



# 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 <sup>1</sup><br>2024-2027E | REVENUE GROWTH<br>2021-2024 |
|---------------------------|------------------------------------------------------------------------------------|------------------------------------------|-----------------------------|
| GERMANY                   |   | <b>+17.2%</b>                            | <b>+53.5%</b>               |
| EUROPE<br>(INCL. GERMANY) |  | <b>+17.1%</b>                            | <b>+59.0%</b>               |
| NORTH AMERICA             |  | <b>+14.2%</b>                            | <b>+124.8%</b>              |

## ADDITIONAL MOBILITY PRODUCTS



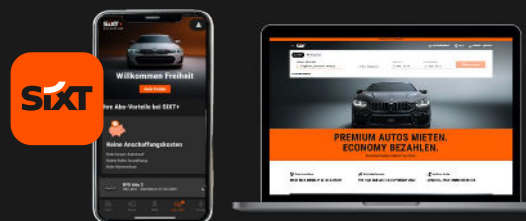
**Sixt+**  
**+102.0%**  
REVENUE GROWTH  
2021-2024



**Sixt** van & truck  
**+84.7%**  
REVENUE GROWTH  
2021-2024



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



ONE SINGLE LOGIN

ONE SINGLE  
PAYMENT WALLET

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

## SIXT'S PRODUCTS INTEGRATED IN ONE APP



### Car subscription

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



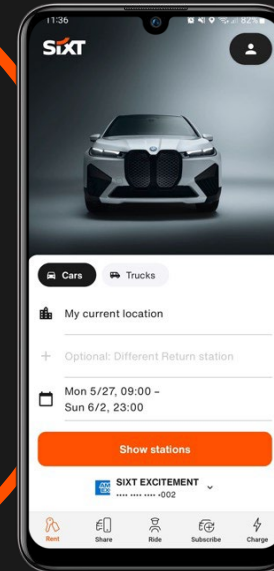
### Car sharing and micro mobility

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



### Short and Term Long Rental

- Over 2,000 branches in more than 105+ countries
- Access to 350,000+ vehicles<sup>1</sup>



### Commercial vehicle solutions

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



### Professional transfer services

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



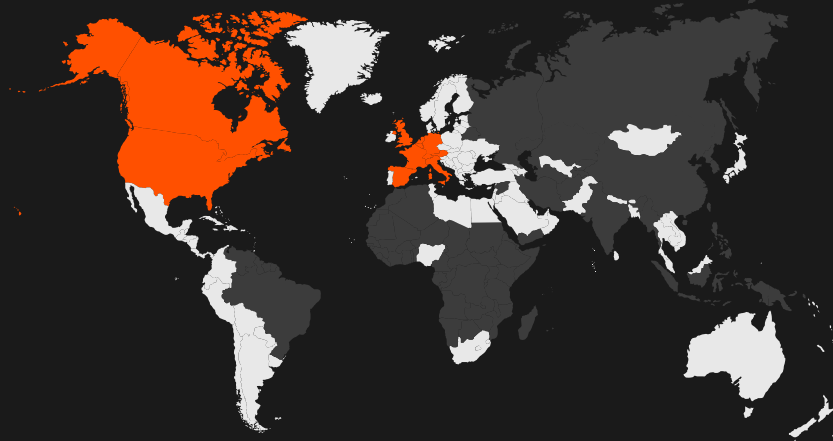
### Charging solution

- Access to more than 550.000 EV charging points.

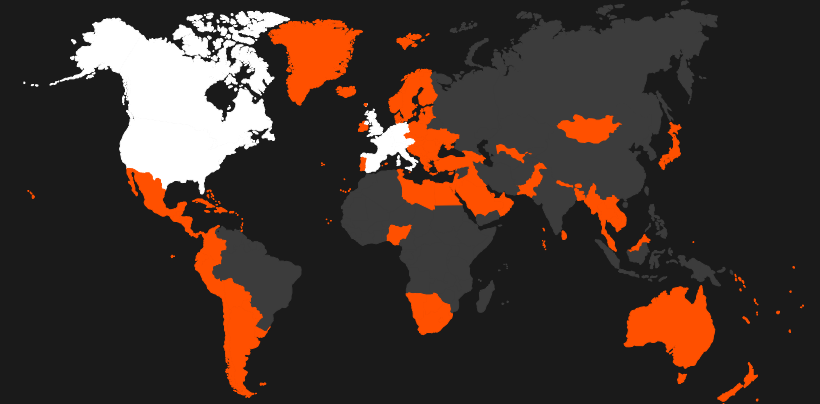
# NETWORK EFFECT FUELING SIXT GROUP REVENUE DUE TO OUTBOUND AND INBOUND BUSINESSES

