



- 1. Investment case
- 2. Business model
- 3. Market & environment
- 4. Order book position
- 5. Key financial figures
- 6. Forecast
- 7. Share
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COVID-19-pandemic (status as of March 23, 2020)

- The effects of the COVID-19-pandemic and resultant economic consequences for HELMA's operative business will only becoming foreseeable during the course of the year.
- The more following factors come to bear due to COVID-19, and the longer they persist, the more extensive the adverse effects would be.
 - Employee absences at HELMA and/or its contractual partners
 - Limited availability of building materials
 - Potential curfews and bans on the operation of construction sites
 - Declining demand
- For this reason, the company has withdrawn its specific guidance. However, a significant net income is currently still expected for the 2020 financial year (see page 28).





HELMA



... **is a leading supplier** of individual detached houses as well as preplanned semi-detached, terraced and multi-family houses as well as holiday properties in Germany.



... invests on a large scale in properties in major German cities and their suburbs as well as in attractive holiday regions.



... has a very high level of customer satisfaction, which is essential for continuous business expansion.



... **enjoys a long-term revenue visibility** due to a broadly diversified and extensive project pipeline, which is characterised by favourable entry conditions and is thereby also balanced.



... **strives for a long-term continuation of the profitable growth**, after the company's profits have already continuously grown significantly over the past ten years.







Classic building services business - since 1980 (Group parent company)

- Individual detached houses built for private end-users according to the solid construction method ("brick on brick").
- Homes built on customers' land at locations almost all across Germany.

More than 80 % of owner-occupied homes in Germany are built using the solid construction method



Residential property development - since 1984 (93.9%-owned subsidiary)

- Individual detached houses built utilising the solid construction method including land plots in attractive major German cities as well as their affluent suburbs for private end-users.
- In the regions of Berlin / Potsdam, Hamburg / Hanover, Leipzig and Munich, additionally also preplanned semi-detached and terraced houses as well as owner-occupied apartments in each case including land plots for private end-users (focus) and institutional investors.



Holiday property development business – since 2011 (95.1%-owned subsidiary)

- Development, planning and sale of holiday properties to private customers for own use or as high-yield capital investment.
- Including land with current focus on the North Sea and Baltic Coast, German seaside locations, and the low mountain range.



Financial advice that is not tied to a specific bank - since 2010 (Wholly-owned subsidiary)

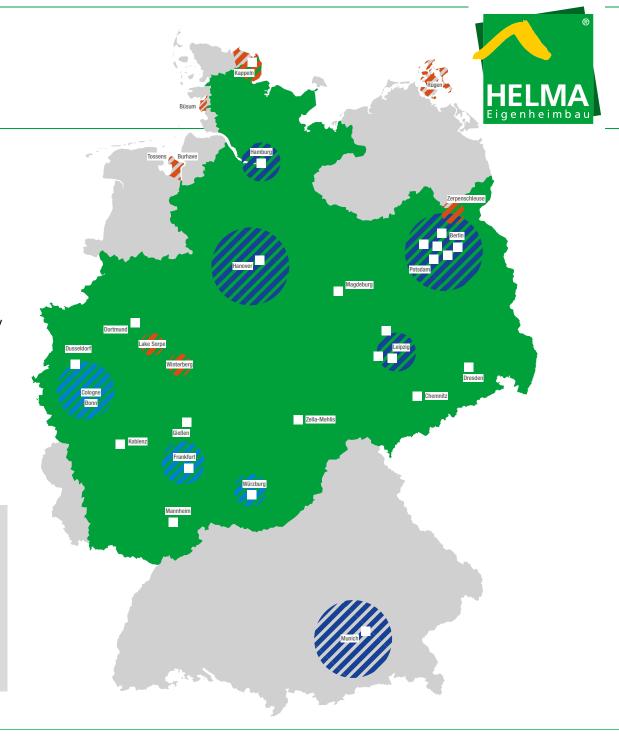
• Financing and building insurance broking across the whole of Germany – especially for HELMA Group **private customers**.

Competitive strengths

- **Experienced:** Several thousand references
- Attractive: Individual all-inclusive packages
- Value-retaining: Sustainable product quality
- Personal: Regional presence
- Secure: High creditworthiness and transparency

- Core region HELMA Eigenheimbau AG: individual detached houses excluding land plots
- Core region HELMA Wohnungsbau GmbH: individual detached houses, preplanned semi-detached and terraced houses as well as owner-occupied apartments in each case including land plots
- Extended core region HELMA Wohnungsbau GmbH: individual detached houses including land plots
- Project region HELMA Ferienimmobilien GmbH
- Sales location

Status as of March 04, 2020





Value chain

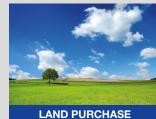


Individually planned detached houses excluding land plots

- Supporting our customers in the search for land plots
- Providing advice on building law regulations
- Purchase of land by our customers



Individually planned detached houses including land plots



01. Land acquisition

- Searching for attractive land plots
- Examination of land plots for utilisation and development possibilities

02. Project development

- Planning of property areas
- Obtaining development plans



03. Individual planning

- Planning of individual solid construction houses together with our customers
- Financing and building insurance advice via Hausbau Finanz GmbH
- Sampling of various components
- Preparation of building application documents (construction drawings, structural analysis, German Energy Saving Ordinance certificates)
- Tendering and awarding of construction works to subcontractors



