



Baseball Hold | Reza Vahdati | Winner CEWE Photo Award 2019



Annual Press & Analysts' Conference

CEWE Stiftung & Co. KGaA

March 26, 2020

cewe

CEWE acts with clear priorities in Corona crisis

1

We focus on **health and safety of our employees**

2

We **secure production capabilities** of our laboratories and printing plants

3

We **keep online and mobile sites up** and **communicate with our customers**

4

We ensure **cost reductions** and **review investments**

Means to tackle the Corona crises have been implemented

- With **13 production plants** all over Europe, CEWE is able to **digitally route customer orders** to other production sites to produce and ship from there
- **Shifts** are **separated** from each other to limit a default risk
- In the **administrative area** functions were **separated and relocated** accordingly
- **Sourcing** of supply products and materials **is ensured**
- If possible, CEWE **employees** are currently **working from home**
- **All meetings** are carried out **by video conference**, there is a group-wide **visitor and travel stop**
- **Emphasis** on **online ordering** and **mail home delivery** where POS are closed
- Program to **reduce costs** and **re-evaluate all investment projects** kicked-off

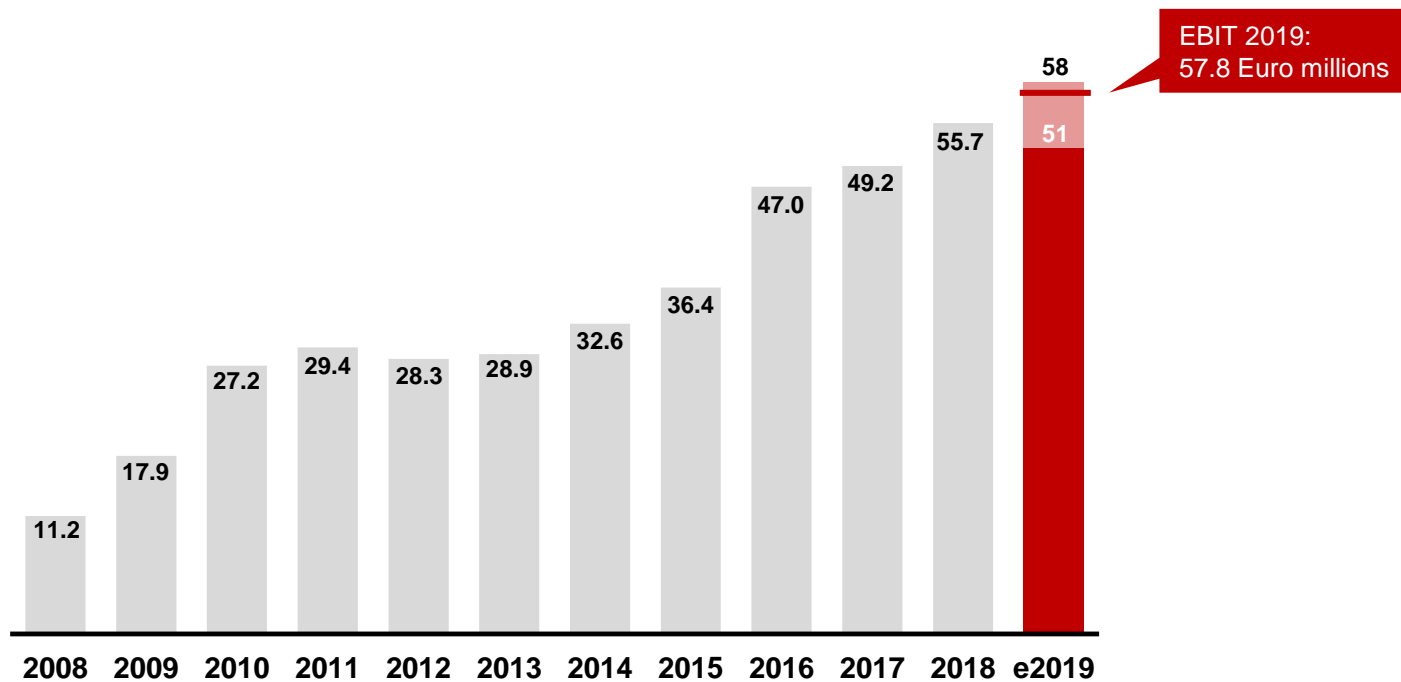
With its long term strategic perspective CEWE seems well prepared

Crisis management	CEWE acted quickly, courageously and with clear priorities
Strong team	All 4,200 CEWE employees are committed to coping with the crisis
Solid financial foundation	Strong balance sheet (cash position and equity ratio)
Diversified portfolio	Photo products in the consumer business are more independent of current shutdowns than business print
Omnichannel provider	Even if shops are closed, most CEWE photo products can still be ordered online for all consumers, and delivery is also direct to your home
Stay-at-home effect	Customers can use the time at home to create photo products

cewe 2019

2019 EBIT continues the trend of increasing earnings

in Euro millions



* 2018 updated EBIT without futalis acc. to IFRS 5

CEWE Group Targets 2019 achieved

Targets		PY 2018	Target 2019	Actual 2019	
Photos	billion photos	2.23	2.22 to 2.26	2.40	✓
CEWE PHOTO BOOK	millions	6.18	6.24 to 6.31	6.62	✓
Investments*	Euro millions	49.6	around 55	39.3	✓
Revenue	Euro millions	649.9	675 to 710	714.9	✓
EBIT	Euro millions	55.7	51 to 58	57.8	✓
EBT	Euro millions	55.3	50.5 to 57.5	54.3	✓
Earnings after tax Adjusted earnings after tax**	Euro millions	36.3	35 to 39	31.8 36.8	✓
Earnings per share Adjusted EPS**	Euro	5.06	4.74 to 5.40	4.41 5.11	✓

Rounding differences might occur.

* Operative investments without potential investments in expanding the business volume, corporate acquisitions, additional customer-base acquisitions and IFRS 16 leasing additions

** Adjusted by Euro 5.0 million in restructuring costs at LASERLINE, which are not tax-reducing due to the also operationally negative LASERLINE result

Agenda

1. Corporate Development by Business Segments

1.1 Photofinishing

1.2 Retail

1.3 Commercial Online-Print

1.4 Other

2. Group Results 2019

3. Financial Details

4. Innovation

5. Outlook 2020

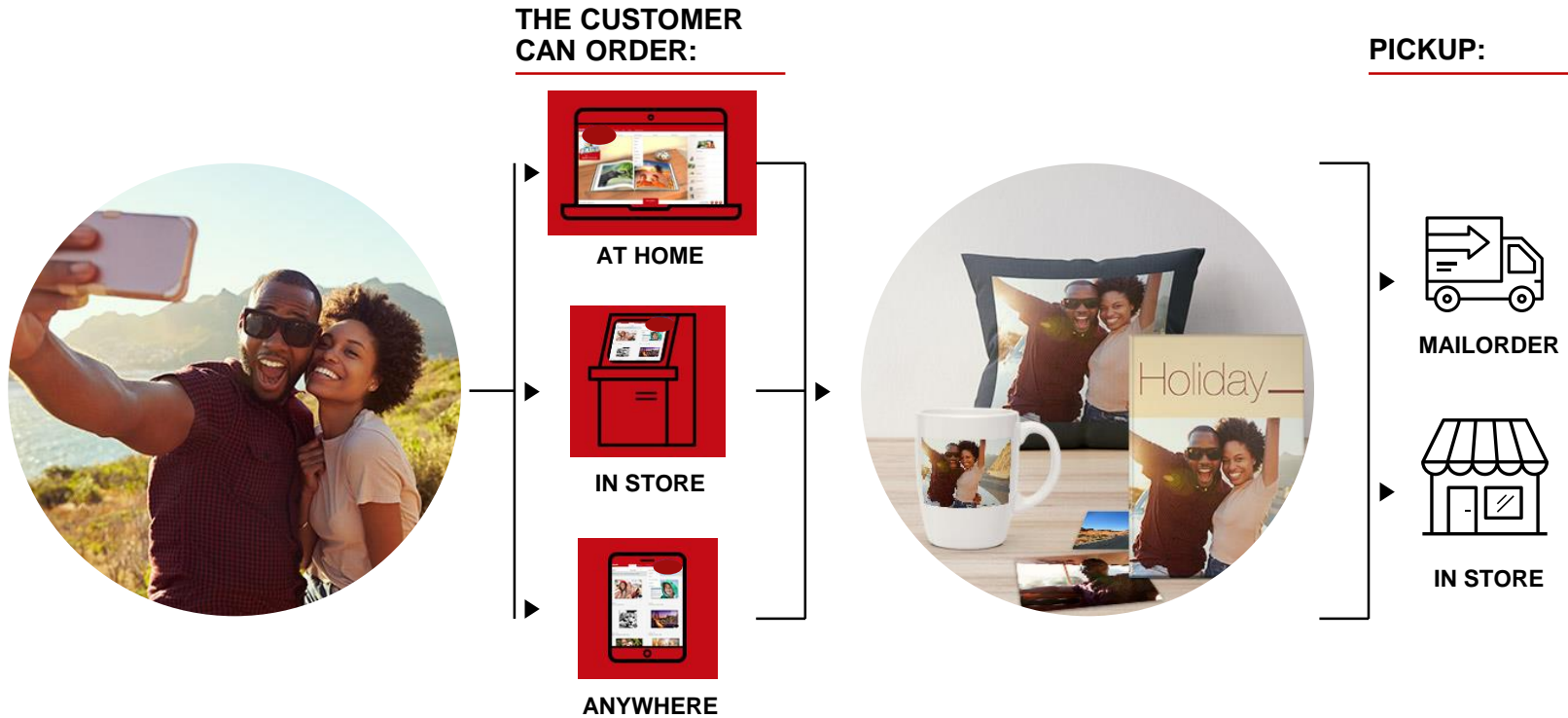
6. Q&A



Catching Some Morning Air | Richard Whitson | Winner CEWE Photo Award 2019

1.1 Photofinishing

CEWE's omni-channel solution: Customer centric



Order at CEWE: Anytime & anyplace

The customer can choose from 4 order channels:



IN-STORE

- True self service for customers, simple for store staff to manage
- Integrated iOS- and Android card reader
- Easy, fast and intuitive
- New, attractive creative output products



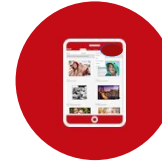
ONLINE

- Easy, convenient in-browser option
- Includes 6 months free project storage
- Photo editing options
- Automatic layout function selecting multiple photos
- Personalisation available with text and clip-art



DESKTOP SOFTWARE

- Fully functional software with extensive editing features
- Ideal for larger photo books
- Save projects offline
- Include QR codes for Videos in photo books
- Full range of products available
- Pre-made templates
- Cover highlights
- Assistant available



APP

- Intuitive, quick and easy
- In-app Photo editing
- Automatic layout function selecting multiple photos
- Options for personalisation with text and clip-art



60 millionth CEWE PHOTOBOOK



Thomas Lichtblau (BIPA), Lydia Reich and Ewald Hahn (CEWE)

- Bestselling photo book in Europe
- CEWE customer Lydia Reich ordered the 60 millionth CEWE PHOTOBOOK at trading partner BIPA in Austria
- Since 2005, the CEWE PHOTOBOOK has been a bestseller

my
cewe photobook

CEWE PHOTOBOOK
with leather and linen cover

MARIE & ALEXANDER

The new leather and linen covers provide for an outstanding visual and haptic experience. They are also an elegant way to protect your most cherished memories. You can customize your CEWE PHOTOBOOK by adding text and clip arts as special highlights on the front and back cover.

my
cewe photobook

CEWE PHOTOBOOK
Hardcover with highlights in rosé-gold



Winterzeit
mit Anna & Jan

Highlights in rosé-gold are now available as new design elements. This allows for new markets and target groups to be opened up.



Worldrecord: CEWE for the third time

» Best Photo Service Worldwide «



BEST PHOTO PRINT SERVICE
CEWE PHOTOBOOK Cover With Enhancement

*Awarded by a jury of
30 international Photo-trade magazines*

CEWE Photo Award 2019



CEWE Photo Award 2019
Weltgrößter Fotowettbewerb

448.152

Fotos

PR-Clippings: CEWE Photo Award 2019

THE  TIMES

GEO

Bild

FOTOPREIS
So komisch kann
Tierfotografie sein

Fast eine halbe Million Bilder haben Fotografen aus aller Welt beim CEWE Photo Award eingereicht. Durchgesetzt hat sich eine Hobby-Fotografen mit der Aufnahme eines Ziesels

< 1 / 10 >



ntv

Die Welt ist schön
Hobbyfotografen und ihre Bilder

Über 448.000 Bilder von passionierten Freizeitfotografen konkurrieren beim CEWE-Fotowettbewerb "Our world is beautiful" um den Titel. Hier eine kleine Auswahl der Kandidaten - von traumhaft bis skurril.

CHRISTIE GOODWIN IM INTERVIEW

Promi-Fotografin gibt Tipps für perfekte Bilder

[...] Goodwin ist Jurorin des diesjährigen CEWE Photoawards: In den über 400.000 Teilnehmern sieht sie 400.000 Unterstützer ihrer Revolution: „Ich will, dass mich die Fotos umwerfen.“ [...]