## NETWORK EFFECTS

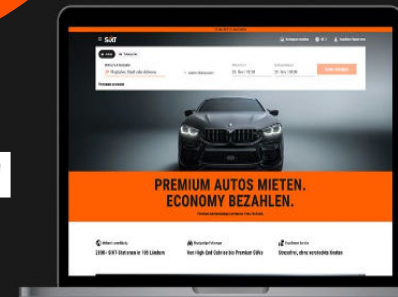
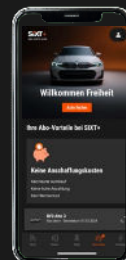
**GROWTH IN 13  
CORPORATE COUNTRIES**



**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<sup>1</sup> (schematic)



EUROPE

EUR 14bn<sup>2</sup>  
MARKET SIZE



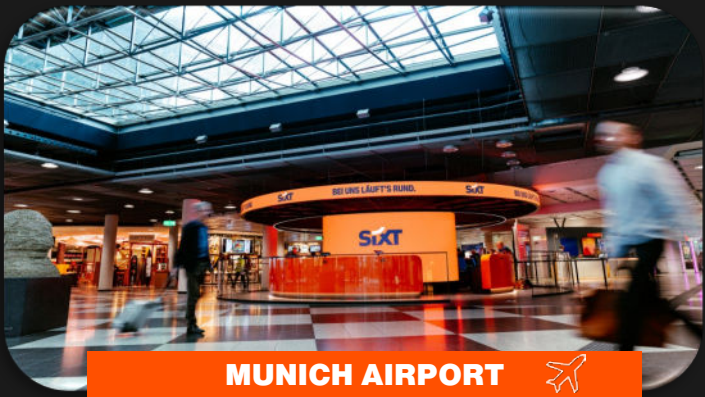
18%<sup>3</sup> SIXT  
MARKET SHARE



GERMANY



FRANCE



MUNICH AIRPORT



NICE PROMENADE DES ANGLAIS

<sup>1</sup>Euromonitor International and own estimates.

<sup>2</sup>Total market size of SIXT corporate countries: Germany, France, United Kingdom, Italy, Spain, Belgium, Netherlands, Luxemburg, Austria, Switzerland.

<sup>3</sup>Based on 2024 rental revenue.