04. Project realisation

- Coordination and monitoring of construction progress by HELMA site managers to ensure compliance with quality standards
- Acceptance of work components after completion





Value chain



Preplanned residential units in semi-detached, terraced, and multi-family houses including land plots



Preplanned holiday homes and apartments including land plots



01. Land acquisition

- Searching for attractive land plots
- Examination of land plots for utilisation and development possibilities



02. Project development

- Planning of property areas
- Obtaining planning permission
- Tendering and awarding of components to sub- or generalcontractors



03. Sale

- Marketing to private customers and institutional investors before the start of construction and during the construction phase
- Financing and building insurance advice via Hausbau Finanz GmbH



04. Project realisation

- Coordination and monitoring of construction progress by HELMA site managers to ensure compliance with quality standards
- Acceptance of work components after completion



Optional all-inclusive package for holiday properties: rental, administration and

caretaker service through integrating partner companies



HELMA Eigenheimbau and HELMA Wohnungsbau: individual dream homes



























HELMA Wohnungsbau: Reference projects for property development business – individual detached homes (extract)













HELMA Wohnungsbau: Reference projects for property development business – preplanned semi-detached houses, terraced houses and owner-occupied apartments (extract)











HELMA Wohnungsbau: Reference projects for property development business – preplanned semi-detached houses, terraced houses and owner-occupied apartments (extract)











HELMA Ferienimmobilien: OstseeResort Olpenitz with 1,250 units in Schleswig-Holstein – around half of the units have already been completed





HELMA Ferienimmobilien: Projects on the North Sea and in the low mountain range (extract)













Ecological and social responsibility

Reducing CO₂ emissions

Compared to the 2007 standard for new buildings, the houses and apartments we realise each year achieve CO₂ emission reductions of over 2,000 tonnes per year.

Sustainable resource utilisation

As a member of the German Working Group for Environmentally Conscious Management (B.A.U.M.) and the Sonnenhaus Institute, we actively participate in the development and application of sustainable and resource-conserving energy concepts.

Social responsibility

We are committed to supporting social institutions that assist children, young people and families in difficult situations.











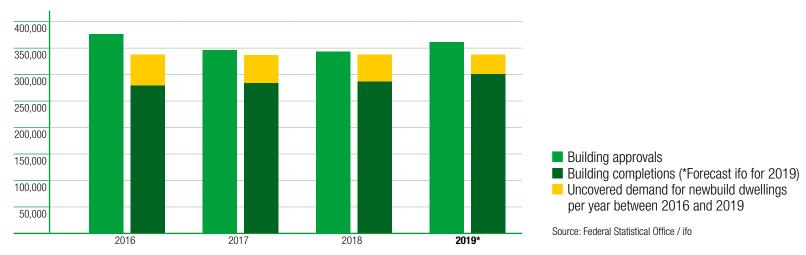


3. Market & environment

Positive economic data

- Trend towards living in conurbations centred on major German cities
- Housing shortage in large German cities due to high influx rates
- Low homeownership rate of 45 % in Germany
- Real estate enjoys high status as a retirement provision and as capital investment
- Low unemployment rates and excellent financing terms

Residential building approvals and completions in Germany



• Construction activity fell short of demand, especially in major cities and conurbation centres.



3. Market & environment

Opportunities and challenges in the current market environment

- Very high demand typifies the residential market situation especially in conurbation centres
- Significant rise in residential property prices



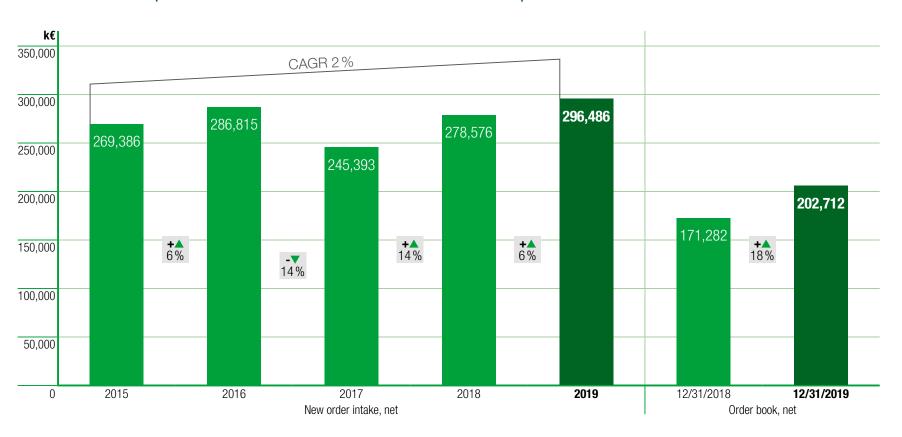
- Limited capacities at approval authorities
- Extremely dynamic demand for qualified sub- and generalcontractors, architects and specialist planners

- Promising opportunities in metropolitan regions despite temporary capacity shortages in the market.
- The HELMA Group is excellently positioned in the current market environment due to the forward looking expansion of the land pipeline in high-growth conurbations (see pages 26 and 27).



4. Order book position

HELMA Group new order intake and order book position



- New order intake figures from 2015 and 2016 each include sales to institutional investors.
- The order book position as of December 31, 2019 comprises a very good starting position for strong revenues in 2020.