ONLINE
FOCUS

Menschen, Orte, Momente: Das Einfangen besonderer Augenblicke ist eine Kunst, die es zu beherrschen gilt. Beim „CEWE Photo Award 2019“ mit FOCUS Online können Hobby- und Profifotografen jetzt zeigen, was sie drauf haben. Den Gewinnern winken hochkarätige Preise.

NATIONAL
GEOGRAPHIC
POLSKA

Computer
Bild

Fotowettbewerb mit Rekordbeteiligung

Cewe Photo Award 2019 ist weltweit größter Fotowettbewerb

13.06.2019, 09:39 Uhr Unter dem Motto „Our world is beautiful“ kamen zum Cewe Photo Award 2019 insgesamt über 450.000 Beiträge zusammen. Nun hat die Fachjury die schwere Wahl, einen Gewinner zu küren. Alle Infos!



von unserem Autor Henning Evers



THE
Sun
NEWS WEBSITE OF THE YEAR

Amateur
Photographer

EveningStandard.
WEBSITE OF THE YEAR

DAILY
STAR

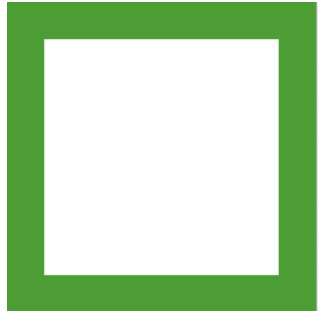
MADONNA²⁴

Gala

EIN BILD SAGT
MEHR ALS
1000 WÖRTE

«Our world is beautiful» hiess das Motto des CEWE PHOTO AWARD 2019. Aus 448.152 eingereichten Bildern hat eine hochkarätige Jury die Gewinner ermittelt. Zu den Besten gehören auch 21 Fotos von Schweizerinnen und Schweizern

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WHITE WALL

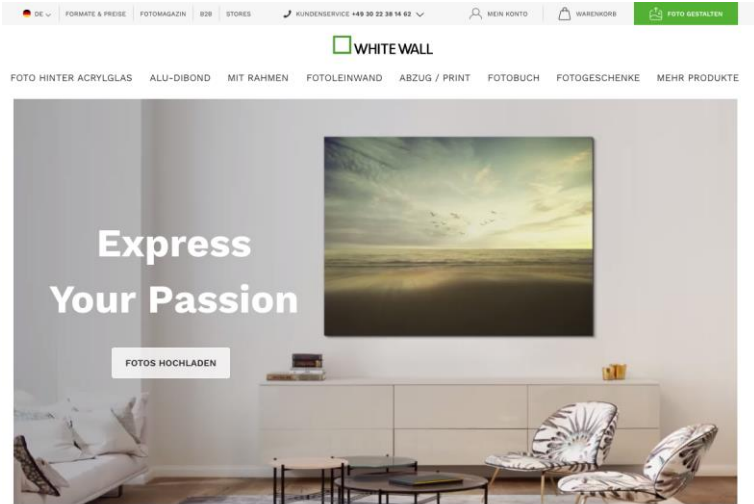
WhiteWall – The Company



Personalised wall art prints
Customers create
wall art from their own photos

In-house production
for WhiteWall and LUMAS

WhiteWall – A premium multichannel provider



Webshop
with delivery in 46 countries

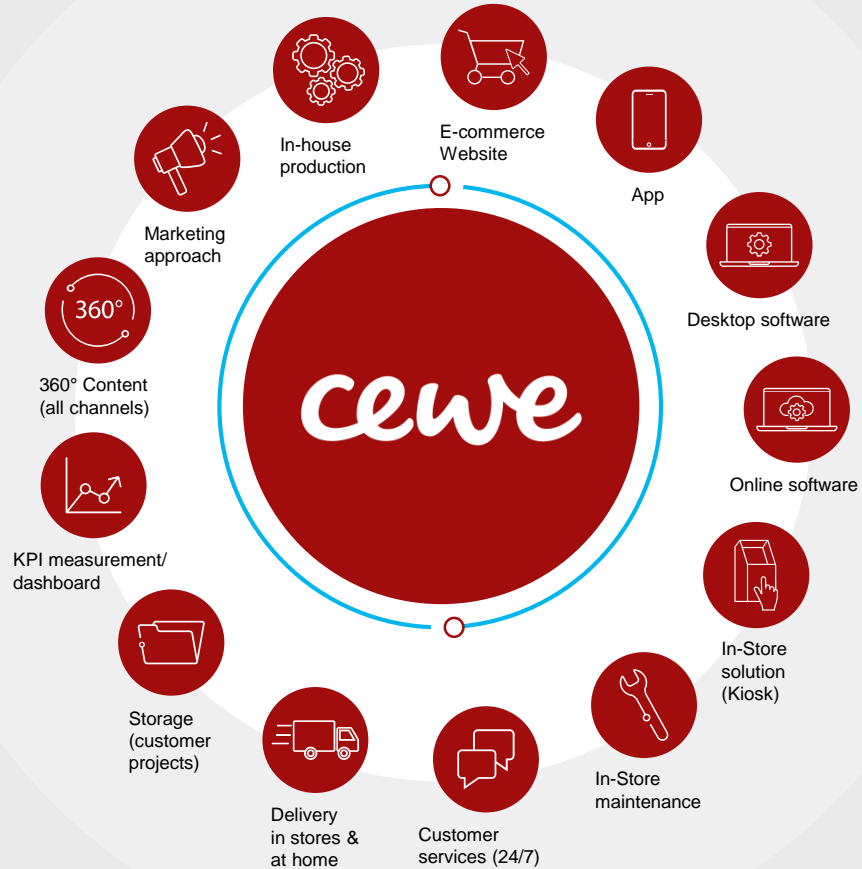


Own stores
in Berlin, Dusseldorf, Hamburg & Munich
Shop-in-Shop @ LUMAS
in Frankfurt, Cologne, New York, Paris, Zurich & Vienna

New strategic partnership in UK and Ireland



CEWE will take care of Boots Photo



SMARTPHONES ARE THE MOST IMPORTANT

PICTURE TAKING DEVICES

CEWE

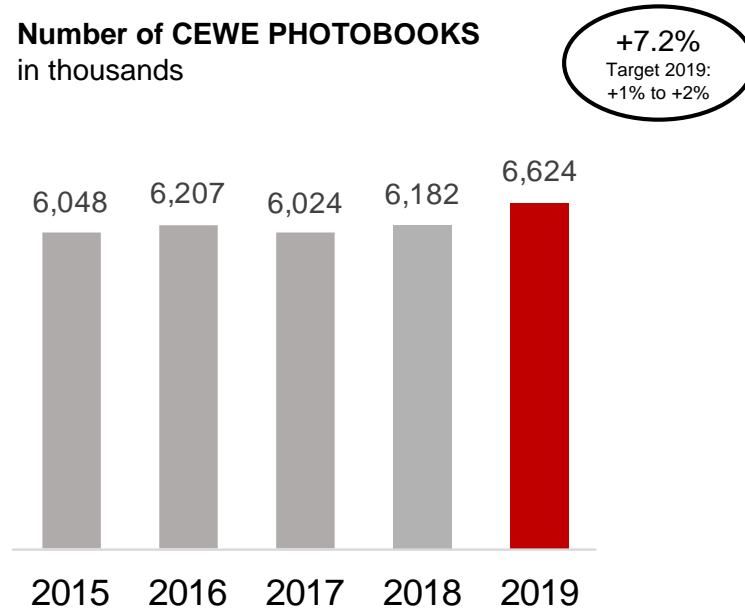
IS WELL POSITIONED



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CEWE PHOTOBOOK

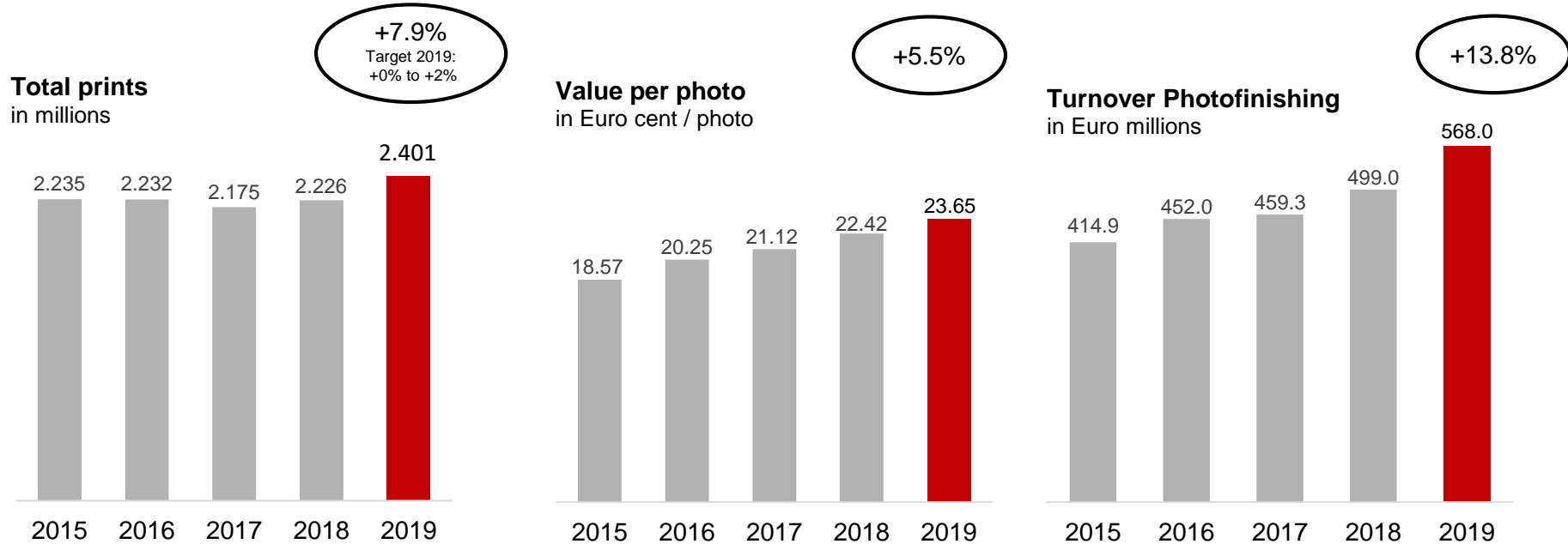
Number of CEWE PHOTOBOOKS
in thousands



Rounding differences may occur.

› CEWE PHOTOBOOK with significant growth – more than expected

Number of prints and turnover Photofinishing

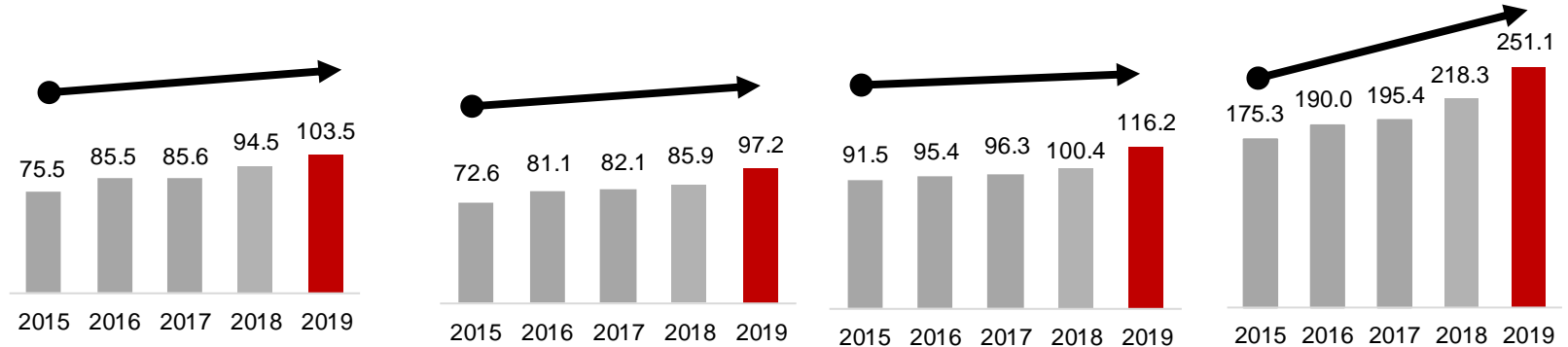


- > Volume development exceeds expected Volume
- > Rising share of value-added-products increases turnover per photo
- > WhiteWall supports increase of turnover per photo

Rounding differences may occur.

Photofinishing-Turnover by Quarter

Seasonal distribution: CEWE 2015 to 2019 – Share in turnover by quarter as a million



Turnover target 2019
520 to 555 m€*

Q1 Target
97.1 to 104.0 Euro mill.

Q2 Target
88.4 to 94.3 Euro mill.

Q3 Target
101.4 to 108.2 Euro mill.

Q4 Target
233.1 to 248.5 Euro mill.

2019 Actual ✓
568.0 m€

Q1 Actual ✓
103.5 Euro mill.

Q2 Actual ✓
97.2 Euro mill.

Q3 Actual ✓
116.2 Euro mill.

Q4 Actual ✓
251.1 Euro mill.