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



## AIRPORT

6 new  
airport  
branches



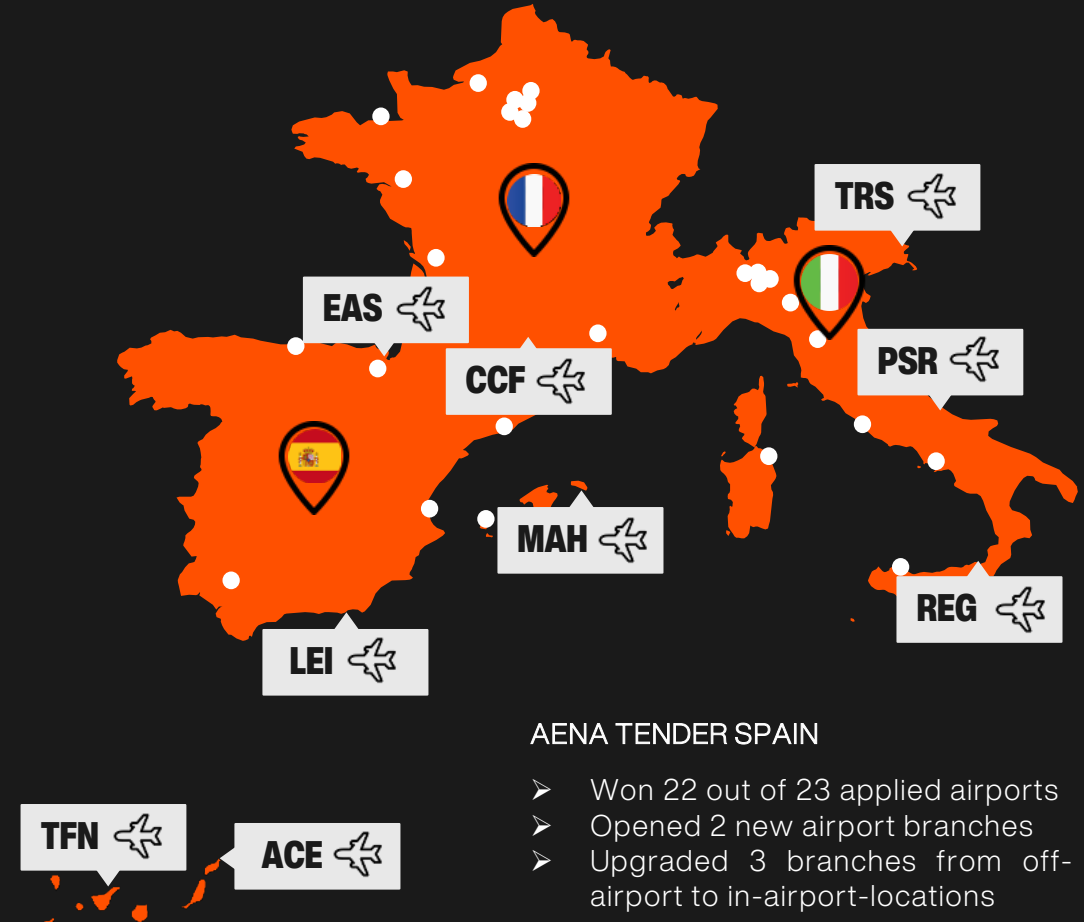
## DOWNTOWN

27 new  
downtown  
branches



## NEW BRANCH OPENINGS & RELOCATIONS

[IT, ES, FR since Q1 2024]