4. Order book position

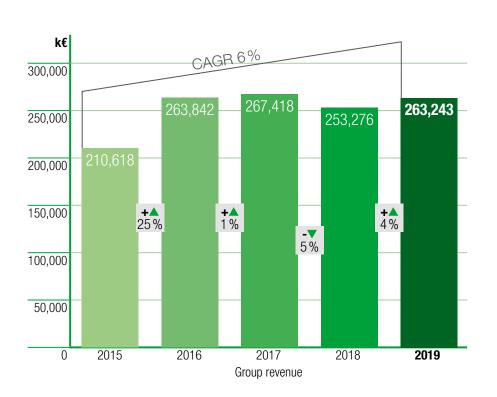
Group companies' contributions to consolidated new order intake

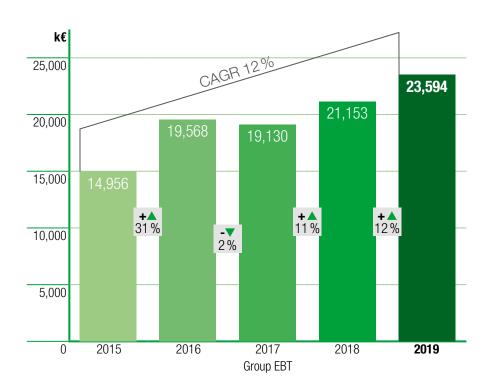
in k€	2019	Share in %	2018	Share in %	2017	Share in %	2016	Share in %	2015	Share in %
HELMA Eigenheimbau AG	121,737	41.1	105,771	38.0	93,594	38.2	99,041	34.5	111,155	41.3
HELMA Wohnungsbau GmbH	131,332	44.3	133,509	47.9	99,924	40.7	150,805	52.6	138,620	51.4
HELMA Ferienimmobilien GmbH	43,417	14.6	39,296	14.1	51,874	21.1	36,969	12.9	19,611	7.3
Total	296,486	100.0	278,576	100.0	245,393	100.0	286,815	100.0	269,386	100.0

Strong order book situation in all business areas ensures record new order intake in 2019.



Sustained growth in earnings





Further increase in profitability leads to record earnings per share of € 4.04 in FY 2019 (FY 2018: € 3.62).



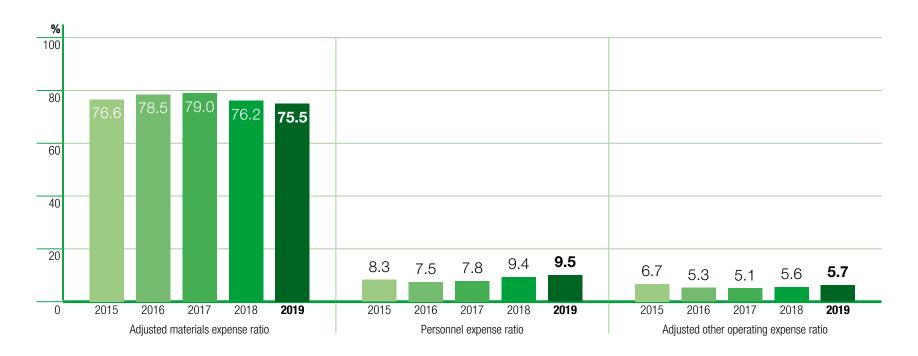
Contributions of Group companies to consolidated revenue

in k€	2019	Share in %	2018	Share in %	2017	Share in %	2016	Share in %	2015	Share in %
HELMA Eigenheimbau AG	98,336	37.4	85,560	33.8	85,071	31.8	91,864	34.8	78,245	37.1
HELMA Wohnungsbau GmbH	123,942	47.1	122,628	48.4	133,352	49.9	139,428	52.9	110,916	52.7
HELMA Ferienimmobilien GmbH	39,751	15.1	43,971	17.4	48,116	18.0	31,657	12.0	20,679	9.8
Hausbau Finanz GmbH	1,214	0.4	1,117	0.4	879	0.3	893	0.3	778	0.4
Total	263,243	100.0	253,276	100.0	267,418	100.0	263,842	100.0	210,618	100.0

- High-margin property development business as a basis for earnings even in the project-related transition year of HELMA Ferienimmobilien GmbH.
- Revenue in the building services business rose by a significant 15 %, approaching the medium-term target of at least € 100 million per year.



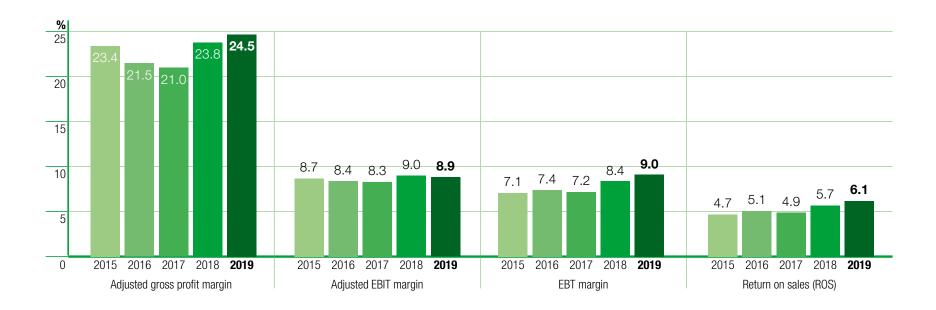
Trends in cost ratios to revenue



- Attractive initial terms for land plots for various projects currently being realised resulted again in a pleasingly low materials expense ratio in 2019.
- Increased personnel expenses in anticipation of a further rise in revenue to ensure the continued high-quality construction of our products.