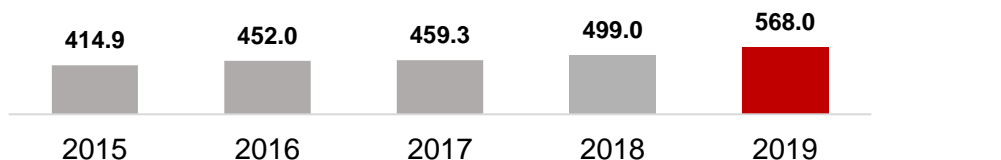
* planned group turnover w/o target turnover of segments retail, commercial online-print and other.
Rounding differences may occur.

➤ **Turnover in Photofinishing exceeds target**

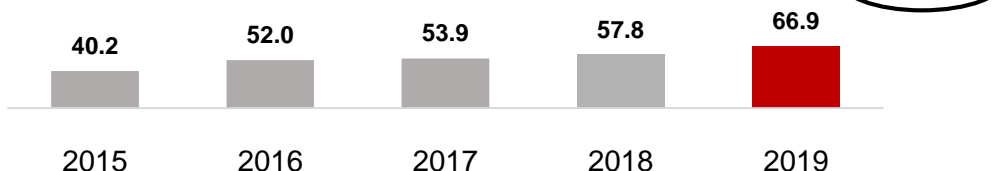
Business segment Photofinishing

in Euro millions

Turnover



EBIT



➤ **Photofinishing grows in core business, with acquisitions also driving the increase in sales**

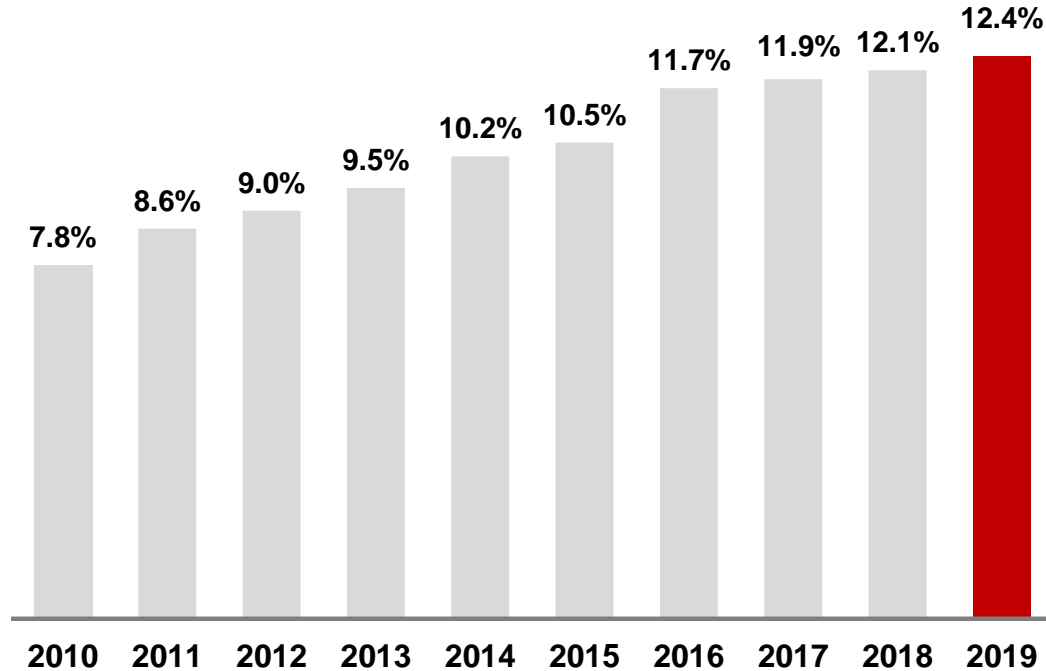
➤ **EBIT increases again**

- Photofinishing grew by a strong 13.8% in 2019, the acquired wall art specialist WhiteWall was contributing to this growth
- 2019 started with another stronger first quarter, followed by a second quarter with the weather "more order-friendly" to result in renewed growth, contrary to the trend of seasonal shifting in previous years. The third and fourth quarters also maintained this development, with growth in core business and with acquisitions.
- Photofinishing EBIT grew by a strong 9.1 million euros in 2019
- 2019 special effects: -3.6 million euros
 - PPA effects from DeinDesign purchase price allocation: -0.4 million euros
 - PPA effects from Cheerz purchase price allocation: -1.9 million euros
 - PPA effects from WhiteWall purchase price allocation: -1.2 million euros
- Special effects in the previous year of 2018: -2.3 million euros
 - PPA effects from DeinDesign purchase price allocation: -0.4 million euros
 - PPA effects from Cheerz purchase price allocation: -1.8 million euros
 - Sale of former operation in Nuremberg: 1.2 million euros
 - photokina trade-show presentation one-off costs: -1.3 million euros

Rounding differences may occur.

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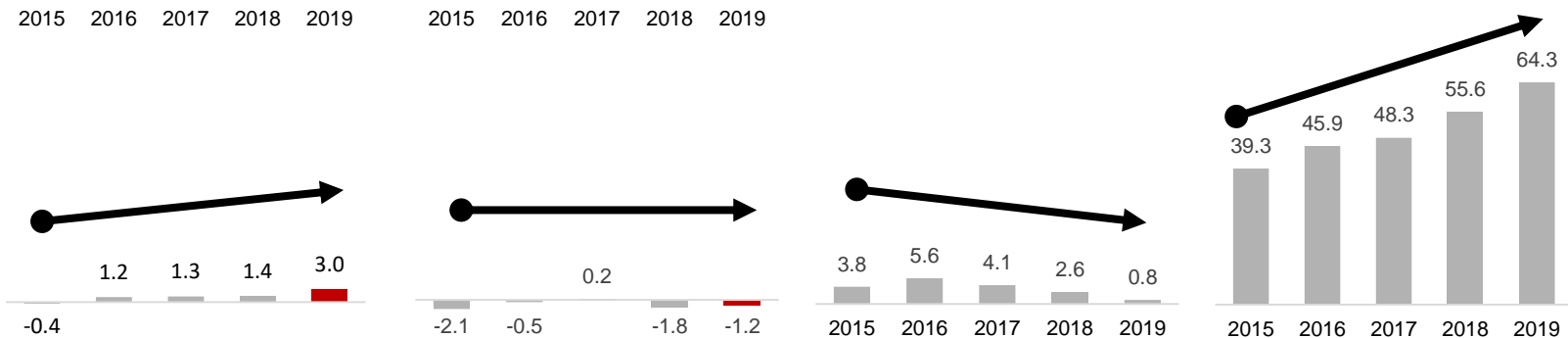
Operational Photofinishing EBIT margin* continues to increase



* without special items shown in segment reporting (mainly PPA-effects)

Photofinishing-EBIT by Quarter

Seasonal distribution: CEWE 2015 to 2019 – EBIT by quarter in Euro million



EBIT target 2019 Photofinishing
50.5 to 57.5 Euro mill.*

Q1 Target
+2.3 to +2.6 Euro mill.

Q2 Target
- 1.8 to -2.0 Euro mill.

Q3 Target
+ 1.0 to +1.2 Euro mill.

Q4 Target
+ 49.0 to +55.7 Euro mill.

2019 Actual ✓
+63.7 Euro mill.

Q1 Actual ✓
+3.0 Euro mill.

Q2 Actual ✓
-1.2 Euro mill.

Q3 Actual ✓
+0.8 Euro mill.

Q4 Actual ✓
+64.3 Euro mill.

* 51.0-58.0 Euro mill. group EBIT-target less planned retail, online printing and from segment Others. Rounding differences may occur.

➤ **EBIT in Photofinishing exceeds target**



1.2 Retail

CEWE's retail business

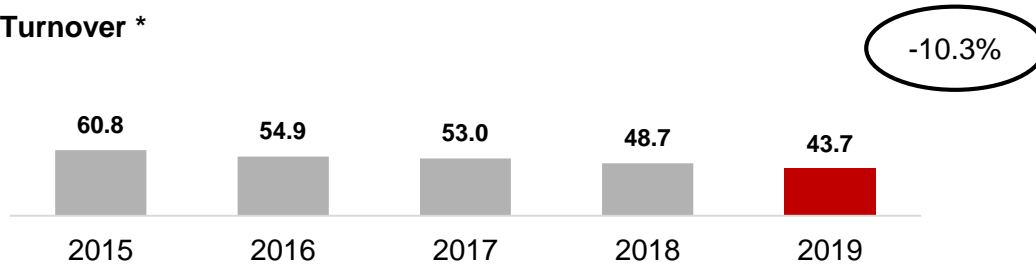


- Retail segment contains hardware revenue only, photofinishing revenue is shown in photofinishing segment
- Own retail business provides an excellent window to the market

Business segment Retail*

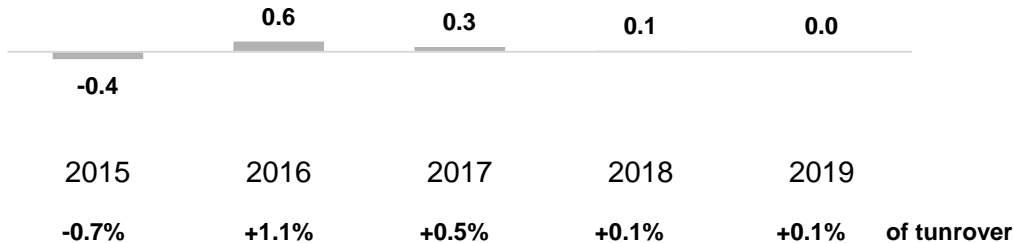
in Euro millions

Turnover *



- Retail hardware sales further reduced strategically (through focussing on photofinishing business and abandoning low-margin hardware business)

EBIT *



- In spite of a decline in turnover, the focus on margins sees earnings, at TEUR 35, at exactly the same level as in the previous year (2018: TEUR 55)

** only hardware, no photofinishing
Rounding differences may occur.*

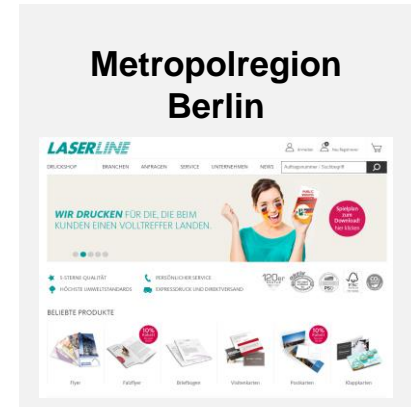
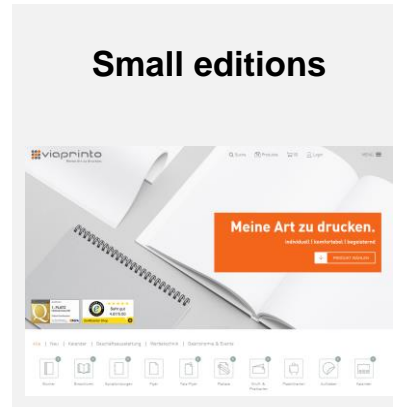
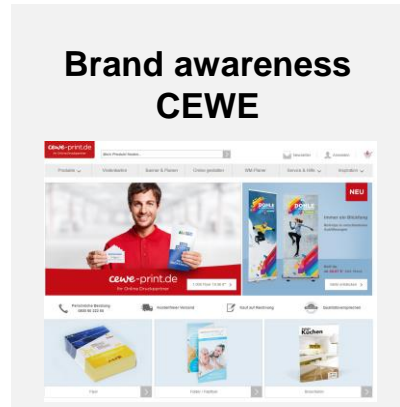
- > Hardware turnover reduced in line with strategy in 2019 as well
- > EBIT at the same positive level as in the previous year in spite of a decline in turnover



Namibia's Highest Dunes - On Top Of Big Mama | Daniel Heilig | Winner CEWE Photo Award 2019

1.3 Commercial Online-Print

The CEWE online print brands

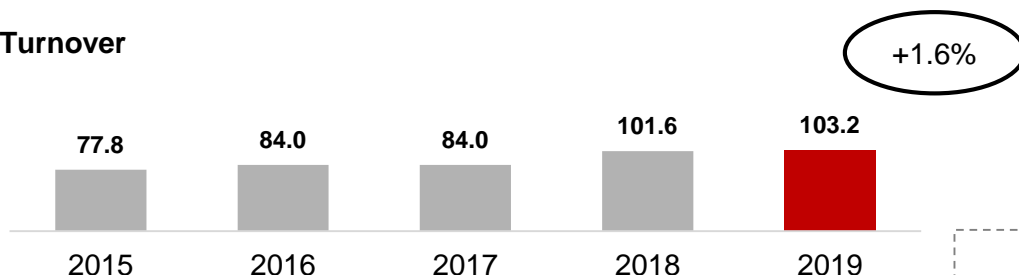


➤ **Business and advertising prints: flyers, business cards, stationery, packaging, promotional items, etc.**