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

**USD 41bn**

US Car Rental Market<sup>1</sup>



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



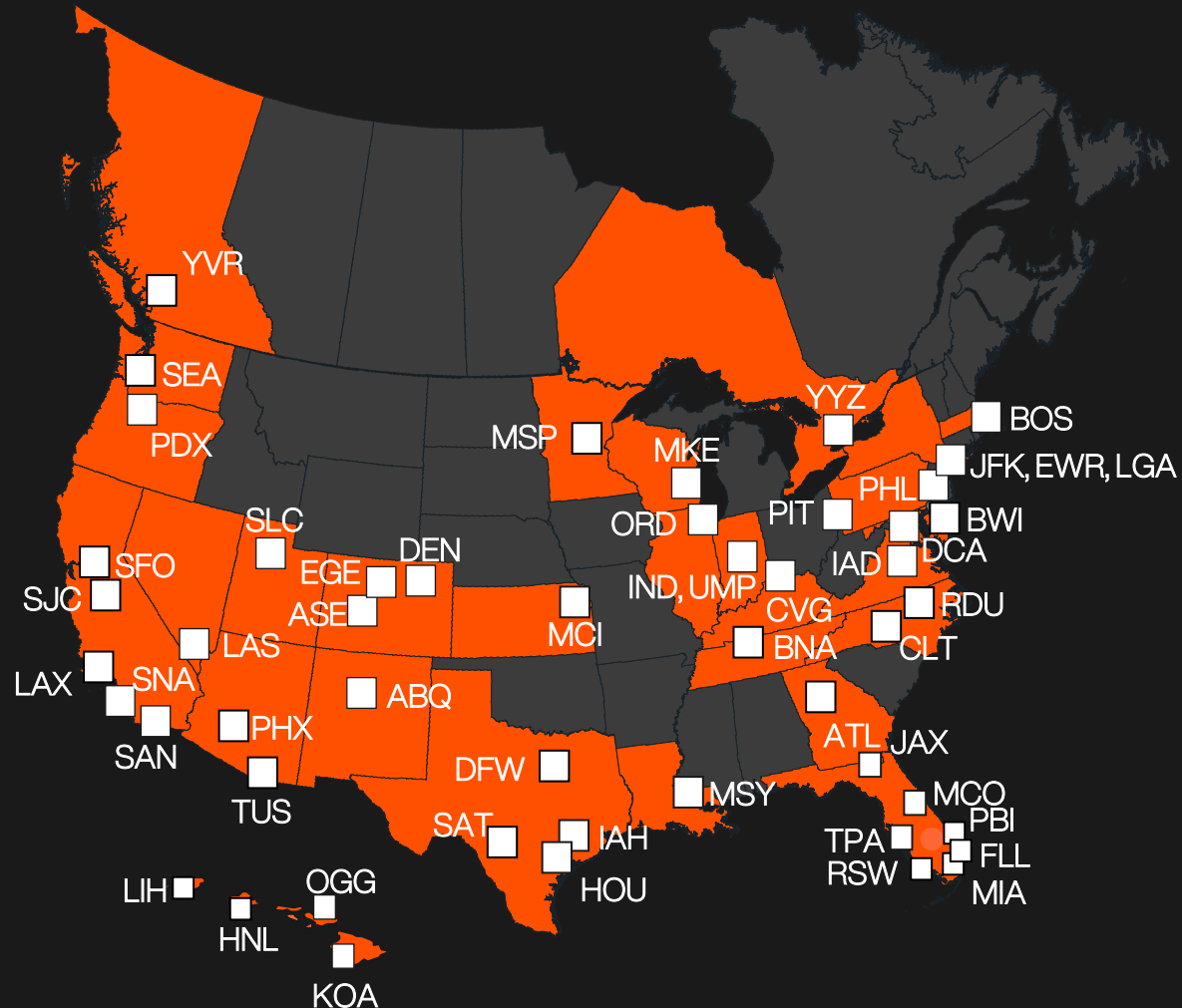
**1% MARKET SHARE**

=

**USD 410m**

SIXT REVENUE POTENTIAL

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



## PARTNERSHIPS & AWARDS



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



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



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

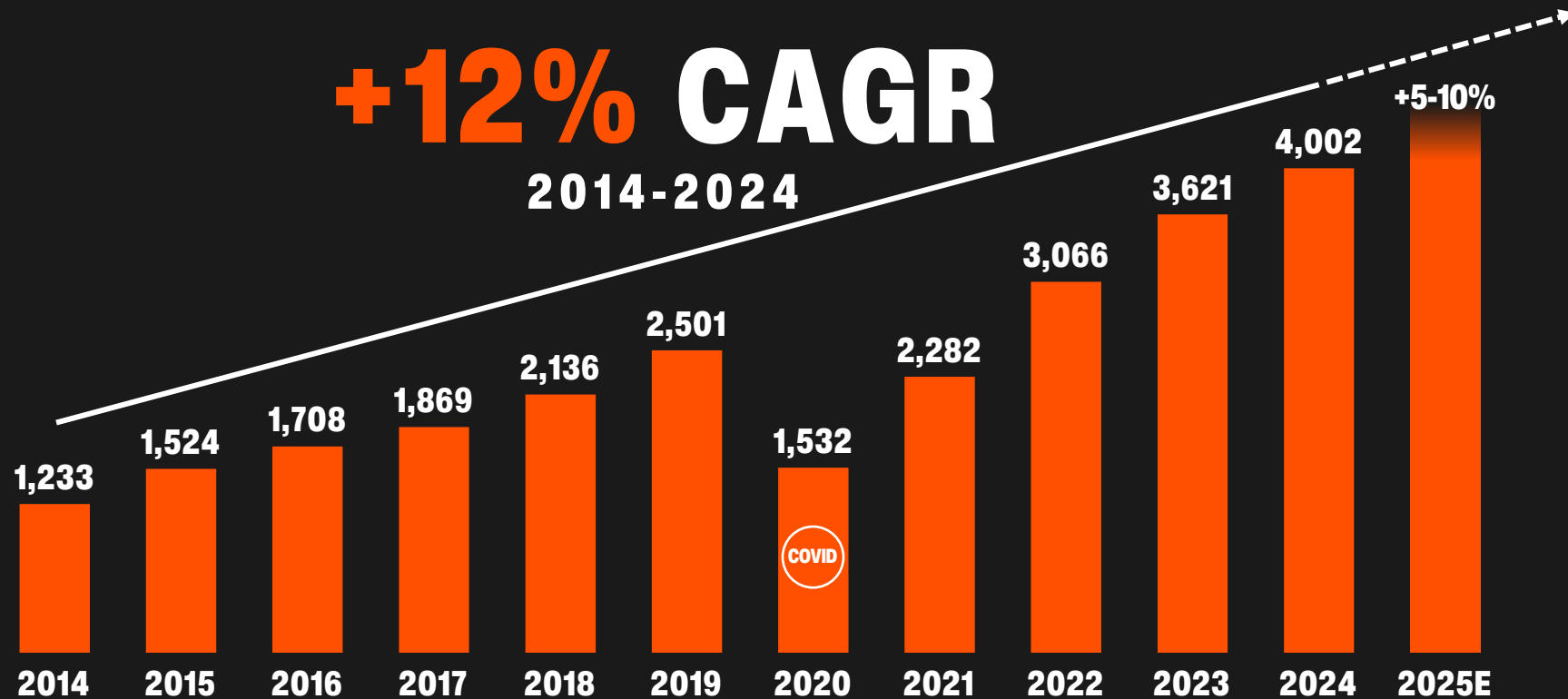
**JFK** **3<sup>RD</sup> HIGHEST MARKET SHARE FOR SIXT US**  
~14% market share YTD 2025