Trends in profit margins



- Further increase in gross profit margin due to above-average margins on various property development projects.
- EBT margin and return on sales in 2019 all reached their highest levels since the IPO.



Strong financial position with equity ratio above the sector average

Consolidated balance sheet structure of assets

in k€	12/31/2019	Share in %	12/31/2018	Share in %
Non-current assets	27,863	7.3	22,239	6.5
- of which property, plant and equipment	19,919	5.2	19,065	5.6
Current assets	352,301	92.7	319,201	93.5
- of which inventories including land	232,210	61.1	220,152	64.5
- of which cash and cash equivalents	16,703	4.4	16,328	4.8
Total Assets	380,164	100.0	341,440	100.0

Consolidated balance sheet structure of equity and liabilities

in k€	12/31/2019	Share in %	12/31/2018	Share in %
Equity	108,594	28.6	97,716	28.6
Non-current liabilities - of which non-current financial liabilities	167,050 155,617	43.9 40.9	152,708 142,622	44.7 41.8
Current liabilities - of which current financial liabilities	104,520 35,984	27.5 9.5	91,016 33,018	26.7 9.7
Total equity and liabilities	380,164	100.0	341,440	100.0

- Increase in inventories including land recognised as current assets at cost prices (principle of lowest value) secures continued growth of high-margin property development business.
- Equity base well above the average sector level enables financing land purchases through land acquisition financing facilities and/or working capital facilities with favourable interest rates.
- Current financial liabilities mainly comprise financing facilities for land and projects. As it is to be assumed that these financing facilities will be repaid through the acquirer's purchase price payments within the next twelve months, these liabilities are to be presented as current financial liabilities irrespective of the actual financing term.



in k€	2019	2018	2017	2016	2015
Cash flow from operating activities	-3,499	4,061	-13,344	-16,088	-31,872
- of which cash earnings	18,089	14,983	17,965	20,953	15,325
- of which change in working capital	-21,628	-10,877	-31,278	-37,039	-47,207
- of which gain/loss on disposal of fixed assets	-29	-16	-31	-2	10
Cash flow from investing activities	-2,005	-4,445	-3,298	-1,839	-1,916
Cash flow from financing activities	5,879	56	21,967	16,765	39,365
Cash and cash equivalents at the end of the period	16,703	16,328	16,656	11,331	12,493

- Sustainably positive cash earnings from operating business.
- Forward-looking inventory accumulation reflecting more land plot purchases increases working capital.
- Land plots held as inventory as well as further contractually secured land plots with a purchase price volume of € 47.7 million (as of December 31, 2019) form an excellent precondition to expand the high-margin property development business.

in k€	12/31/2019	12/31/2018	12/31/2017	12/31/2016	12/31/2015
Inventories	232,210	220,152	199,891	173,816	154,369
- of which land	192,496	185,853	172,429	124,272	125,652

HELMA Eigenheimbau

Overall Portfolio

3,475 units k€ 1,487,500

6. Forecast

Revenue potential of € 1.5 billion from realised land purchases as of December 31, 2019

Holiday properties in total* 1,335 units k€ 456,500 Berlin/Potsdam region 1,020 units k€ 500,000 Hamburg/Hanover region 560 units k€ 242,500 Leipzig region 285 units k€ 110,500 Munich region 275 units k€ 178,000

- Core region HELMA Wohnungsbau GmbH: individual detached houses, preplanned semi-detached and terraced houses as well as owner-occupied apartments in each case including land plots
- Extended core region HELMA Wohnungsbau GmbH: individual detached houses including land plots
- Project region HELMA Ferienimmobilien GmbH
- * The SorpeseeResort project mentioned in the February 5, 2020 corporate news with a project volume of approximately € 95.0 million is not yet included in the overview, as the property was acquired after December 31, 2019.



6. Forecast

Revenue potential of € 1.5 billion from realised land purchases as of December 31, 2019

	Tot	tal	Individually detached		Preplanned semi-detached and terraced houses and owner-occupied apartments		
	Number of units	Revenue volume in k€	Number of units	Revenue volume in k€	Number of units	Revenue volume in k€	
HELMA Wohnungsbau GmbH Berlin/Potsdam region	1,020	500,000	455	256,500	565	243,500	
HELMA Wohnungsbau GmbH Hamburg/Hanover region	560	242,500	150	66,000	410	176,500	
HELMA Wohnungsbau GmbH Leipzig region	285	110,500	215	80,500	70	30,000	
HELMA Wohnungsbau GmbH Munich region	275	178,000	0	0	275	178,000	
Total HELMA Wohnungsbau GmbH	2,140	1,031,000	820	403,000	1,320	628,000	
Total HELMA Ferienimmobilien GmbH*	1,335	456,500	0	0	1,335	456,500	
Total HELMA Wohnungsbau GmbH & HELMA Ferienimmobilien GmbH	3,475	1,487,500	820	403,000	2,655	1,084,500	

^{*}The SorpeseeResort project mentioned in the February 5, 2020 corporate news with a project volume of approximately € 95.0 million is not yet included in the overview, as the property was acquired after December 31, 2019.