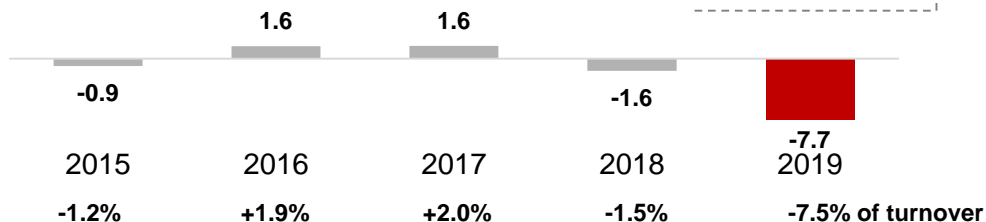
Business segment Commercial Online-Print

in Euro millions

Turnover



EBIT

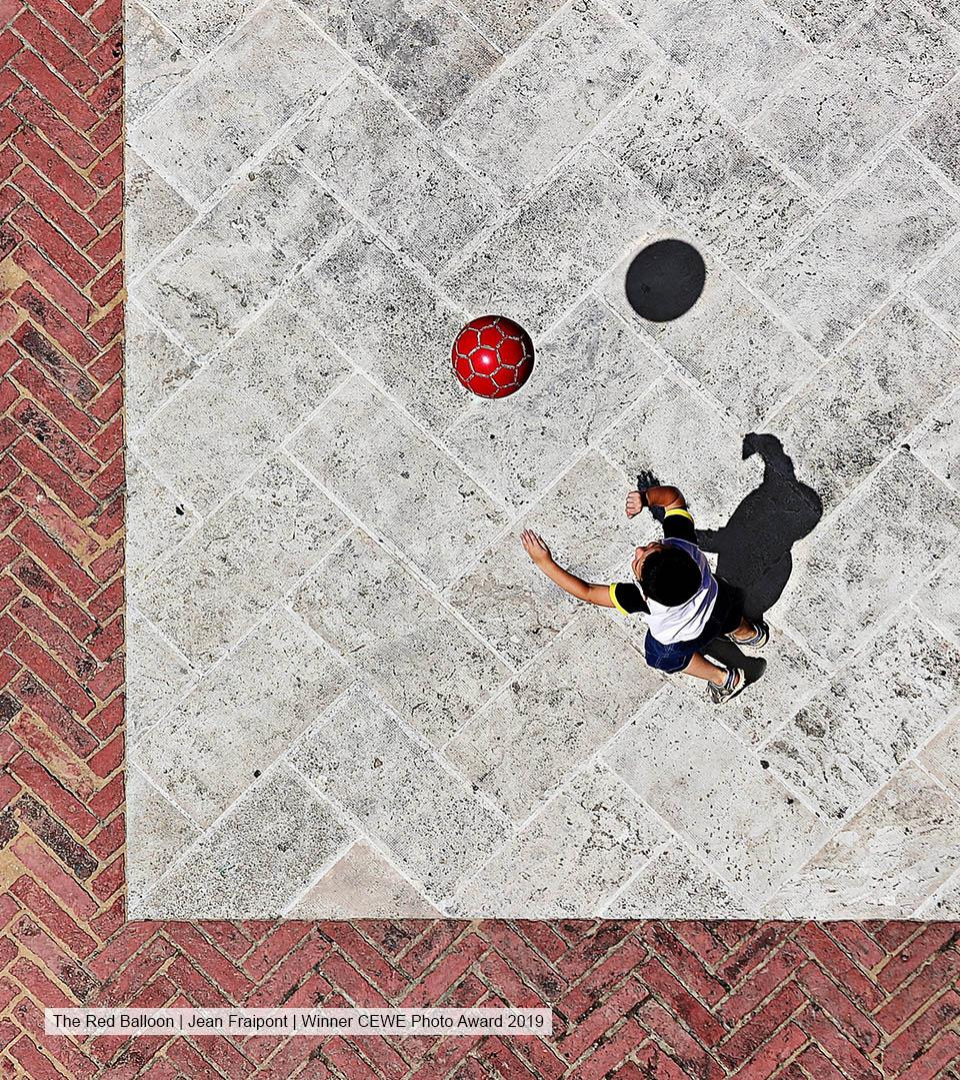


- Commercial online printing increased by 1.6% in 2019. At the same time, weak LASERLINE sales, mainly as a result of price pressure, put a damper on growth.

- EBIT decreases significantly, mainly due to the LASERLINE situation (negative operative EBIT and restructuring costs of -5.0 million euros)
- 2019 special effects: -5.6 million euros
 - PPA effects from Saxoprint purchase price allocation: -0.2 million euros
 - PPA effects from Laserline purchase price allocation: -0.3 million euros
 - LASERLINE restructuring provisions: -5.0 million euros
- Special effects in the previous year of 2018: -1.9 million euros
 - PPA effects from Saxoprint purchase price allocation: -0.6 million euros
 - PPA effects from Laserline purchase price allocation: -0.4 million euros
 - Laserline integration costs: -0.9 million euros

- > COP turnover increased moderately in 2019
- > LASERLINE situation results in a significant decline in profits

Rounding differences may occur.



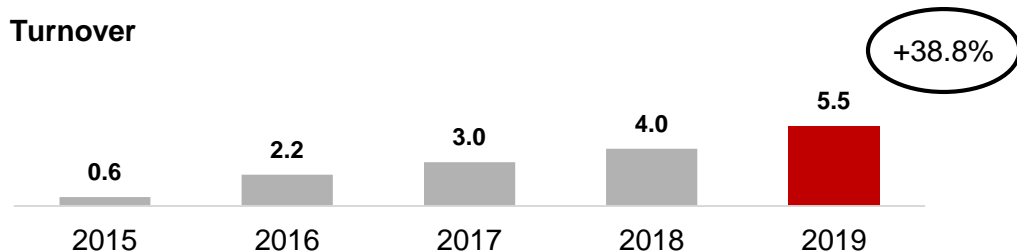
The Red Balloon | Jean Fraipont | Winner CEWE Photo Award 2019

1.4 Other

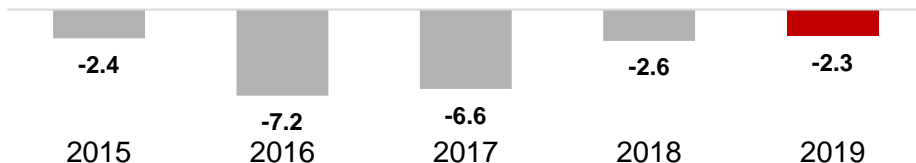
Business Segment Other

in Euro millions

Turnover



EBIT



Structural and corporate costs and profits arising from real estate property and the acquisition of stocks are shown in the "other" business segment.

- The 5.5 million euros in reported turnover is to be exclusively allocated to futalis (2018: 4.0 million euros)

- EBIT above all improved by futalis

Rounding differences may occur.

➤ Segment for other business raises turnover and improves earnings

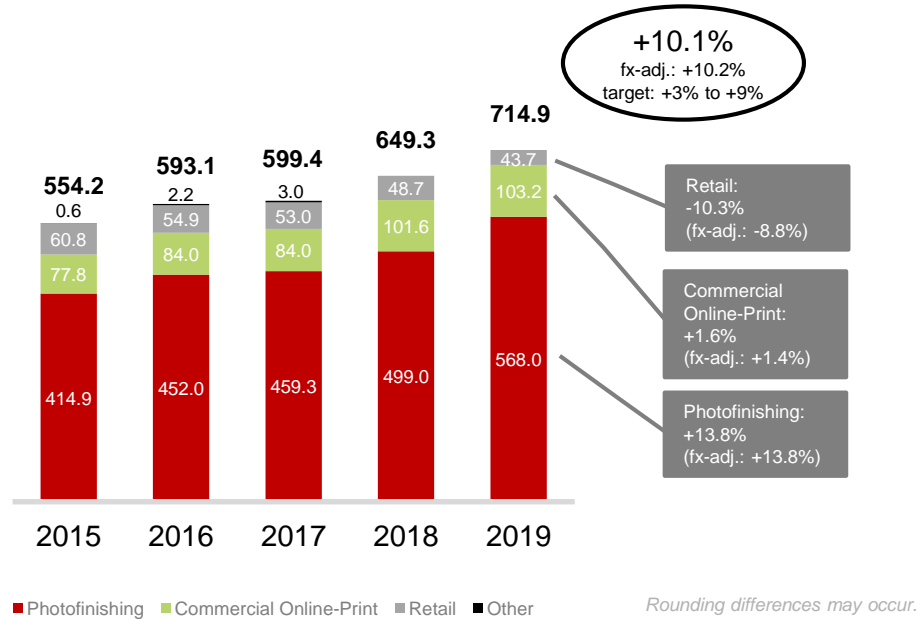


Lightpainting am See | Nicole Glasner | Winner CEWE Photo Award 2019

2. Group Results 2019

Turnover

in Euro millions

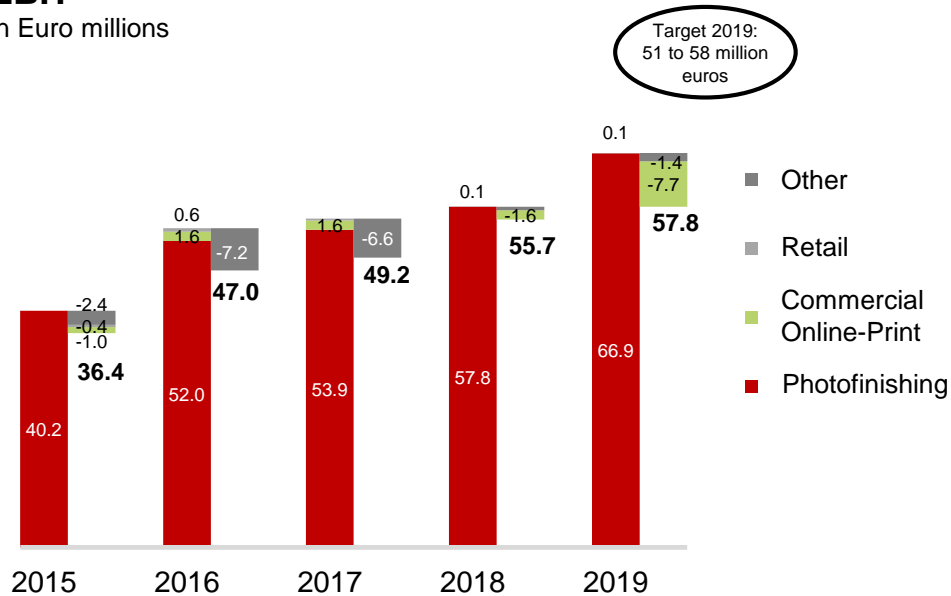


> Photofinishing accounts for the rise in Group turnover

EBIT

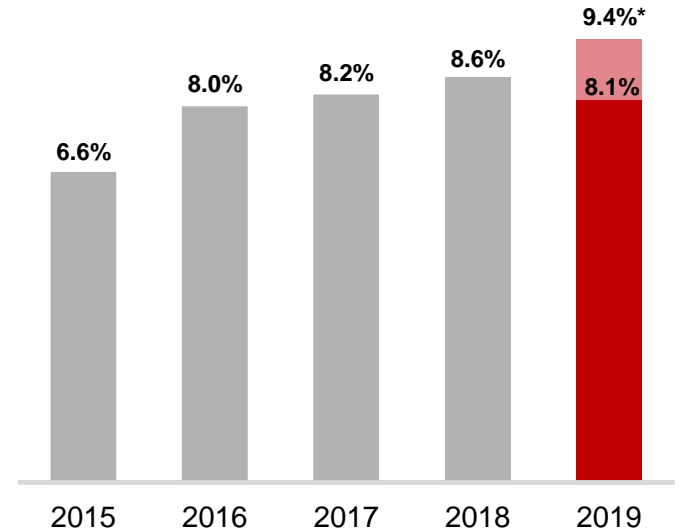
EBIT

in Euro millions



EBIT-Margin

in %



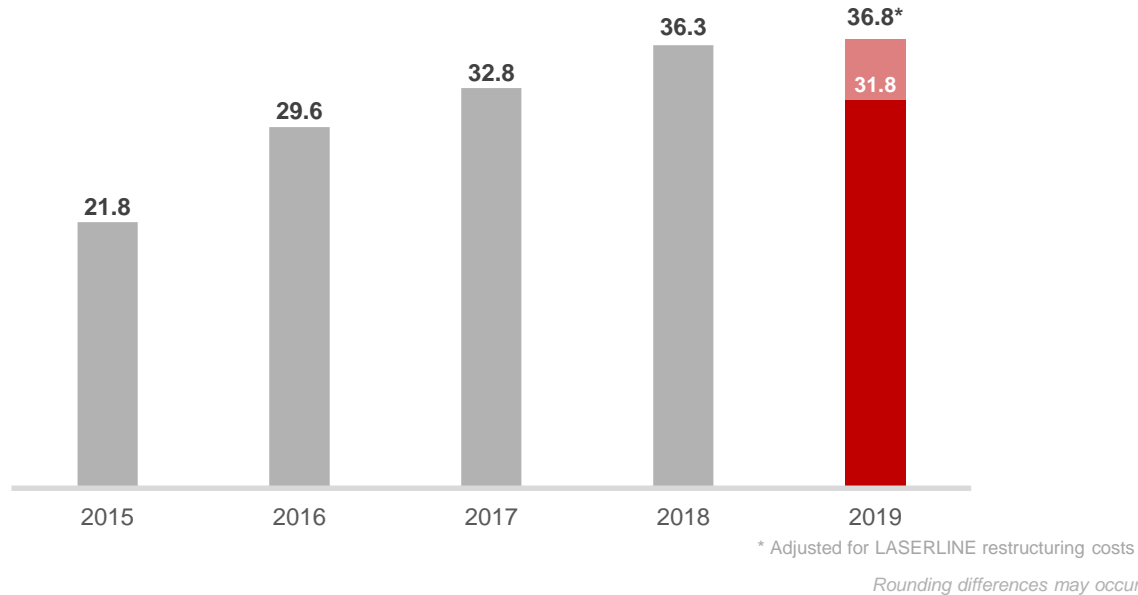
* before one-off effects resulting from purchase price allocations (-1.2 million euros) and LASERLINE restructuring costs (-5.0 million euros)

Rounding differences may occur.