**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

**REVENUE<sup>1</sup>**  
EUR m



# STRATEGIC POSITION

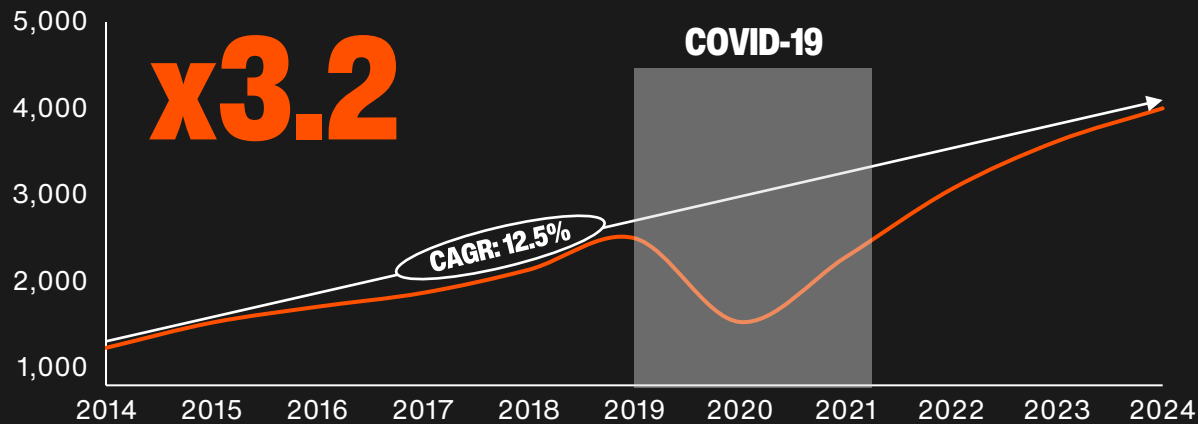
## EXPECT BETTER



# COMBINING SCALABILITY WITH ABOVE INDUSTRY AVERAGE PROFITABILITY

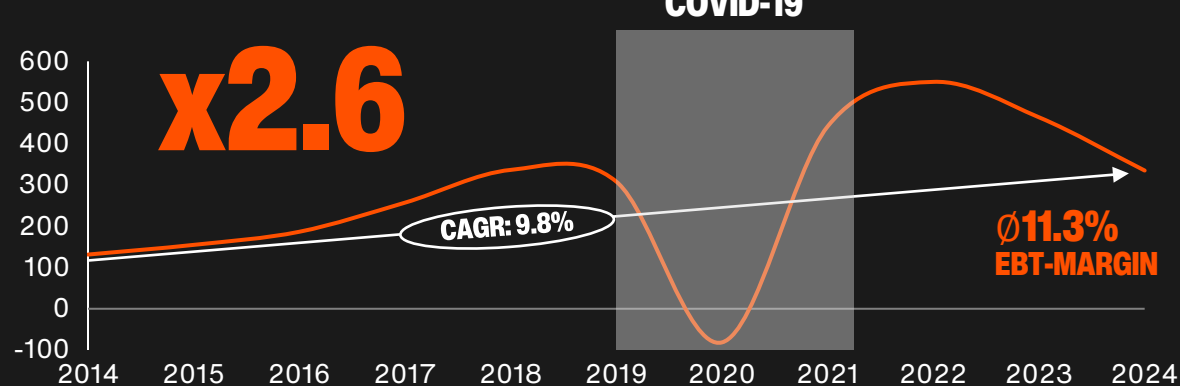
## HISTORICAL TOTAL REVENUE<sup>1</sup> [FIGURES IN MILLION EUR]