Property development subsidiaries exhibit € 1.5 billion of revenue potential; most of this can be realised within the next 5 to 7 years.

[■] HELMA Eigenheimbau AG is expected to contribute at least € 100 million per year to consolidated revenue in the medium-term, without any own land plots needed.



6. Forecast

Specific guidance not possible at present due to COVID-19-pandemic



- Attractive project pipeline and record order book position offer, on principle, the best conditions for a successful continuation of profitable growth.
- The effects of the COVID-19-pandemic and resultant economic consequences for HELMA's operative business will only becoming foreseeable during the course of the year (see page 2).
- For this reason, the company has withdrawn its specific guidance. However, a significant net income is currently still expected for the 2020 financial year.



6. Forecast

Financing strategy

Equity base well above the average sector level

as basis for further corporate growth

Operating cash flow from current projects

and retained profits

Land purchase finance arrangements

with various, mainly long-standing, partner banks

Use of unsecured credit lines for temporary current financing

made available by a broad spectrum of banks

Capital market transactions or promissory note issues

comprise additional options where required

The average interest rate of the financial liabilities of the HELMA Group as of the balance sheet date was around 2.26 % p.a. and is thus clearly below the average financing costs of the relevant competition.

HELMA Eigenheimbau

7. Share

Performance of the HELMA share



- ISIN: DE000A0EQ578
- XETRA closing price on April 17, 2020: € 34.50
- Market capitalisation on April 17, 2020: € 138.0 million
- Free float market capitalisation on April 17, 2020: € 83.1 million



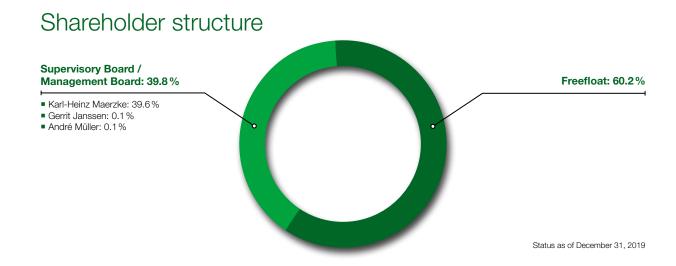
7. Share

Dividend

in €	2011	2012	2013	2014	2015	2016	2017	2018	2019
Dividend per share	0.20	0.35	0.53	0.63	0.79	1.10	1.40	1.30	1.85*

^{*}Proposal

Retention of predominant portion of earnings (50 % to 70 %) forms important pillar to stabilize equity ratio at high level compared to sector average.