- EBIT target corridor for 2019 clearly reaches its ceiling
- Operative Group EBIT margin increases to 9.4%

Earnings after tax

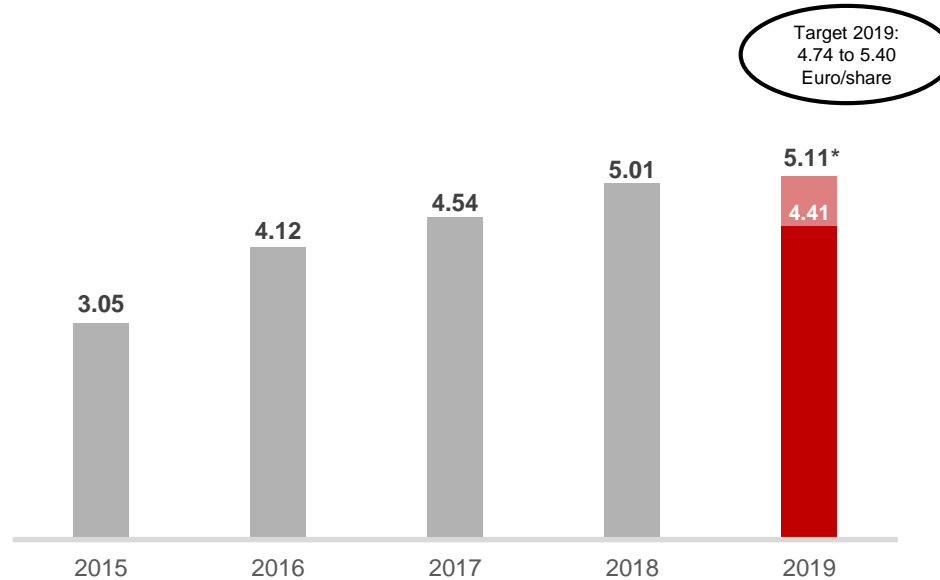
in Euro millions



- **LASERLINE restructuring sees earnings after tax decline to 31.8 million euros; when adjusted for LASERLINE restructuring costs after-tax earnings rise to 36.8 million euros**

Earnings per share

in Euro



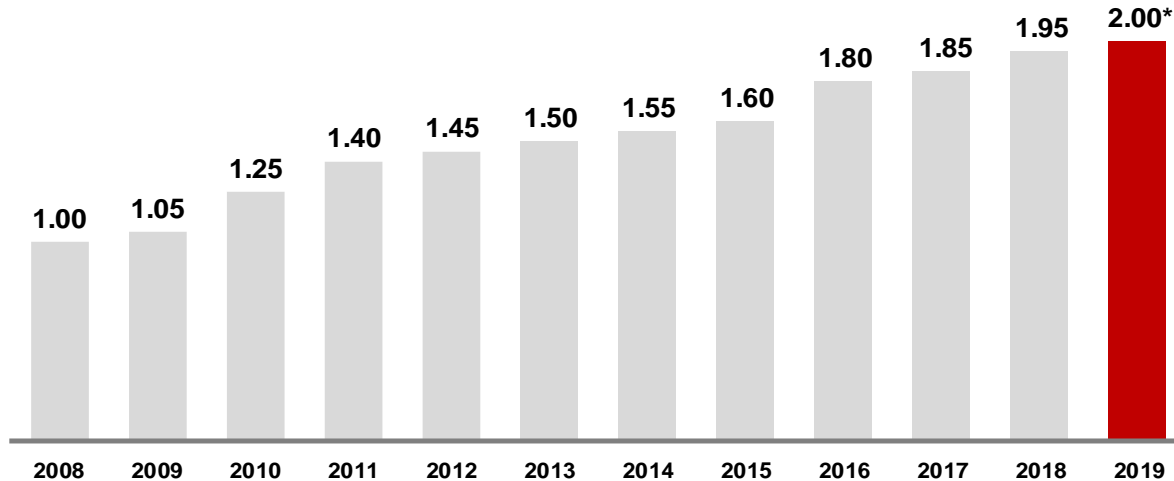
* Adjusted for LASERLINE restructuring costs

Rounding differences may occur.

- Earnings per share fall short of the target corridor; within the target corridor when adjusted for LASERLINE restructuring costs

Dividend

in Euro



* recommendation of supervisory board and board of management to AGM (June 10, 2020)

- Dividend for the 2019 business year is to be increased to 2.00 euros
- Since analogue/digital transformation: eleventh consecutive dividend increase



Na hrane hrebeňa | Jozef Sádecký | Winner CEWE Photo Award 2019

3. Financial details

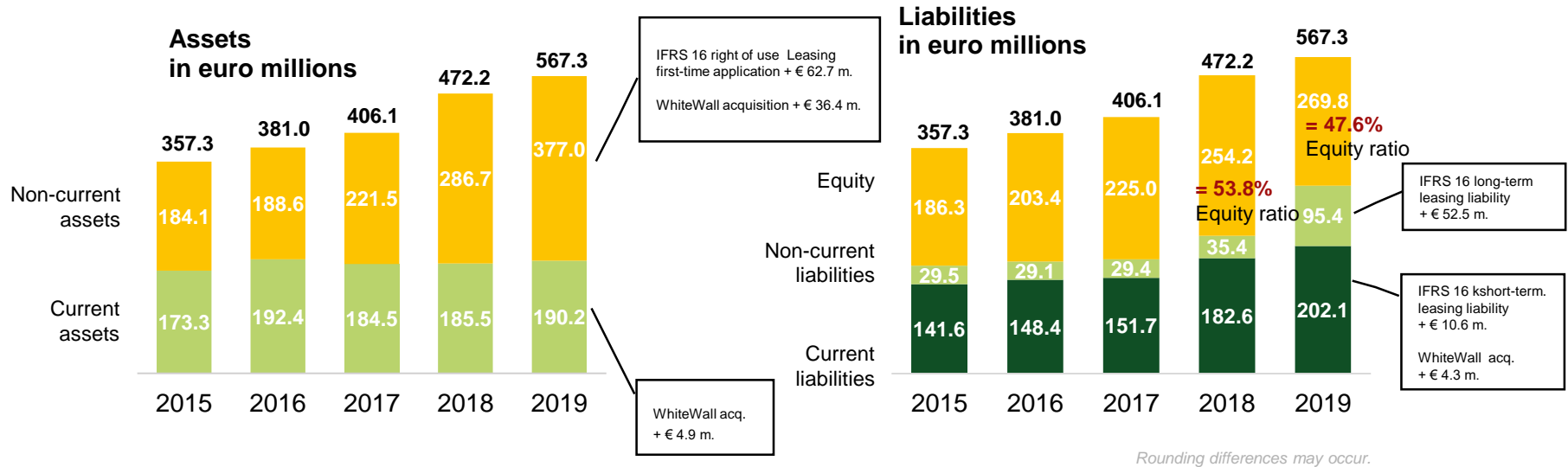
cewe

Consolidated profit and loss account

<i>Figures in thousands of euros</i>	2018	2019	Δ %	Δ m€	
Revenues	649.3	714.9	10.1%	65.6	Turnover growth in the Photofinishing and Commercial Online Printing business units clearly more than made up for the reduction in Retail turnover
Increase / decrease in finished and unfinished goods	-0.1	0.2	-222%	0.3	
Other own work capitalised	1.1	1.0	-4.9%	-0.1	
Other operating income	25.0	22.1	-11.8%	-3.0	Decrease mainly due to the sale of the former Photofinishing production site in Nuremberg
Cost of materials	-177.1	-185.5	4.7%	-8.4	
Gross profit	498.2	552.7	10.9%	54.5	Increased in line with the volume of business growth
Personnel expenses	-175.8	-194.8	10.8%	-19.0	Increase in personnel expenses driven by acquisition of WhiteWall, by business growth, and the restructuring expenses for LASERLINE
Other operating expenses	-226.9	-243.3	7.2%	-16.4	
EBITDA	95.5	114.6	20.0%	19.1	
Amortisation/Depreciation	-39.9	-56.8	42.4%	-16.9	Increase due to acquisition of WhiteWall, higher marketing and shipping costs but less rental payments due to first time adoption of IFRS 16 (Leasing)
Earnings before interest, taxes (EBIT)	55.7	57.8	3.9%	2.2	
Financial income	0.7	0.1	-89.3%	-0.6	
Financial expenses	-1.1	-3.7	237.9%	-2.6	Increase of depreciation caused by first time adoption of IFRS 16 (Leasing) and extraordinary depreciations relating to the restructuring of LASERLINE
Financial result	-0.4	-3.6	798%	-3.2	
Earnings before taxes (EBT)	55.3	54.3	-1.8%	-1.0	Increase of financial expenses caused by remeasurement of a call option due to the acquisition of Cheerz and first time adoption of IFRS 16 (Leasing)

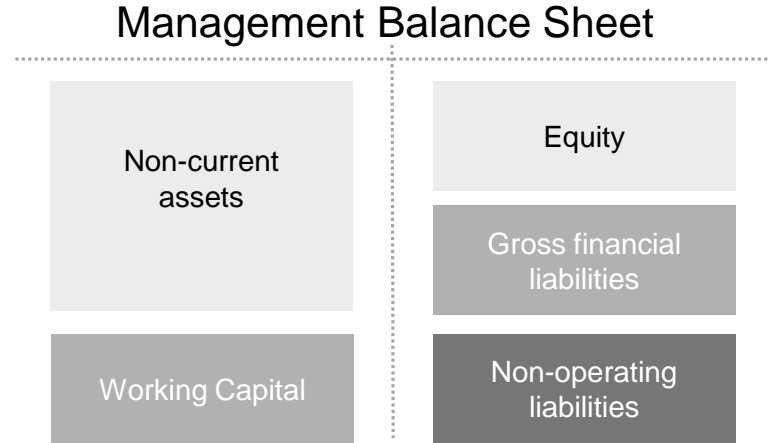
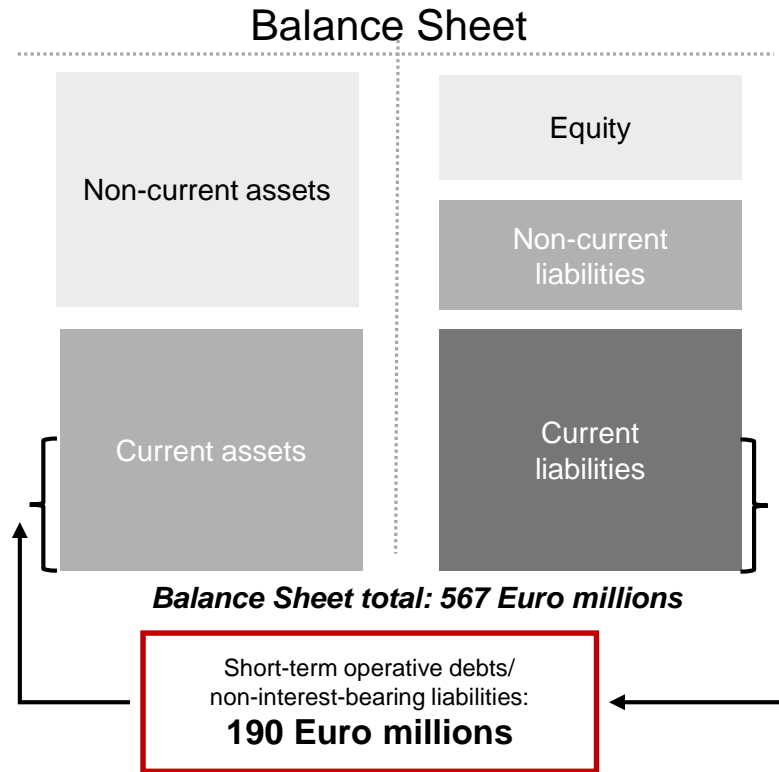
Rounding differences may occur.