DEVELOPMENT 2014 – 2024



## HISTORICAL EBT<sup>1</sup> [FIGURES IN MILLION EUR]

DEVELOPMENT 2014 – 2024



## OVERVIEW MAJOR PLAYERS IN GLOBAL CAR RENTAL MARKET<sup>1,2</sup>

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

# SIXT BUSINESS MODEL IS DESIGNED TO ACHIEVE 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<sup>1</sup>  
**USD 2.2 BN**



BRAND AWARENESS<sup>2</sup>

- 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<sup>4</sup>**

## HIGH CUSTOMER SATISFACTION

High customer satisfaction (#1 Rank in NPS in five core markets<sup>3</sup>).



## 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



**“**

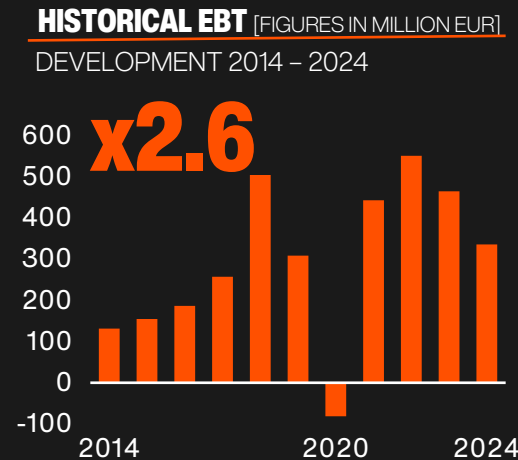
**We don't want to be the largest mobility player on the planet, but the most profitable one.**

