

# kloeckner.v

Capital Markets Day

Klöckner & Co SE | Marcus Ketter | CFO

Frankfurt/ Main, Germany

September 29, 2017



# Disclaimer

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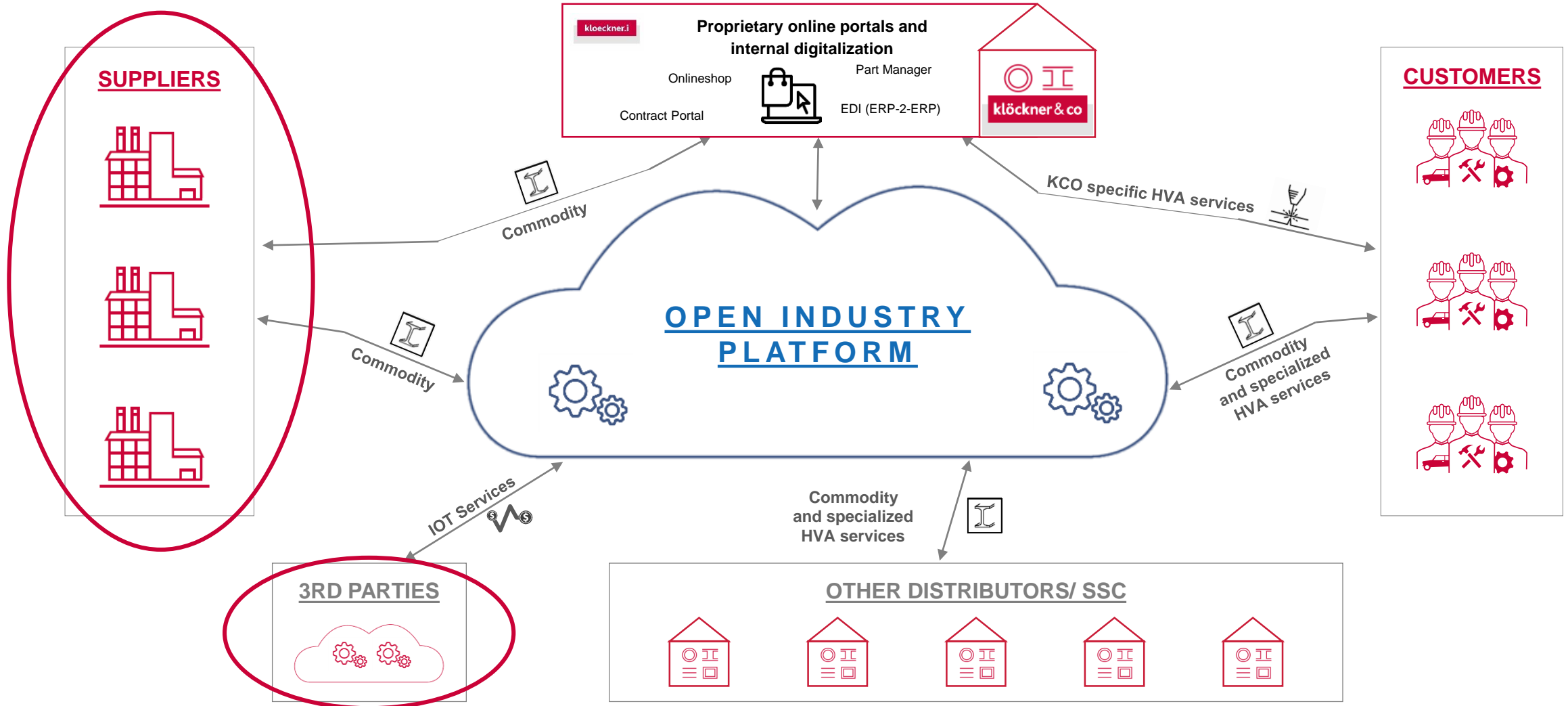
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Valuation statements are unified and are presented as follows:

+/- 0-1%	+/- 1-5%	+/- 5-10%	+/- 10-15%	> +/- 15%
constant, stable	moderate, slightly	measureably, noticeable, substantial	considerably, dynamic, significant	sharp, strong

# 01 kloeckner.v invests in B2B business models which add value to the platform



# 01 kloeckner.v board

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**Managing  
Director**  
Legal Specialist



**CEO of  
kloeckner.v**

**kloeckner.v**



**Managing  
Director**  
M&A Specialist



**founded in Berlin in 2015**

# 01 What and why is kloeckner.v?

kloeckner.v invests in best-in-class startup teams with innovative, disruptive, and scalable business models that complement or extend our digital strategy.

kloeckner.v portfolio companies profit through access to Klöckner & Co's industry knowledge and the kloeckner.i digital expertise.

We leverage Klöckner & Co's cross-industry network to provide exceptional growth opportunities and eliminate key business risks in a conservative market environment.

## 02 kloeckner.v fund investments

### Overview of our VC-investments

pauaventures

- VC-Fund, Berlin, Germany
- Early stage investments in
  - Amorelie
  - Debitos
  - Flaconi
  - Lesara
  - Flip4New

CLEAR®

- VC-Fund, Palo Alto, USA
- Early stage investments in
  - Apigee (IPO)
  - GoPro (IPO)
  - Virident (acquired by Western Digital)
  - Yume (IPO)
  - Groupon (IPO), Telera (acquired by Alcatel)
  - VxTel (acquired by Intel)

3<sup>rd</sup> investment to come  
(short term)

- Serious talks
- Investment amount ~ €5m

### Our aims

- ▶ We don't want to have an own VC-team, but portfolio diversification
- ▶ Insights in US and DACH deals
- ▶ Ability to approach individual companies
- ▶ Discuss ideas with VCs
- ▶ VCs access to corporate point of view

## 02 kloeckner.v direct investments

### Overview of our direct investments



- Trading platform for tools, located in Berlin, Germany
- Combination of both, marketplace and e-commerce
- Exited in Q2 2017
- Sold stake to Hoffmann SE



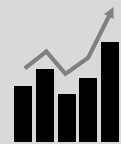
- Technology startup, located in Berlin, Germany
- Produces 3D printing technologies and additive manufacturing
- On track to become the leading provider of additive manufacturing systems within the next five years

## 02 Divestment of stake in retail specialist Contorion



- Founded in 2014, headquartered in Berlin, Germany
- Digital retail specialist for professional tool and industrial supply
- Wide portfolio comprising 350,000 products such as tools, welding and chemical products, screws, fittings, garden supplies, steel & metal products
- Contorion offers a “one-stop-shop” solution to the mid-sized and small business sectors

### Deal rationale



- We invested a single-digit million amount (stake of 8%) in Contorion in Q2 2016
- Investment purpose was to sell steel sheets in large amounts via Contorion
- Divestment since VC-contracts enforce minority shareholders to step back and sell in further capital stages
- Sold our stake to Hoffmann SE, a tool selling specialist
- Doubled our invested fund within a year, receiving a cash-in of ~€8m (= 115%)
- It was one of our first VC investments which turned out to be pretty successful



