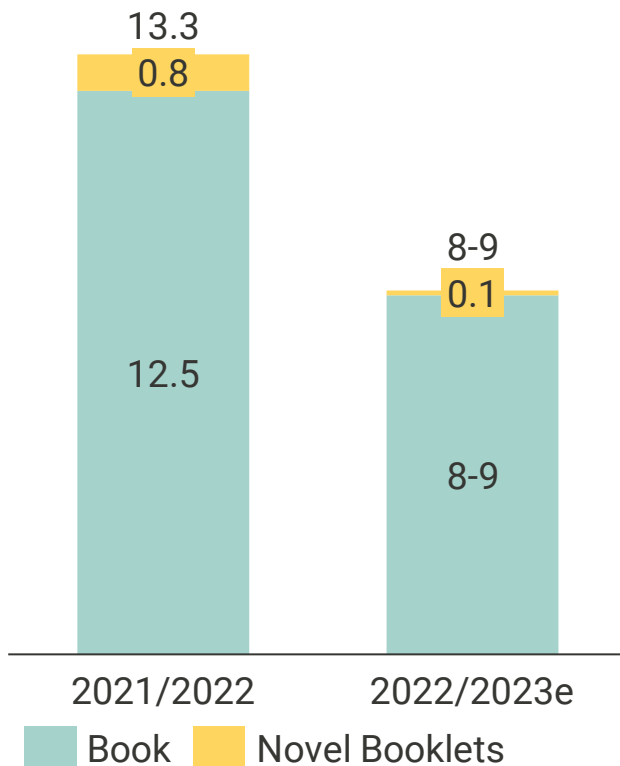
Revenues in €m



- We expect a stable revenue development despite challenging economic environment and depressed consumption climate
- Strong performance at LYX with several “Spiegel Bestseller” rankings in the current financial year
- Audio continues on its growth path on a high level with streaming and download formats
- Community Editions with its first year fully consolidated

# SHARPLY INCREASED PRODUCTION COST AND LOW SMARTICULAR PERFORMANCE BURDEN EBIT

Adj. EBIT\* in €m



- Adjusted EBIT-Margin 2022/2023e drops to 8,5 to 9,5% after 14.4% in 2021/2022
- Significantly higher cost for paper and printing reduces profitability, especially in „Novel Booklets“ segment
- Lower EBIT contribution from smarticular expected; restructuring measures are already initiated
- Strong core business offering consistently high margins

\*) EBIT adjusted for repayment of value adjusted loan (€1.4m) in 2021/2022 and impairment on goodwill and other intangible assets of smarticular (€2.0m) in 2022/2023e