**“**

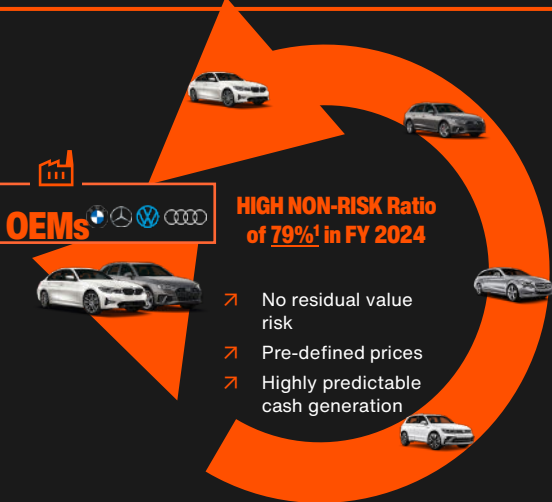


**ERICH SIXT**  
Chairman of the Supervisory Board

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

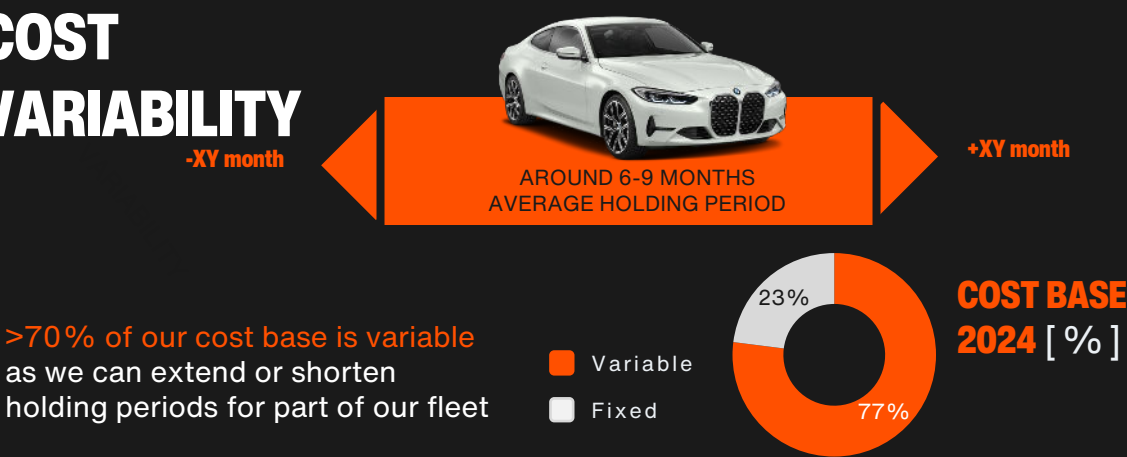


# SIXT'S HIGH LEVEL OF RESILIENCE IS ANOTHER KEY DRIVER FOR SUSTAINABLE PROFITABILITY

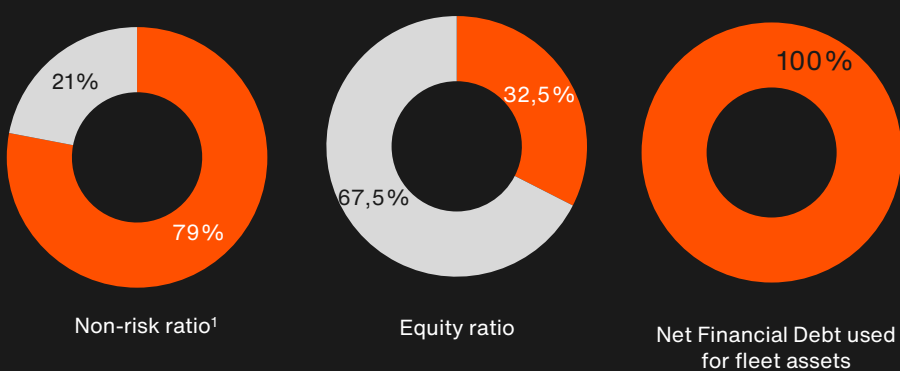


## RISK RESILIENT FLEET PURCHASE

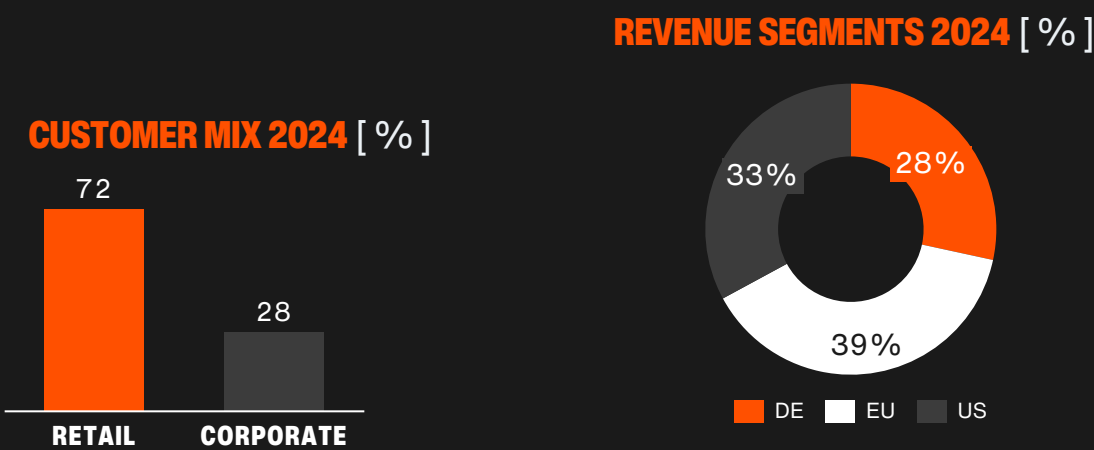
## COST VARIABILITY



## STRONG BALANCE SHEET



## DIVERSIFIED BUSINESS



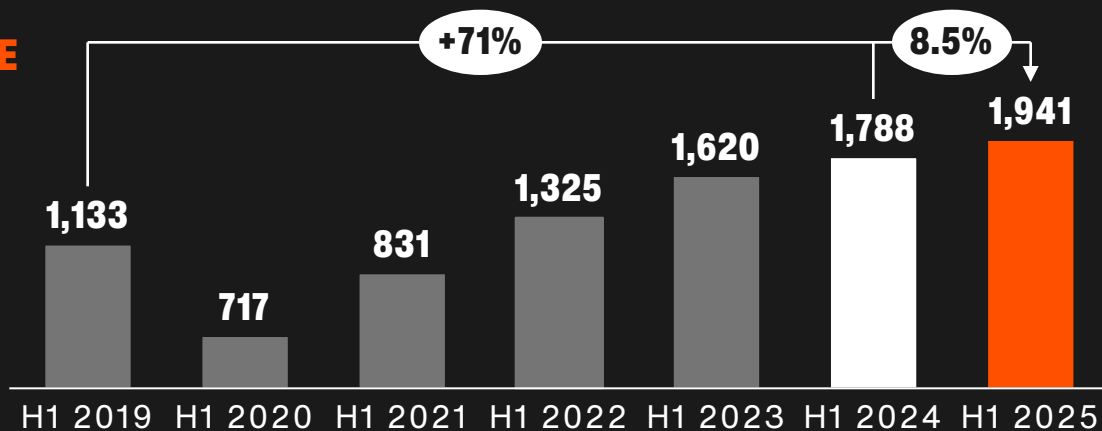
# CURRENT TRADING

## H1 2025

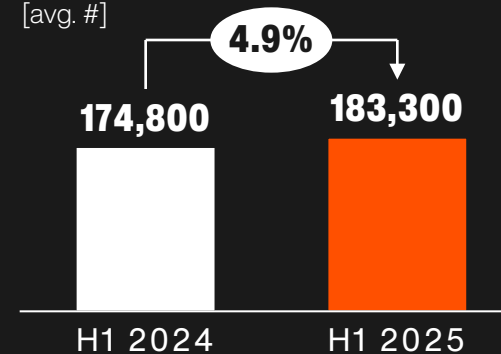


# H1 2025 OPERATIONAL PERFORMANCE: CONTINUED GROWTH SERVED WITH A TIGHT FLEET

## REVENUE [EUR m]



## FLEET [avg. #]

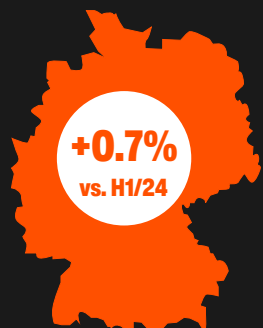


**FLEET GROWTH  
INSIDE DEMAND**

**STRONG  
UTILIZATION**

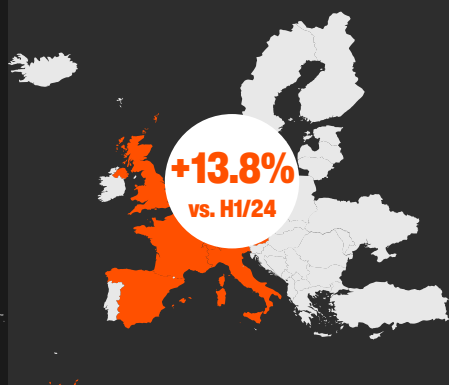


## GERMANY



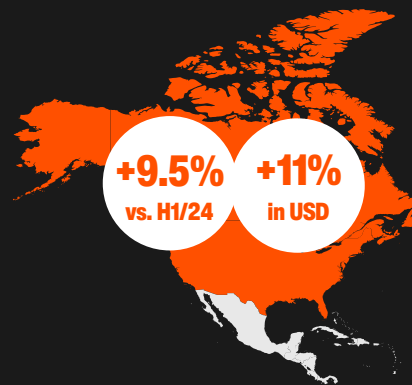