## 02 BigRep

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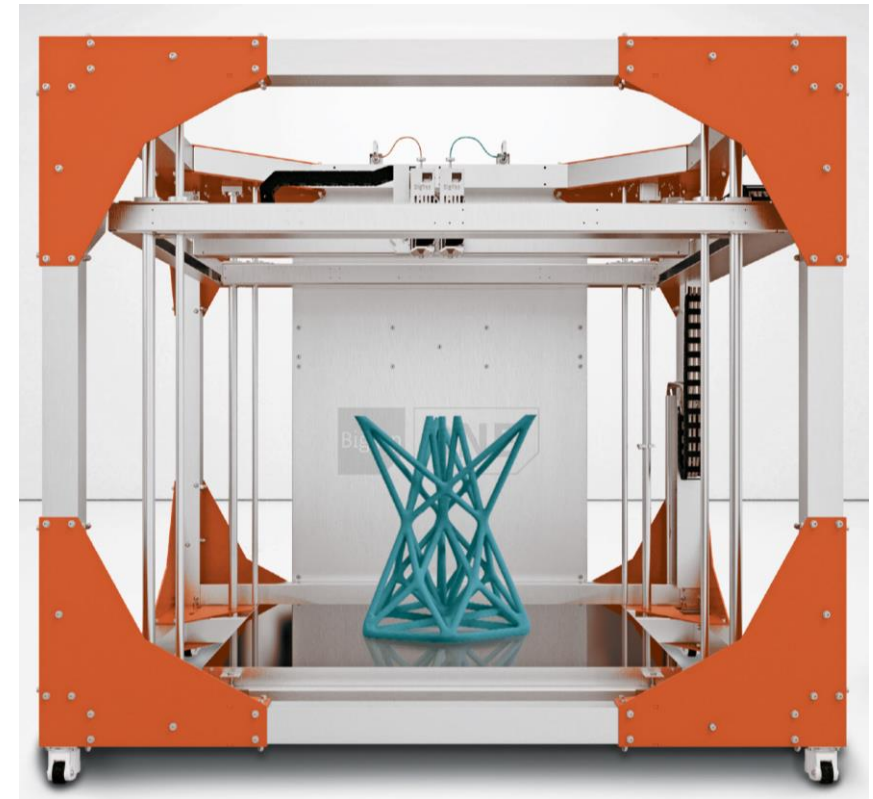
## 02 3D printer specialist BigRep

- Founded in 2014 BigRep develops and manufactures large-scale, industrial 3D printers
- The company uses the extrusion of thermoplastic material as printing technique
- BigRep currently offers two printer models, BigRep One and BigRep Studio
- Product portfolio to be developed and expanded further on
- In addition the company also offers software, services (set-ups, training, etc.) and materials (filaments) used in the printing process
- Key distribution markets are prototyping, design, education, architecture, furniture, etc.
- Headquartered in Berlin with offices in Singapore and New York, BigRep has over 70 employees
- Scalable & asset light business model as manufacturing is outsourced
- Klöckner & Co along with Köhler Paper Group and Körber AG major strategic investors



## 02 Investment rationale BigRep

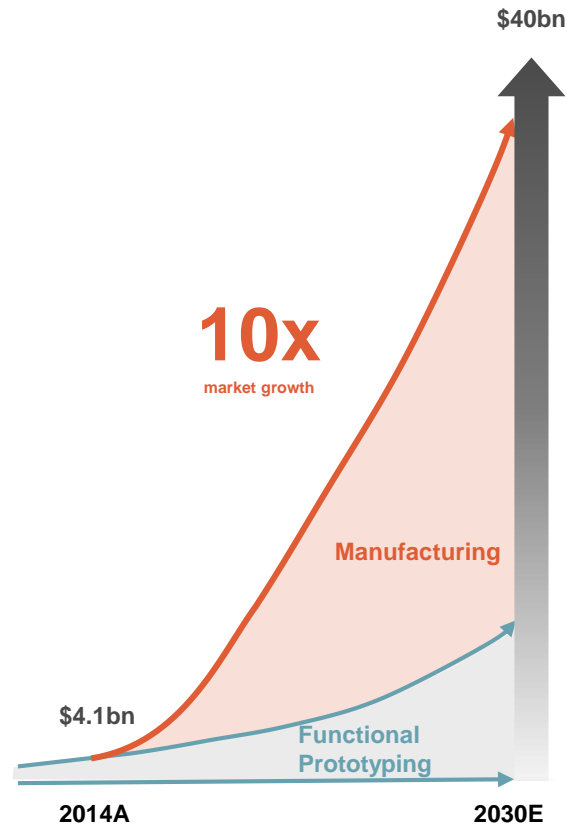
- Investment allows first hand insight into the market, technology and design
- Alongside the financial investment, Klöckner plans to use BigRep's industrial 3D printers in its extensive European and US site network going forward
- Will be utilized for value added services, building finished pre-products for our customers