Balance Sheet



- > New leasing standard and the acquisition of WhiteWall cause increase in the balance sheet total
- > Equity ratio strong at 47.6%, w/o IFRS 16 even at 53.6%

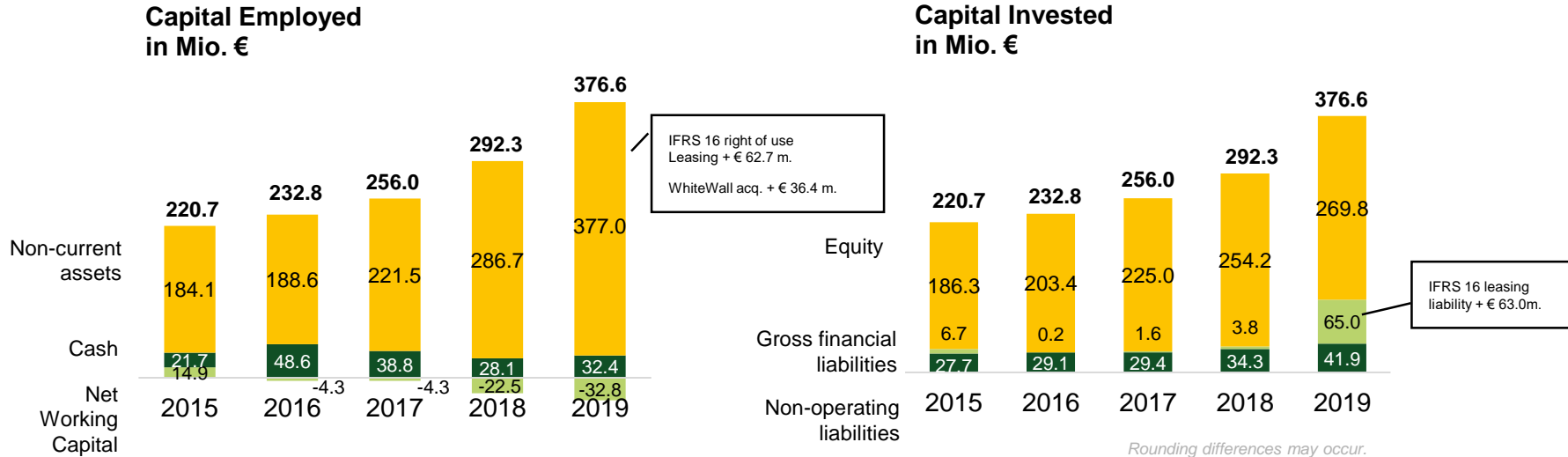
From Balance Sheet to Management Balance Sheet



Balance Sheet total: 377 Euro millions

- > The Balance Sheet total is reduced to capital elements "to be paid for" (by way of dividends or interest) in the management balance sheet

Management-Balance Sheet



- Non-current assets and gross financial debts increase due to IFRS 16
- Net working capital negative due to again higher Christmas business

Capital Employed I

<i>Figures in millions of euros</i>	2018	2019	Δ %	Δ €	
Property, plant and equipment	160.2	221.1	38.0%	60.9	Attributable to right-of-use assets under leases in line with IFRS 16 (mainly property)
Investment properties	17.6	17.2	-2.3%	-0.4	
Goodwill	59.7	77.8	30.2%	18.0	Increase related to acquisition of WhiteWall
Intangible assets	28.5	39.0	36.9%	10.5	
Financial assets	6.9	5.6	-18.6%	-1.3	Increase related to acquisition of WhiteWall
Non-current financial assets	1.3	1.5	17.1%	0.2	
Non-current other receivables and assets	0.3	0.7	156.5%	0.4	
Deferred tax assets	12.3	14.2	15.6%	1.9	
Non-current assets	286.7	377.0	31.5%	90.3	
Inventories	49.0	48.4	-1.4%	-0.7	Decrease of operating net working capital because measurement just after seasonal peak of business
Current trade receivables	92.9	91.2	-1.9%	-1.7	
Operating gross working capital	141.9	139.5	-1.7%	-2.4	
Current trade payables	112.7	113.6	0.8%	0.9	
Operating net working capital	29.2	26.0	-11.2%	-3.3	

Rounding differences might occur.

Capital Employed II

<i>Figures in millions of euros</i>	2018	2019	Δ %	Δ €	
Assets held for sale	0.0	3.0	0.0%	3.0	Held-for sale assets of futalis
Current receivables from income tax refunds	2.7	1.5	-43.7%	-1.2	
Current financial assets	3.4	5.3	58.2%	2.0	Receivables from payment service providers
Other Current receivables and assets	9.5	8.6	-9.4%	-0.9	
Other gross working capital	15.5	18.4	18.3%	2.8	
Current tax liabilities	8.2	7.5	-9.3%	-0.8	Restructuring accruals for LASERLINE were established
Current other accruals	3.5	6.3	82.3%	2.9	
Current financial liabilities	10.2	11.2	10.2%	1.0	
Current other liabilities	45.4	51.6	13.6%	6.2	Business-related increase in value-added tax liabilities as well as wage and salary liabilities
Liabilities classified as held for sale	0.0	0.5	0.0%	0.5	
Other net working capital	-51.8	-58.8	13.5%	-7.0	
Operating net working capital	29.2	26.0	-11.2%	-3.3	
Other net working capital	-51.8	-58.8	13.5%	-7.0	
Net working capital	-22.5	-32.8	45.6%	-10.3	
Non-current assets	286.7	377.0	31.5%	90.3	
Net working capital	-22.5	-32.8	45.6%	-10.3	Free Cash flow increases cash and cash equivalents
Cash and cash equivalents	28.1	32.3	15.0%	4.2	
Capital employed	292.3	376.5	28.8%	84.2	

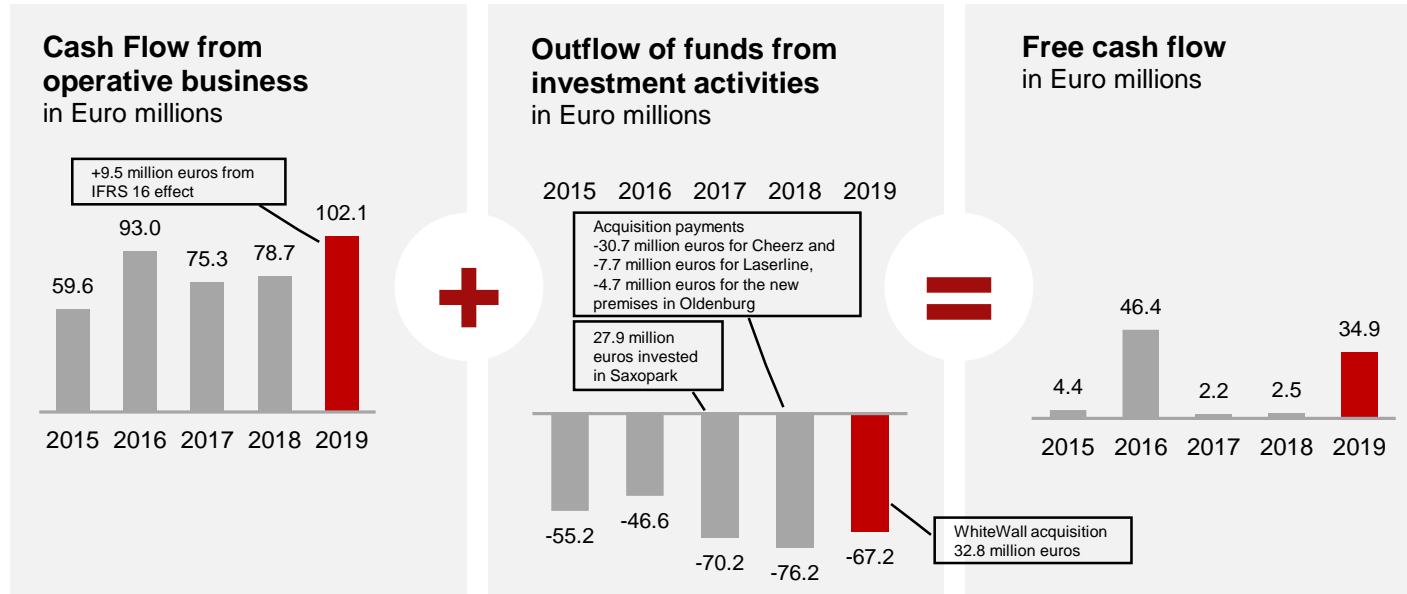
Rounding differences might occur.

Capital Invested

<i>Figures in millions of euros</i>	2018	2019	Δ %	Δ €	
Equity	254.2	269.8	6.1%	15.6	
Non-current accruals for pensions	29.2	35.5	21.9%	6.4	Lower discount rates lead to higher pension accruals
Non-current deferred tax liabilities	2.9	3.5	18.9%	0.6	
Non-current other accruals	0.0	0.5	0.0%	0.5	
Non-current financial liabilities	1.6	1.9	20.2%	0.3	
Non-current other liabilities	0.6	0.5	-28.2%	-0.2	
Non-operating liabilities	34.3	41.9	22.1%	7.6	
Non-current interest-bearing financial liabilities	1.1	1.1	-3.0%	0.0	New IFRS 16 treatment of lease contracts increase lease liabilities
Non-current liabilities from leasing	0.0	52.5	0.0%	52.5	
Current interest-bearing financial liabilities	2.7	0.8	-68.8%	-1.8	
Current liabilities from leasing	0.0	10.6	0.0%	10.6	Due to IFRS 16 (leasing accounting) gross financial liabilities have increased by 63.0 million euros
Gross financial liabilities	3.8	65.0	1604.0%	61.2	
Capital invested	292.3	376.6	28.8%	84.3	

Rounding differences might occur.

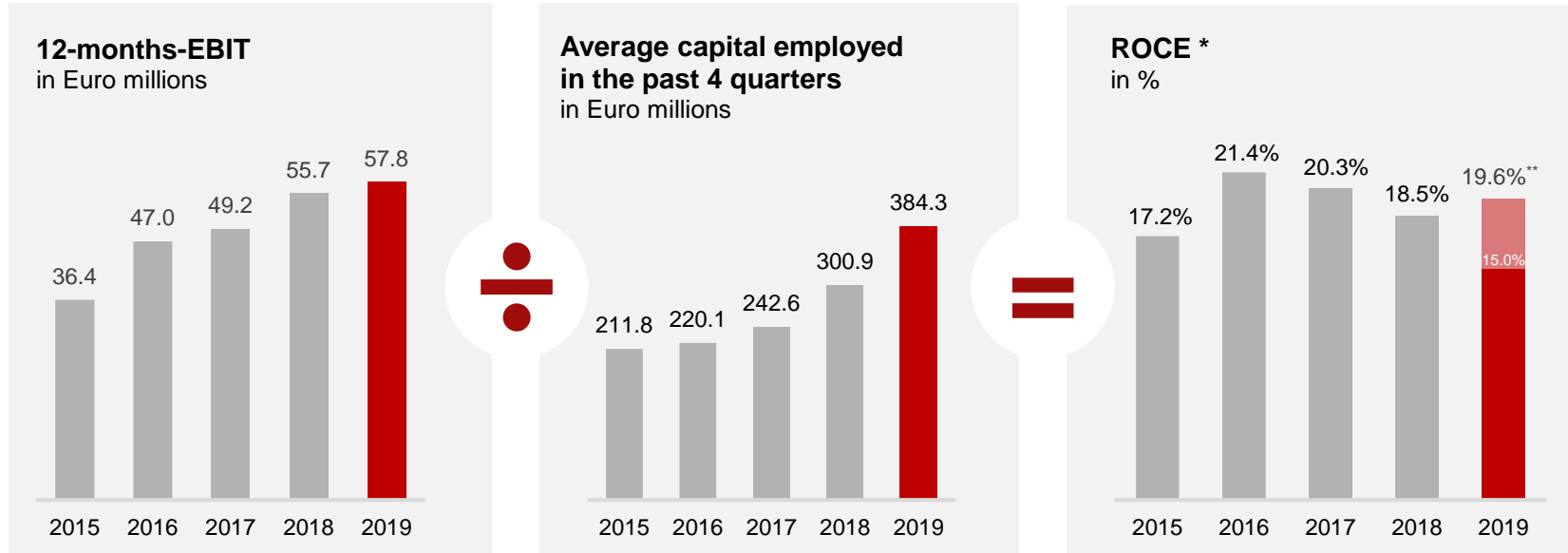
Free cash flow



Rounding differences may occur.

