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Europe's leading online tyre retailer

ReifenDirekt



H1 2026 Results

ReifenDirekt



AGENDA

1



**Market environment
H1 2026**

2



**Key financials
H1 2026**

3



**Guidance
FY 2026**

H1 2026: MARKET ENVIRONMENT



Eurozone stabilised only slightly - geopolitical tensions, a sharp rise in energy prices and marked reluctance to invest; **Economy in Germany stuck** in a period of marked economic weakness



Mixed picture in the European consumer tyre segment: sell-in volume +2 %* driven by all season tyres (+9 %, summer: -1 %, winter: -5 %). Uncertainties: high fuel costs, economic climate and potential anti-dumping duties on Chinese tyres



Sell-in Germany in 5/2026 -4 %* despite higher demand for all-season tyres. **Sell-out** H1 for passenger cars, offroad and LKW tyres **+6.5 %** (summer: +0.3 %, all-season: +12.1 %, winter: +8.6 %)

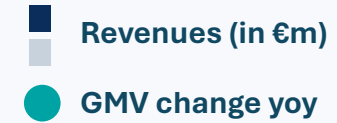


E-commerce revenues in Germany +4.3 % in H1 driven by everyday essentials. Platforms and Asian suppliers benefit most**

*Source: Tyres Europe/ Wdk

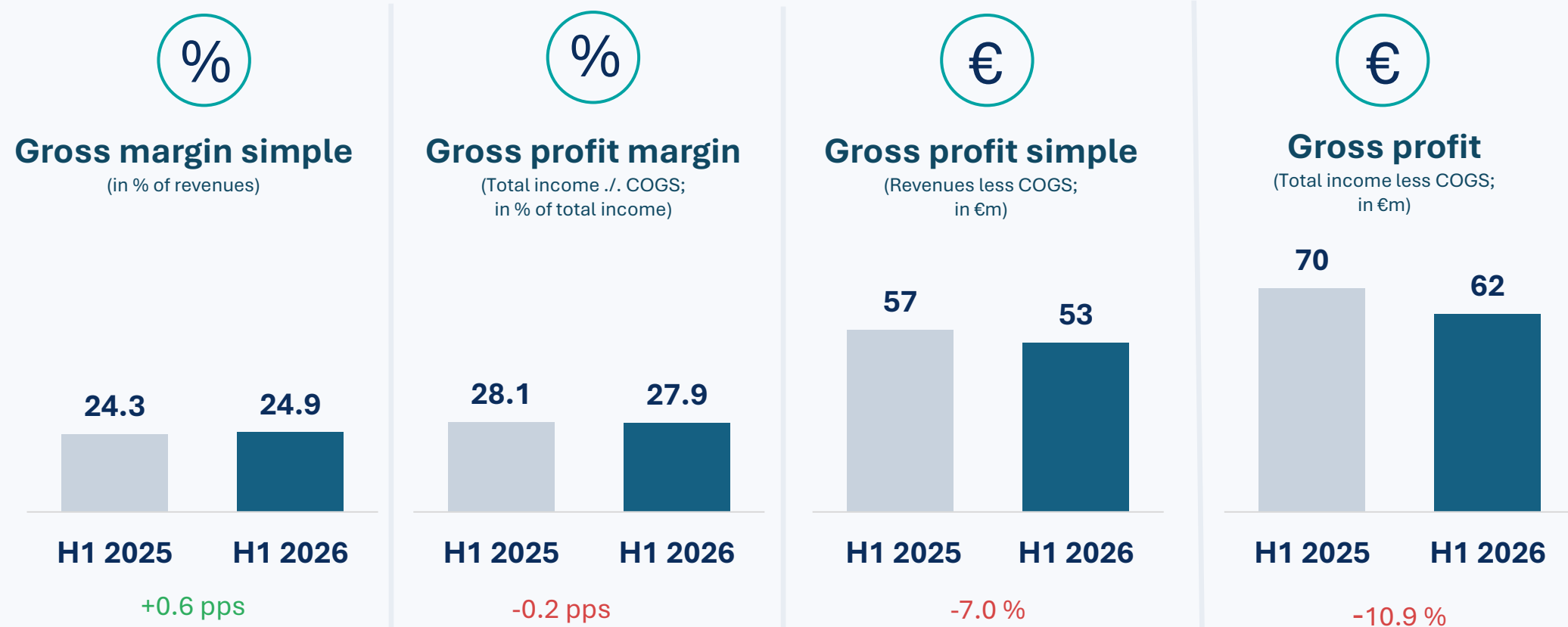
**Source: bevh

H1 2026: REVENUES DEVELOPMENT



- Focus on **profitability** in H1 2026 while growth opportunities were taken in H1 2025
- Consumer sentiment in Europe drop sharply end of March; **motorists burdened by high fuel costs**
- More **cautious stockpiling** by market participants
- 2 M€ impact on revenues due to **deconsolidation**

H1 2026: GROSS MARGIN & GROSS PROFIT



- Uplift in gross margin simple thanks to **adjusted sales management**
- **Flexibility** remains essential for business performance