8. Annex

The HELMA Group at a glance

Fewnue In Ke 268,248 259,276 267,418 263,842 210,018 170,487 138,018 113,888 103,588 74,505 EBITDA In Ke 251,771 23,776 22,529 23,455 19,494 15,971 11,793 8,774 6,132 3,861 Adjusted EBITDA' In Ke 25,576 24,883 24,433 23,949 20,076 16,301 11,843 8,774 6,132 3,861 Operating earnings (EBIT) In Ke 22,786 24,883 24,433 23,949 20,076 16,301 11,843 8,774 6,132 3,861 Operating earnings (EBIT) In Ke 23,489 22,981 22,136 22,156 17,774 14,167 10,286 7,335 4,786 2,724 24,491 24,914 24,917 14,487 10,286 7,335 4,786 2,724 24,918	Earnings		2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
Adjusted EBITDA* in ke 25,878 24,883 24,433 23,949 20,076 16,301 11,843 8,774 6,132 3,851 Operating earnings (EBIT) in ke 22,782 21,784 20,232 21,682 11,774 14,167 10,286 7,335 4,786 2,724 Adjusted operating earnings (EBIT) in ke 23,489 22,911 22,136 22,156 18,356 14,497 10,336 7,335 4,786 2,724 Earnings before taxes (EBT) in ke 23,594 21,153 19,130 19,568 14,896 11,690 8,271 5,755 3,381 1,910 Net income after minority interests in ke 16,144 14,467 12,993 13,498 9,952 8,132 5,606 3,799 2,310 1,302 Earnings in ke 16,089 14,893 17,965 20,053 15,325 16,300 11,752 8,554 5,999 3,271 Earnings per sharer* in e 4.04 3,62 3,25 3,37 2,69 2,43 11,85 1,33 0,83 0,50 Dividend per share in fe 1,86** 1,30 1,40 1,10 0,79 0,63 0,53 0,35 0,35 0,20 0,00 Adjusted dEBIT margin* in fe 8,9 9,0 8,3 8,4 8,7 8,5 7,5 6,4 4,6 3,7 EBT margin in fe 6,1 5,7 4,9 5,1 4,7 4,8 4,1 3,4 2,3 1,8 EBUT margin in ke 296,486 278,576 245,393 286,815 269,386 193,005 158,979 131,398 106,828 97,629 Selected balance sheet items and key figures 12/31/2015	Revenue	in k€	263,243	253,276	267,418	263,842	210,618	170,497	138,018	113,988	103,588	74,535
Operating earnings (EBIT) in k€ 22,782 21,784 20,232 21,662 17,774 14,167 10,286 7,335 4,786 2,724 Adjusted operating earnings (EBIT) in k€ 23,489 22,891 22,136 22,156 18,356 14,487 10,336 7,335 4,786 2,724 Earnings before taxes (EBIT) in k€ 16,144 14,487 12,993 13,498 9,952 8,132 5,606 3,799 2,310 1,302 Cash earnings earnings in k€ 18,089 14,983 17,966 20,953 15,325 16,302 11,752 8,524 5,939 3,721 Earnings per share** in € 1,404 3,62 3,25 3,37 2,09 2,43 1,18 1,133 0,83 0,50 Dividend per share in € 1,85*** 1,30 1,140 0,79 0,63 0,53 0,35 0,20 0,00 Adjusted EBIT margin* in % 24,5 23,8 21,0 21,5 <t< td=""><td>EBITDA</td><td>in k€</td><td>25,171</td><td>23,776</td><td>22,529</td><td>23,455</td><td>19,494</td><td>15,971</td><td>11,793</td><td>8,774</td><td>6,132</td><td>3,851</td></t<>	EBITDA	in k€	25,171	23,776	22,529	23,455	19,494	15,971	11,793	8,774	6,132	3,851
Adjusted operating earnings (EBIT)* in k€ 23,489 22,881 22,136 22,156 18,356 14,497 10,336 7,335 4,786 2,724 Earnings before taxes (EBT)* in k€ 23,594 21,153 19,130 19,688 14,966 11,690 8,271 5,755 3,381 1,910 Net income after minority interests in k€ 18,044 14,487 12,993 13,498 9,952 8,132 5,606 3,799 2,310 1,302 Cash earnings in k€ 18,089 14,983 17,965 20,953 16,325 16,302 11,752 9,524 5,939 3,721 Earnings per share** in € 4,04 3,62 3,25 3,37 2,69 2,43 1,85 1,33 0,83 0,50 Dividend per share** in € 4,04 3,62 3,25 3,37 2,69 2,43 1,85 1,33 0,83 0,50 0,00 0,00 0,00 0,00 0,00 0,00 0,00	Adjusted EBITDA*	in k€	25,878	24,883	24,433	23,949	20,076	16,301	11,843	8,774	6,132	3,851
Earnings before taxes (EBT) in ke	Operating earnings (EBIT)	in k€	22,782	21,784	20,232	21,662	17,774	14,167	10,286	7,335	4,786	2,724
Net income after minority interests in k€ 16,144 14,487 12,993 13,498 9,952 8,132 5,606 3,799 2,310 1,302 Cash earnings in k€ 18,089 14,983 17,965 20,953 15,325 16,302 11,752 8,524 5,939 3,721 Earnings per share** in € 4,04 3,62 3,25 3,37 2,69 2,43 1,86 1,33 0,83 0,50 Dividend per share in € 1,85*** 1,30 1,40 1,10 0,79 0,63 0,53 0,35 0,20 0,00 Adjusted gross profit margin in % 8,9 9,0 8,3 8,4 8,7 8,5 7,5 6,4 4,6 3,7 BET margin in % 9,0 8,4 7,2 7,4 7,1 6,9 6,0 5,0 3,3 2,6 Return on sales (ROS) in % 6,1 5,7 4,9 5,1 4,7 4,8 4,1	Adjusted operating earnings (EBIT)*	in k€	23,489	22,891	22,136	22,156	18,356	14,497	10,336	7,335	4,786	2,724
Cash earnings in Ke 18,089 14,983 17,965 20,953 15,325 16,302 11,752 8,524 5,939 3,721 Earnings per share** in € 4,04 3.62 3.25 3.37 2.69 2.43 1.85 1.33 0.83 0.50 Dividend per share in € 1.85*** 1.30 1.40 1.10 0.79 0.63 0.53 0.33 0.20 0.00 Adjusted EBIT margin in % 8.9 9.0 8.3 8.4 8.7 8.5 7.5 6.4 4.6 3.7 EBT margin in % 8.9 9.0 8.3 8.4 8.7 8.5 7.5 6.4 4.6 3.7 EBT margin in % 9.0 8.4 7.2 7.4 7.1 6.9 6.0 5.0 3.3 2.6 Return on sales (ROS) in % 6.1 5.7 4.9 5.1 4.7 4.8 4.1 3.4 2.3 1.8 <td>Earnings before taxes (EBT)</td> <td>in k€</td> <td>23,594</td> <td>21,153</td> <td>19,130</td> <td>19,568</td> <td>14,956</td> <td>11,690</td> <td>8,271</td> <td>5,755</td> <td>3,381</td> <td>1,910</td>	Earnings before taxes (EBT)	in k€	23,594	21,153	19,130	19,568	14,956	11,690	8,271	5,755	3,381	1,910