- > Increase in EBITDA raises cash flow from operative business
- > Acquisitions almost double the cash flow from investment activities of earlier years
- > Free cash flow reflects increase in cash flow from operations

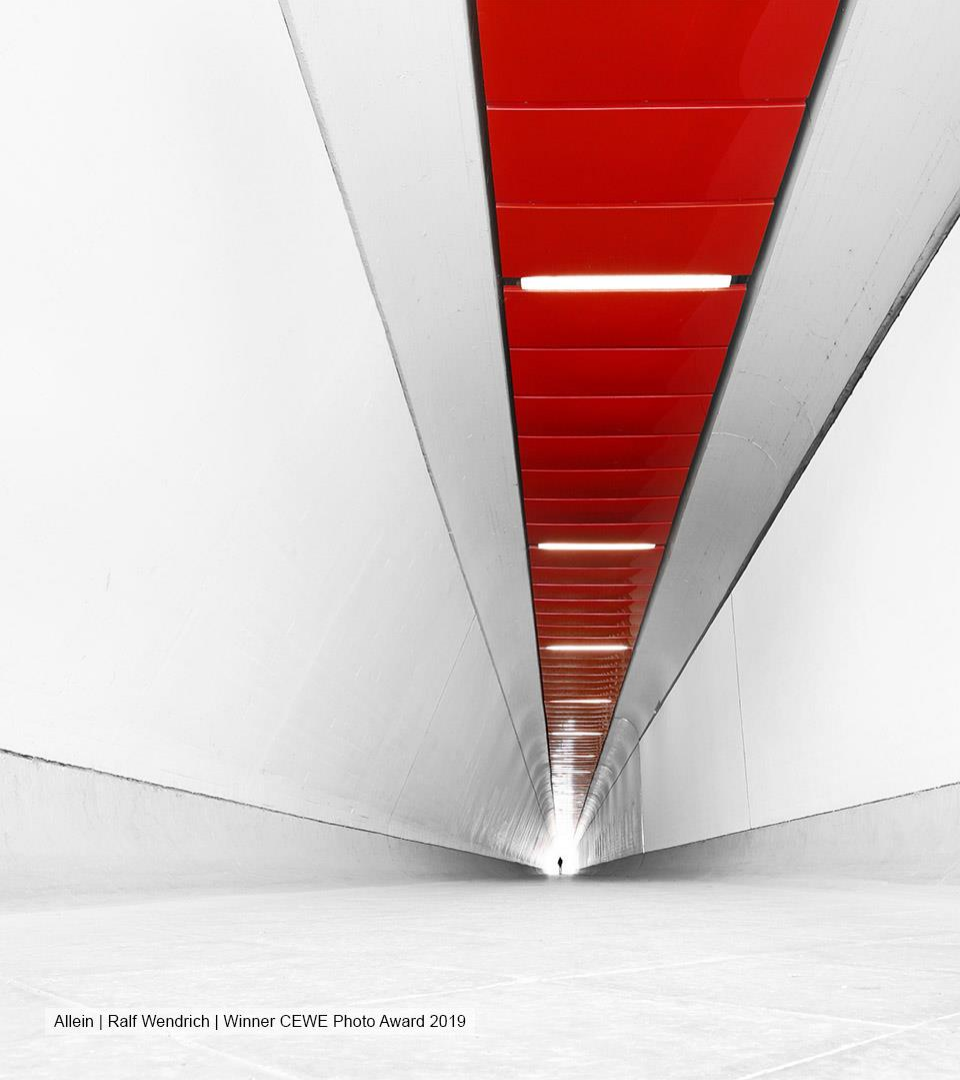
ROCE



- > Average capital employed increases to 384.3 million euros through IFRS 16 and WhiteWall acquisition
- > Positive development of earnings sees ROCE before IFRS 16 and restructuring increasing to 19.6%

* ROCE = EBIT / \div Capital Employed. Rounding differences may result

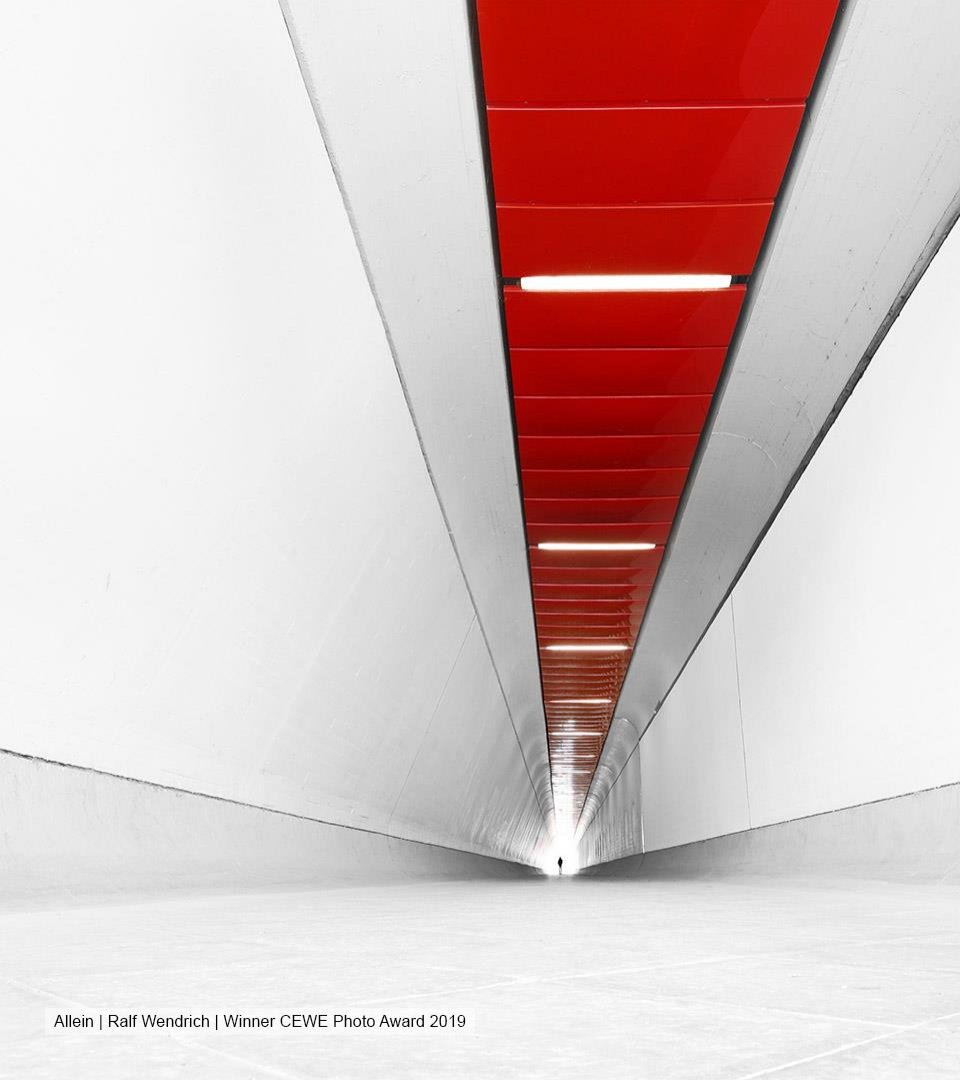
** Before IFRS 16 balance sheet extension and LASERLINE restructuring costs



Allein | Ralf Wendrich | Winner CEWE Photo Award 2019

4. Innovation

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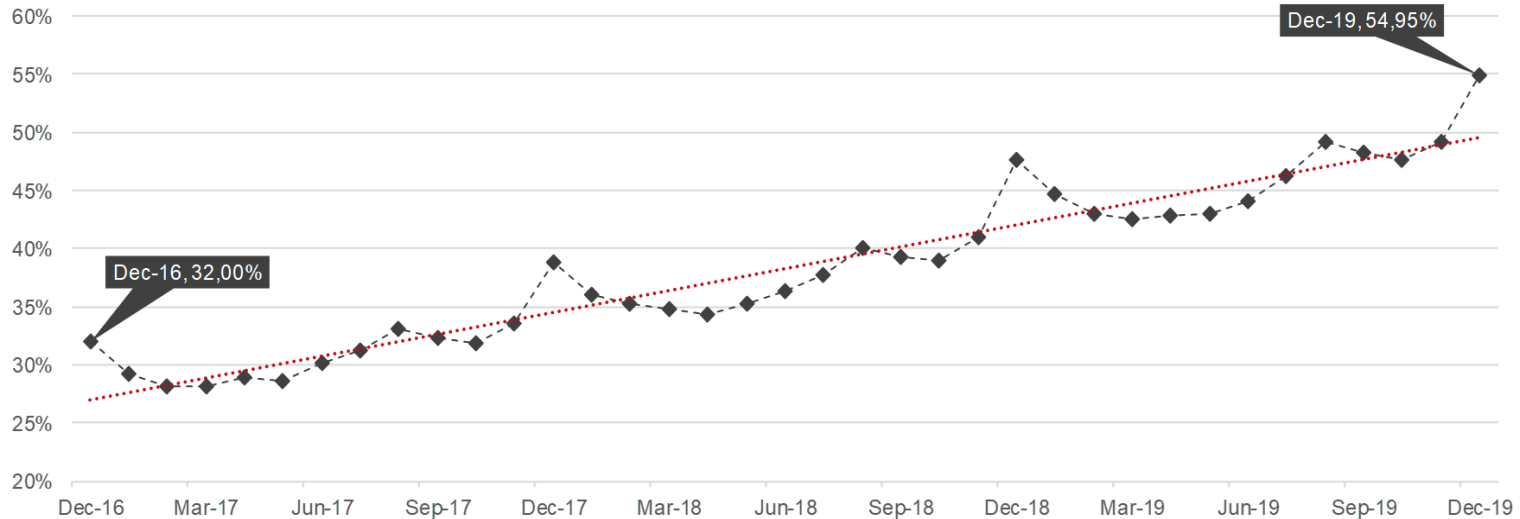


Allein | Ralf Wendrich | Winner CEWE Photo Award 2019

**Why are smartphones
driving the usage of AI
in imaging?**

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Share of smartphone images in CEWE production



1 bezogen auf Anzahl Gesamtbilder mit Exif-Verweis

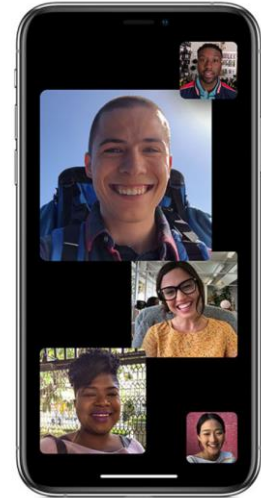
- First time more than every second image in CEWE production
- Two out of three images printed at the CEWE PHOTOSTATION

Image taking devices in December 2019

1. APPLE
2. SAMSUNG
3. CANON
4. NIKON
5. SONY
6. HUAWEI
7. PANASONIC
8. OLYMPUS
9. FUJI
10. UNBEKANTT
11. MOTOROLA
12. LG
13. CASIO
14. PENTAX
15. HTC
16. KODAK
17. GOOGLE
18. NOKIA
19. RICOH
20. WIKO
21. LEICA



1. APPLE-IPHONE 7
2. APPLE-IPHONE 6S
3. APPLE-IPHONE 8
4. SAMSUNG-SM-G930F
5. APPLE-IPHONE SE
6. APPLE-IPHONE 6
7. SAMSUNG-SM-G950F
8. APPLE-IPHONE X
9. SAMSUNG-SM-G960F
10. SAMSUNG-SM-A520F
11. APPLE-IPHONE XS
12. APPLE-IPHONE XR
13. APPLE-IPHONE 5S
14. CANON-CANON EOS 600D
15. CANON-CANON EOS 5D MARK III
16. APPLE-IPHONE 8 PLUS
17. SAMSUNG-SM-G920F
18. APPLE-IPHONE 7 PLUS
19. SAMSUNG-SM-A320FL
20. HUAWEI-ANE-LX1
21. SONY-ILCE-6000



iPhone8 and Samsung S9
highest growth rate YtD

> First time two mobile phone providers are top of the list in Q4/2019

CEWE PHOTOSTATION at Glow – the Beauty Convention



- Relevant images have to be accessed quickly
- Ease to transfer images wireless via corporation with smartphone vendors

Watch this video: <https://www.cewe-myphotos.com/open/n/sharedEvent/100d718685f340e390860612e7350561>

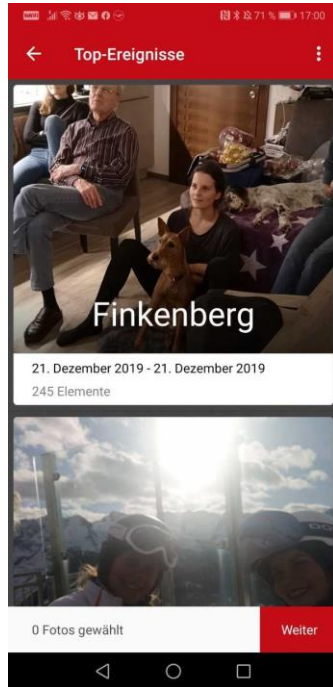


Geschwisterliebe | Sabine Doppelhofer | Winner CEWE Photo Award 2019

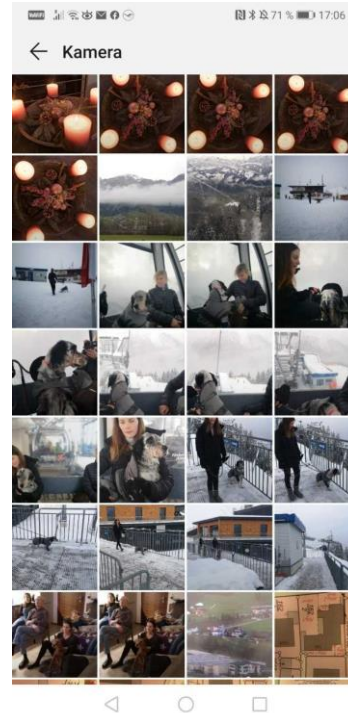
CEWE approaches

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Event detection



instead of



- > Intelligently clustered for actual and older events
- > Based on heuristics, not on AI