# BASTEI LÜBBE

## INVESTMENT HIGHLIGHTS

BAS  
TEI  
LÜBBE

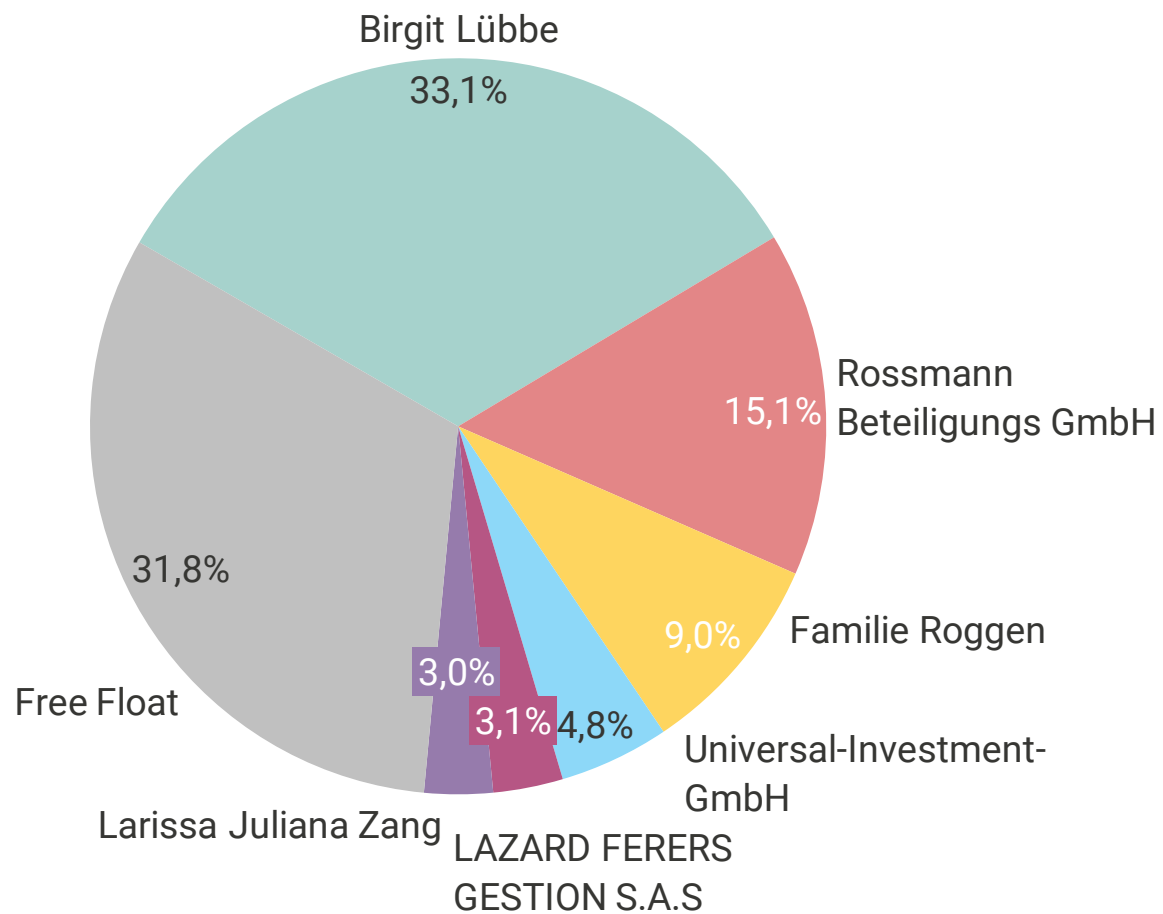
- Future oriented business models
- Growth potential in core business
- Inorganic growth potential in core market and adjacent markets
- Strong balance sheet with equity ratio of > 50%
- Positioned as stable dividend stock