Earnings per share** in € 4.04 3.62 3.25 3.37 2.68 2.43 1.85 1.33 0.83 0.50 Dividend per share in € 1.85*** 1.30 1.40 1.10 0.79 0.63 0.53 0.35 0.20 0.00 0.00 Adjusted gross profit margin in % 24.5 23.8 21.0 21.5 23.4 24.4 24.1 23.7 21.4 21.6 Adjusted EBIT margin* in % 8.9 9.0 8.3 8.4 8.7 8.5 7.5 6.4 4.6 4.6 3.7 EBT margin* in % 9.0 8.4 7.2 7.4 7.1 6.9 6.0 5.0 3.3 2.6 Return on sales (ROS) in % 6.1 5.7 4.9 5.1 4.7 4.8 4.1 3.4 2.3 1.8 Sales performance 2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 Not now order intake in k€ 296,486 278,576 245,393 286,815 269,386 193,005 158,979 131,398 106,828 97,629 Selected balance sheet items and key figures 12/31/2019 12/31/2018 12/31/2017 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2012 12/31/2010 14,638 16,342 16,139 15,760 15,022 16,311 14,568 10 10 10 10 10 10 10 10 10 10 10 10 10	Net income after minority interests	in k€	16,144	14,487	12,993	13,498	9,952	8,132	5,606	3,799	2,310	1,302
Dividend per share in € 1.85*** 1.30 1.40 1.10 0.79 0.63 0.53 0.35 0.20 0.00 Adjusted gross profit margin in % 24.5 23.8 21.0 21.5 23.4 24.4 24.1 23.7 21.4 21.6 Adjusted EBIT margin* in % 8.9 9.0 8.3 8.4 8.7 8.5 7.5 6.4 4.6 3.7 Return on sales (ROS) in % 9.0 8.4 7.2 7.4 7.1 6.9 6.0 5.0 3.3 2.6 Return on sales (ROS) in % 6.1 5.7 4.9 5.1 4.7 4.8 4.1 3.4 2.3 1.8 Sales performance 2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 Net new order intake in k€ 296,486 278,576 245,393 286,815 269,386 193,005 158,979 131,398 106,828 <td>Cash earnings</td> <td>in k€</td> <td>18,089</td> <td>14,983</td> <td>17,965</td> <td>20,953</td> <td>15,325</td> <td>16,302</td> <td>11,752</td> <td>8,524</td> <td>5,939</td> <td>3,721</td>	Cash earnings	in k€	18,089	14,983	17,965	20,953	15,325	16,302	11,752	8,524	5,939	3,721
Adjusted gross profit margin in % 24.5 23.8 21.0 21.5 23.4 24.4 24.1 23.7 21.4 21.6 Adjusted EBIT margin* in % 8.9 9.0 8.3 8.4 8.7 8.5 7.5 6.4 4.6 3.7 EBT margin in % 9.0 8.4 7.2 7.4 7.1 6.9 6.0 5.0 3.3 2.6 Return on sales (ROS) in % 6.1 5.7 4.9 5.1 4.7 4.8 4.1 3.4 2.3 1.8 Sales performance 2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 Net new order intake in k€ 296,486 278,576 245,393 286,815 269,386 193,005 158,979 131,398 106,828 97,629 2018 2019 2018 2017 2016 2019 2019 2019 2019 2019 2019 2019 2019	Earnings per share**	in €	4.04	3.62	3.25	3.37	2.69	2.43	1.85	1.33	0.83	0.50
Adjusted EBIT margin* in % 8.9 9.0 8.3 8.4 8.7 8.5 7.5 6.4 4.6 3.7 EBT margin in % 9.0 8.4 7.2 7.4 7.1 6.9 6.0 5.0 3.3 2.6 Return on sales (ROS) in % 6.1 5.7 4.9 5.1 4.7 4.8 4.1 3.4 2.3 1.8 Sales performance 2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 Net new order intake in k€ 296.486 278,576 245,393 286,815 269,386 193,005 158,979 131,398 106,828 97,629 Selected balance sheet items and key figures 12/31/2019 12/31/2018 12/31/2017 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2012 12/31/2011 12/31/2010 Property, plant and equipment in k€ 232,210 220,152 199,891 173,816 15,4369	Dividend per share	in €	1.85***	1.30	1.40	1.10	0.79	0.63	0.53	0.35	0.20	0.00
EBT margin in % 9.0 8.4 7.2 7.4 7.1 6.9 6.0 5.0 3.3 2.6 Return on sales (ROS) in % 6.1 5.7 4.9 5.1 4.7 4.8 4.1 3.4 2.3 1.8 Sales performance 2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 Net new order intake in k€ 296,486 278,576 245,393 286,815 269,386 193,005 158,979 131,398 106,828 97,629 Selected balance sheet items and key figures 12/31/2019 12/31/2018 12/31/2017 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2012 12/31/2010 12/31/2010 Property, plant and equipment in k€ 19,919 19,065 16,621 16,398 16,342 16,139 15,760 15,022 16,311 14,568 Inventories including land in k€ 232,210 220,152 199,891 173,816 154,369 96,054 78,408 35,816 19,830 8,628 (Cash and cash equivalents in k€ 16,703 16,328 16,666 11,331 12,493 6,916 6,821 1,540 3,793 3,074 (Equity in k€ 108,594 97,716 88,829 80,236 69,898 40,952 28,033 20,365 17,067 12,119 Net debt in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 (Equity ratio in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 (Equity ratio in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 (Equity ratio in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 (Equity ratio in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 (Equity ratio in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 (Equity ratio in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 (Equity ratio in k€ 380,164 341,440 317,653 28,86 28.5 25.6 20.5 24.1 26.7 28.4 (24,965) (Equity ratio in k€ 380,164 341,440 317,653 288,828 28.5 25.6 20.5 24.1 22/31/2011 12/31/2011 12/31/2010	Adjusted gross profit margin	in %	24.5	23.8	21.0	21.5	23.4	24.4	24.1	23.7	21.4	21.6