H1 2026: EBITDA

■ EBITDA (in €m)
● EBITDA margin



- **Q2: Increase in EBITDA** despite revenues decline of 16 €m
- **H1: Margin management** and reduced cost base **due to efficiency improvements**

H1 2026: EBIT



- **Q2: no unscheduled depreciation** compared to Q2 2025 (1.2 €m on current assets)
- **H1: € +1.5 million EBIT improvement** vs. -22.5 €m revenues reduction

H1 2026: P&L

	Unit	H1 2025	H1 2026	Change
Revenues	€m	236.5	214.0	-9.5 % ↓
Gross profit	€m	69.9	62.3	-10.9 % ↓
Personnel expenses	€m	5.6	5.0	-11.0 % ↓
Other operating expenses	€m	59.0	51.6	-12.4 % ↓
EBITDA	€m	5.3	5.6	+6.6 % ↑
Net income	€m	-1.7	-0.2	+86.9 % ↑

Challenging **market environment** in Europe

Reduction in headcount (**automation and AI**)

Cost reductions in an inflationary environment

1.0 m€ positive **FX** effect

Tax earnings unchanged yoy; in H1 25 non-periodic taxes of -0.5 m€ for prior years

H1 2026: BALANCE SHEET: ASSETS

Excerpt	Unit	30.06.2025	31.12.2025	30.06.2026
Non-current assets	€m	122.0	119.5	111.9
Fixed assets	€m	108.4	104.3	96.7
Other assets	€m	13.6	15.1	15.2
Curent assets	€m	121.4	96.0	116.7
Inventories	€m	79.8	57.0	72.0
Receivables	€m	38.2	36.1	39.1
Liquidity	€m	3.5	2.9	5.6

-17 €m in rights of use: deconsolidation + early termination of a rental agreement

Winter preparation under way: ramp-up warehouse Mehrum

+5 €m higher trade receivables, thereof **+2 €m from project business**

Balance sheet total reduced by 15 €m vs. 30.06.2025

H1 2026: BALANCE SHEET: EQUITY & LIABILITIES

Excerpt	Unit	30.06.2025	31.12.2025	30.06.2026
Equity	€m	50.0	54.3	54.1
Liabilities	€m	193.5	161.2	174.5
Long-term liabilities	€m	54.9	49.3	37.6
Short-term liabilities	€m	132.1	106.1	133.0
Short-term provisions	€m	6.5	5.9	3.9

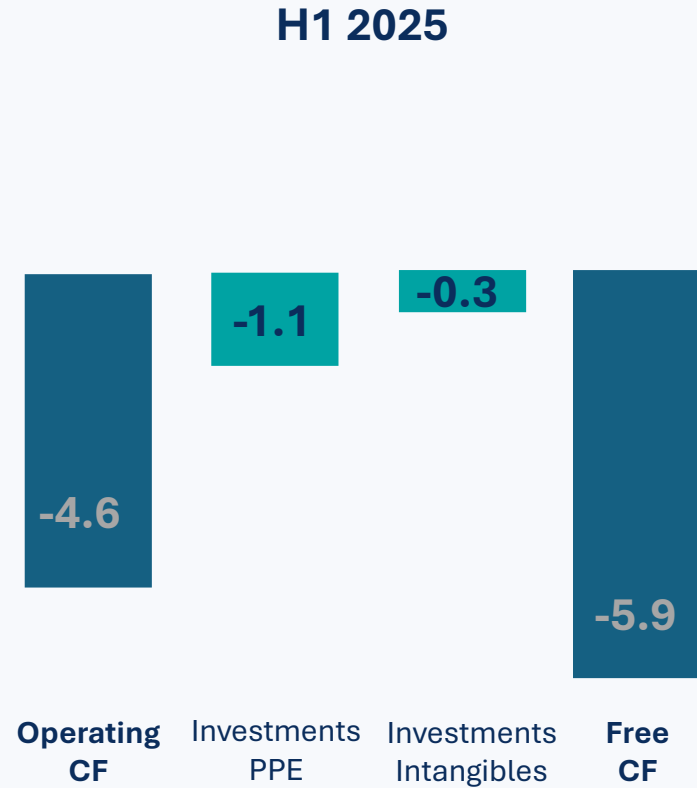
Less long-term lease obligations as of 30.06.;
Mehrum will be activated in H2 2026

86 €m trade payables (+2.6 m€), 20 €m credit
lines (+0.8 €m), 7 m€ short-term lease
obligations (-2.6 €m)

Adequate equity ratio with 23.7 % (H1 2025: 20.5%, FY 2025: 25.2 %)

H1 2026: FREE CASHFLOW

■ in €m



Increase in operating cashflow driven by working capital results in higher free cashflow despite investments into warehouse infrastructure (Roverlog in Mehrum)

GUIDANCE FY 2026: REVENUES AND EBITDA

Revenues 2026e

€ 480 – 520
million



Ongoing uncertainties: economy, consumers, market availability of Asian tyres and price trends



Winter tyre business H2 essentiell for FY performance



Continued focus on profitability



Free Cashflow FY expected to reach single-digit million

EBITDA (operative) 2026e

€ 19 – 24
million



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