Downscaling of images by messengers

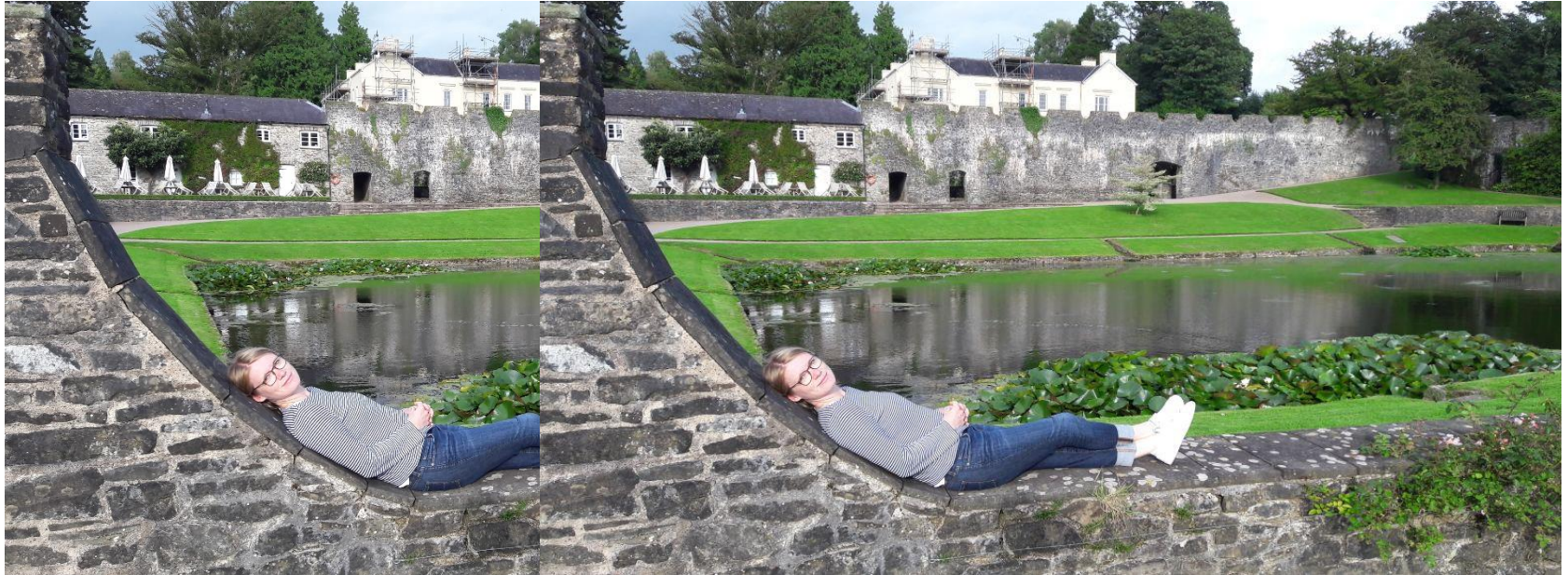
Low resolution images provided by messengers, digital zoom and selfies (front cameras)



- 2019: Over 2 % of all images in production were down sampled by WhatsApp
- Upscaling important for all ordering channels

Downscaling of images by messengers

Low resolution images provided by messengers, digital zoom and selfies (front cameras)



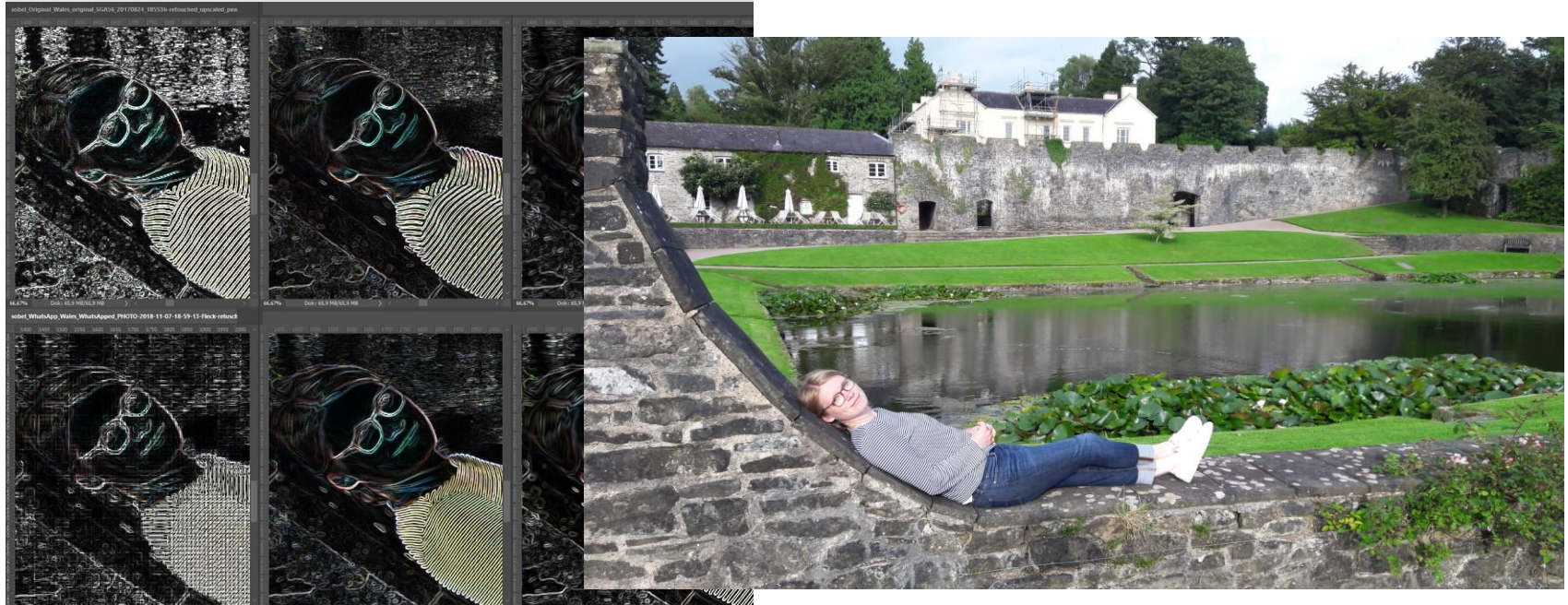
- 2019: Over 2 % of all images in production were down sampled by WhatsApp
- Upscaling important for all ordering channels

Super resolution – Current results



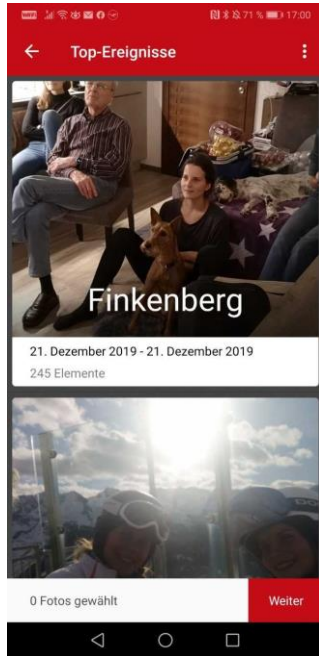
- Results of different vendors and our own implementation
- Generated structures vary with different trained networks and topologies

Super resolution – Current results



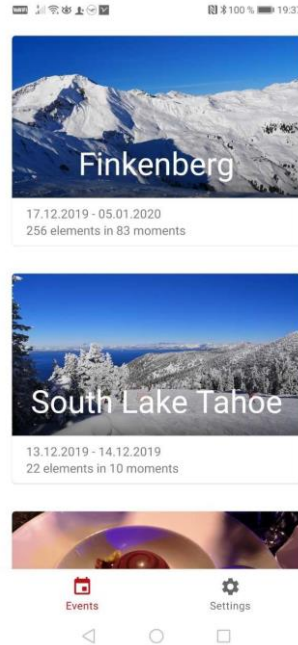
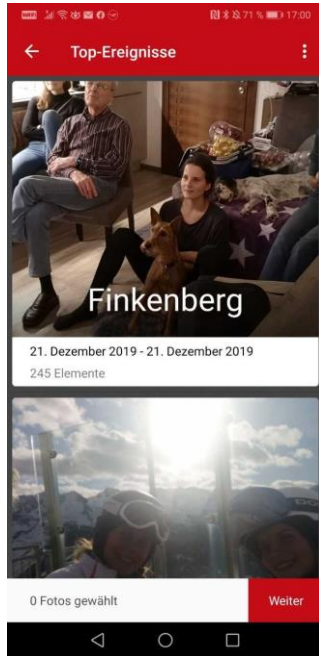
- Results of different vendors and our own implementation
- Generated structures vary with different trained networks and topologies

Curation: event detection plus AI



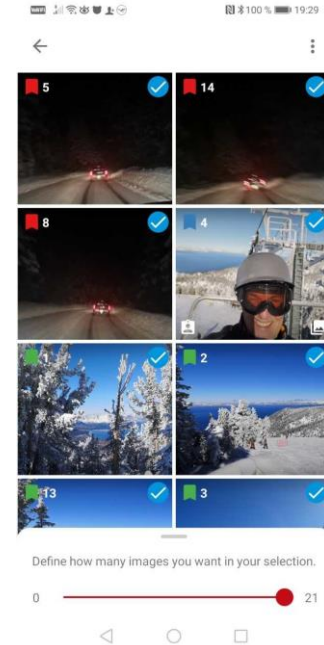
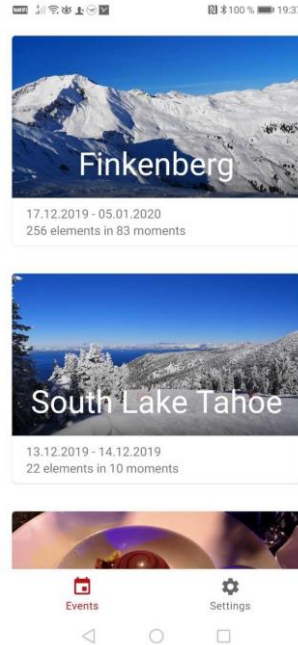
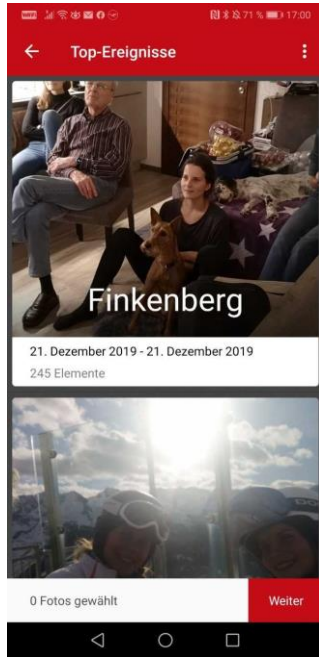
- Intelligently clustered with aesthetic image, clustered and convenience marked
- Images fully labelled

Curation: event detection plus AI



- Intelligently clustered with aesthetic image, clustered and convenience marked
- Images fully labelled

Curation: event detection plus AI



- Intelligently clustered with aesthetic image, clustered and convenience marked
- Images fully labelled

CEWE Customer Charter: Digitisation with Responsibility



1. We protect your data



2. Our technologies shall help you



3. You have the control and all degrees of freedom



4. We are open and transparent



5. We want to shape our future based on European values

Members of the advisory council: **Ranga Yogeshwar** (physicist and TV presenter), **Prof. Dr. Susanne Boll** (Uni Oldenburg) and **Prof. Dr. Dr. h.c. mult. Wolfgang Wahlster** (Dt. Forschungszentrum für Künstliche Intelligenz)



Ozeane | Doris Wahler | Winner CEWE Photo Award 2019

5. Outlook 2020

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CEWE Group Targets 2020

Targets		PY 2019	Target 2020 w/o Corona	Impact of Corona
Photos ¹	billion photos	2.40	2.4 to 2.5	expected negative
CEWE PHOTO BOOK	millions	6.62	6.7 to 6.9	expected negative
Investments ²	Euro millions	39.3	57	not clear
Revenue	Euro millions	714.9	725 to 755	expected negative
EBIT	Euro millions	57.8	58 to 64	expected negative
EBT ³	Euro millions	54.3	56.5 to 62.5	expected negative
Earnings after tax ⁴	Euro millions	31.8	38 to 43	expected negative
Earnings per share	Euro	4.41	5.34 to 5.90	expected negative

¹ The number of photos is the sum of the images with which CEWE photo products were designed and refers to all images that are used in value-added products (e.g. CEWE PHOTOBOOK, CEWE CARDS, CEWE CALENDAR, CEWE WALL PICTURES and other photo gifts)

Rounding differences might occur.

² Operational investments without possible investments in expanding the business volume (such as company acquisitions or customer base acquisitions) and without IFRS 16 leasing additions

³ Without subsequent valuations of equity instruments

⁴ Based on the normalized group tax rate of the previous year

➤ **Taking into account the effects of the Corona crisis, the Executive Board believes the originally set goals (w/o Corona) cannot be achieved**



In the Middle | Volker Sander | Winner CEWE Photo Award 2019

6. Q&A-Session

CEWE Annual Press & Analysts' Conference 2020

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This presentation contains forward-looking statements that are based on current assumptions and forecasts of the management of CEWE. Known and unknown risks, uncertainties and other factors could lead to material differences between the forward-looking statements given here and the actual development, in particular the results, financial situation and performance of our Company. The Company assumes no liability to update these forward-looking statements or to conform them to future events or developments.

All numbers are calculated as exactly as possible and rounded for the presentation. Due to this, rounding differences might occur.

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