# APENDIX

# SHAREHOLDER STRUCTURE

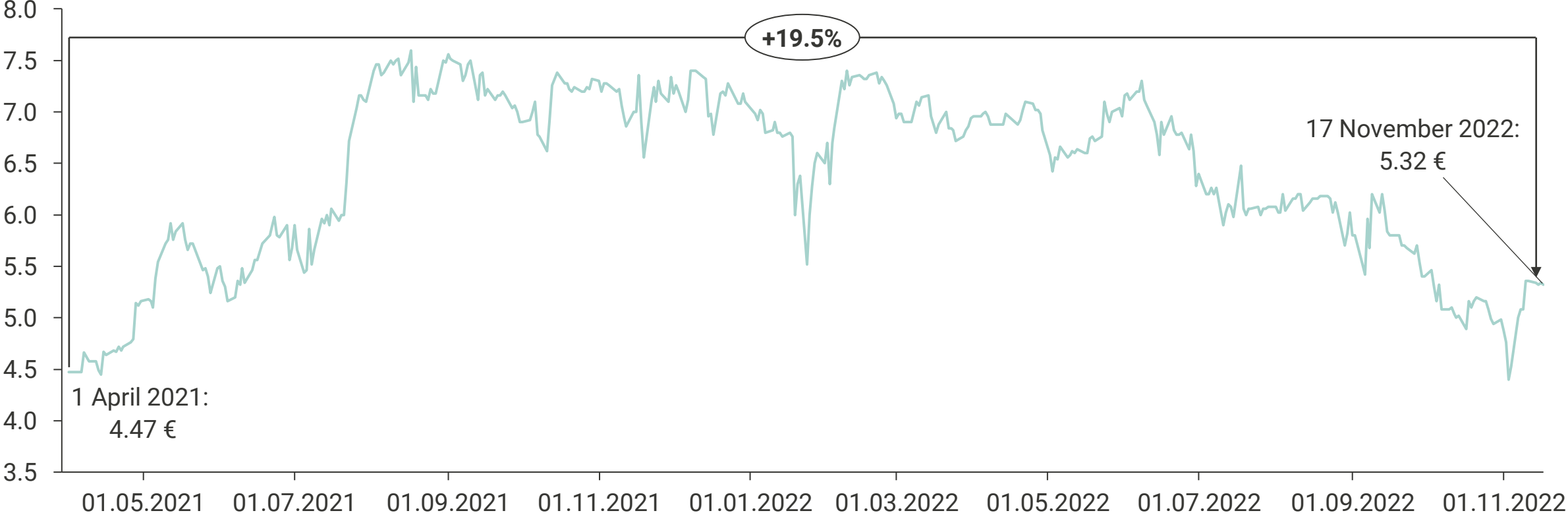


|  |                       |
|--|-----------------------|
| Share information                            |                       |
| Total number of shares (no-par value shares) | <b>13,300,000</b>     |
| Share capital                                | <b>EUR 13,300,000</b> |
| ISIN   | <b>DE000A1X3YY0</b>   |
| WKN  | <b>A1X 3YY</b>        |
| Ticker                                       | <b>BST</b>            |
| Market segment                               | <b>Prime Standard</b> |
| Designated sponsor                           | <b>Oddo Seydler</b>   |
| First date of listing                        | 8 October 2013        |

# SHARE PRICE DEVELOPMENT

BAS  
TEI  
LÜBBE

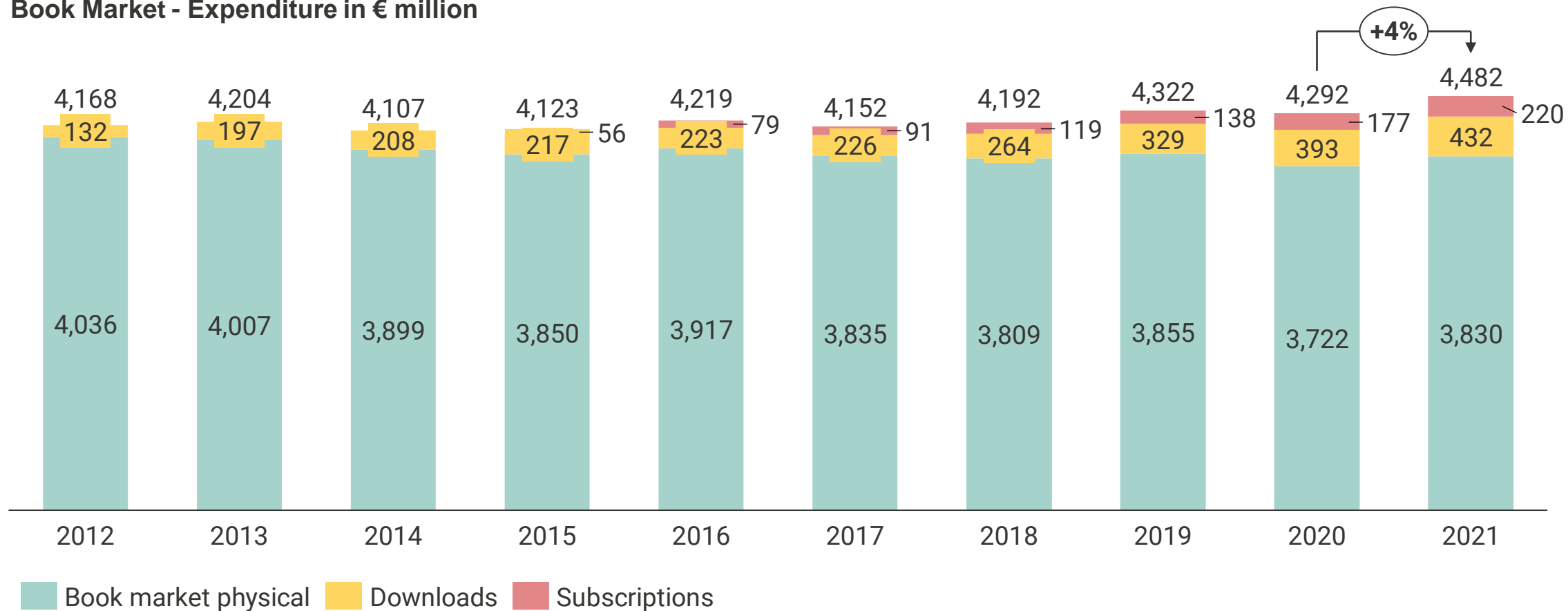
Share price Bastei Lübbe AG – April 1st 2021 to November 17th 2022



# BOOK MARKET DEVELOPMENT

BAS  
TEI  
LÜBBE

Book Market - Expenditure in € million



Source: gfk - Der Buchmarkt 2021. Buchmarkt inkl. Hörbücher (physisch + Download) + E-Books + Abonnenten

# BASTEI LÜBBE AG

Schanzenstraße 6 – 20  
51063 Köln

0221 - 8200 0

[investorrelations@luebbe.de](mailto:investorrelations@luebbe.de)

[www.luebbe.de](http://www.luebbe.de)