**H1 2025: EUR 533 M**

## EUROPE



**H1 2025: EUR 753 M**

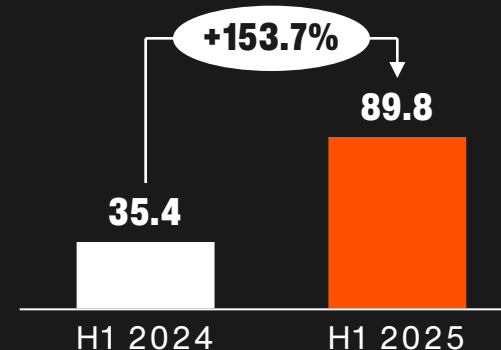
## NORTH AMERICA



**H1 2025: EUR 651 M**

## EBT

EUR m



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

## HISTORY

Ø **REVENUE CAGR<sup>1</sup>**  
(2004-2024)

**9.4%**

Ø **EBT-MARGIN<sup>1</sup>**  
(2004-2024)

**10.2%**



## GUIDANCE 2025

**REVENUE**

**+5-10%**  
(VS. 2024)

**EBT-MARGIN**

**~10%**

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

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## 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

# WHY TO INVEST IN SIXT



**1 PLATFORM**



**7 PRODUCTS**



**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 in-house-developed IT platform functioning as enabler for efficiency and future growth.



**RESPONSIBLE ENTREPRENEURSHIP** SIXT is a holistically 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.

# Q&A SESSION



# THANK YOU!





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