- Market segment has a promising outlook, with an annual growth rate of around 20% expected by 2020
- Marcus Ketter is member of BigRep's advisory board

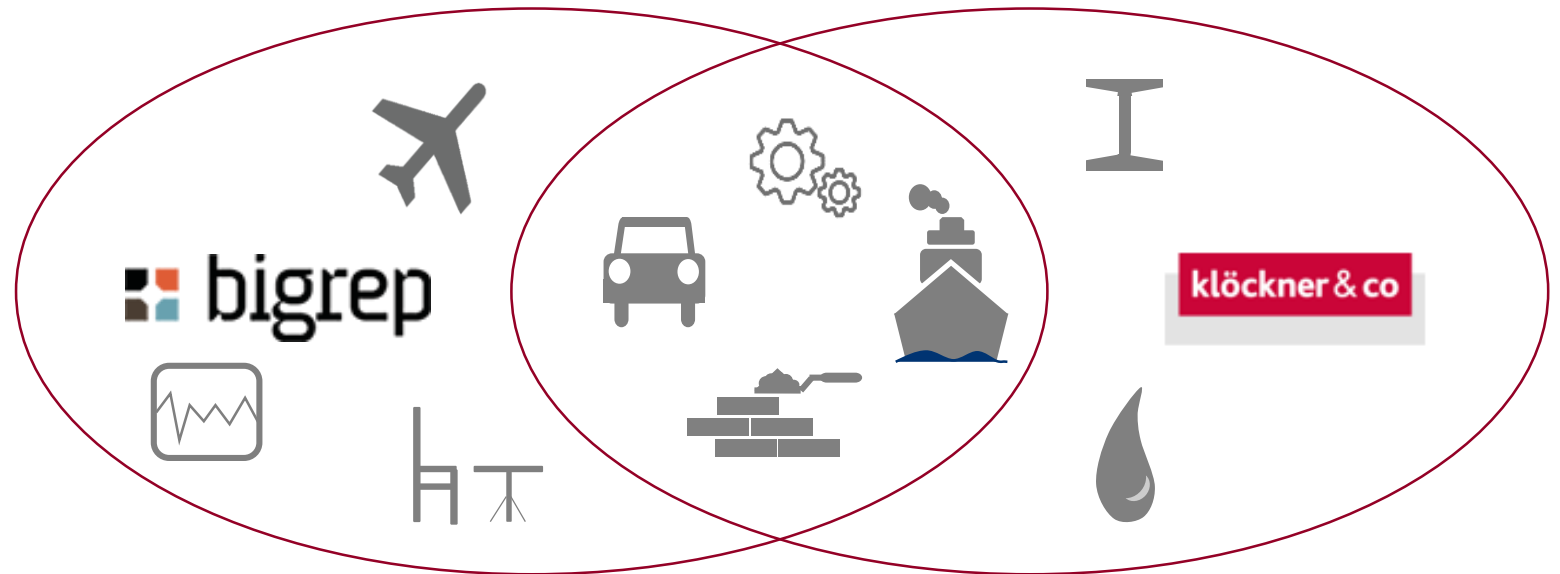
## 02 Investment rationale BigRep

Additive manufacturing opportunity\*



\*Primary additive manufacturing market, excludes R&D initiatives.  
Sources: Company information, EY, press releases.

Large overlap of targeted industries



## 03 Investment outlook

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- In our eyes venture capital is more than a pure asset class
- We invest in ideas that will help us to improve our own business model
- Chance for us to learn about startups and their methods
- Implementing their approaches and services into our value chain
- Permanently screening the market, looking for promising investments
- Following the track of market interaction: startups have the chance to approach us directly
- We will stick to our strategy of investing in both, VC-funds as well as startups directly
- Each investment concept bears the chance of getting access to further disruptive industrial business models