Return on sales (ROS) in % 6.1 5.7 4.9 5.1 4.7 4.8 4.1 3.4 2.3 1.8 Sales performance 2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 Net new order intake in k€ 296,486 278,576 245,393 286,815 269,386 193,005 158,979 131,398 106,828 97,629 Selected balance sheet items and key figures 12/31/2019 12/31/2018 12/31/2017 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2012 12/31/2010 12/31/2010 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2011 12/31/2010 12/31/2010 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/31/2010 12/	Adjusted EBIT margin*	in %	8.9	9.0	8.3	8.4	8.7	8.5	7.5	6.4	4.6	3.7
Sales performance 2019 2018 2017 2016 2015 2014 2013 2012 2011 2010 Net new order intake in k€ 296,486 278,576 245,393 286,815 269,386 193,005 158,979 131,398 106,828 97,629 Selected balance sheet items and key figures 12/31/2019 12/31/2018 12/31/2017 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2012 12/31/2011 12/31/2010 Property, plant and equipment in k€ 19,919 19,065 16,621 16,398 16,342 16,139 15,760 15,022 16,311 14,568 Inventories including land in k€ 232,210 220,152 199,891 173,816 154,369 96,054 78,408 35,816 19,830 8,628 Cash and cash equivalents in k€ 16,703 16,328 16,656 11,331 12,493 6,916 6,821 1,540 3,793 3,074 Equity in k€ 16,594 </td <td>EBT margin</td> <td>in %</td> <td>9.0</td> <td>8.4</td> <td>7.2</td> <td>7.4</td> <td>7.1</td> <td>6.9</td> <td>6.0</td> <td>5.0</td> <td>3.3</td> <td>2.6</td>	EBT margin	in %	9.0	8.4	7.2	7.4	7.1	6.9	6.0	5.0	3.3	2.6
Net new order intake in k€ 296,486 278,576 245,393 286,815 269,386 193,005 158,979 131,398 106,828 97,629 Selected balance sheet items and key figures 12/31/2019 12/31/2018 12/31/2017 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2012 12/31/2011 12/31/2010 Property, plant and equipment in k€ 19,919 19,065 16,621 16,398 16,342 16,139 15,760 15,022 16,311 14,568 Inventories including land in k€ 232,210 220,152 199,891 173,816 154,369 96,054 78,408 35,816 19,830 8,628 Cash and cash equivalents in k€ 16,703 16,328 16,656 11,331 12,493 6,916 6,821 1,540 3,793 3,074 Equity in k€ 108,594 97,716 88,829 80,236 69,898 40,952 28,033 20,365 17,067 12,119 Net debt in k€ <	Return on sales (ROS)	in %	6.1	5.7	4.9	5.1	4.7	4.8	4.1	3.4	2.3	1.8
Net new order intake in k€ 296,486 278,576 245,393 286,815 269,386 193,005 158,979 131,398 106,828 97,629 Selected balance sheet items and key figures 12/31/2019 12/31/2018 12/31/2017 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2012 12/31/2011 12/31/2010 Property, plant and equipment in k€ 19,919 19,065 16,621 16,398 16,342 16,139 15,760 15,022 16,311 14,568 Inventories including land in k€ 232,210 220,152 199,891 173,816 154,369 96,054 78,408 35,816 19,830 8,628 Cash and cash equivalents in k€ 16,703 16,328 16,656 11,331 12,493 6,916 6,821 1,540 3,793 3,074 Equity in k€ 108,594 97,716 88,829 80,236 69,898 40,952 28,033 20,365 17,067 12,119 Net debt in k€ <										****		
Selected balance sheet items and key figures 12/31/2019 12/31/2018 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2012 12/31/2011 12/31/2010 Property, plant and equipment in k€ 19,919 19,065 16,621 16,398 16,342 16,139 15,760 15,022 16,311 14,568 Inventories including land in k€ 232,210 220,152 199,891 173,816 154,369 96,054 78,408 35,816 19,830 8,628 Cash and cash equivalents in k€ 16,703 16,328 16,656 11,331 12,493 6,916 6,821 1,540 3,793 3,074 Equity in k€ 108,594 97,716 88,829 80,236 69,898 40,952 28,033 20,365 17,067 12,119 Net debt in k€ 174,898 159,312 149,236 124,320 98,581 79,401 68,034 36,347 16,552 10,261 Total assets in k€ 380,164 341,440	•											
Property, plant and equipment in k€ 19,919 19,065 16,621 16,398 16,342 16,139 15,760 15,022 16,311 14,568 Inventories including land in k€ 232,210 220,152 199,891 173,816 154,369 96,054 78,408 35,816 19,830 8,628 Cash and cash equivalents in k€ 16,703 16,328 16,656 11,331 12,493 6,916 6,821 1,540 3,793 3,074 Equity in k€ 108,594 97,716 88,829 80,236 69,898 40,952 28,033 20,365 17,067 12,119 Net debt in k€ 174,898 159,312 149,236 124,320 98,581 79,401 68,034 36,347 16,552 10,261 Total assets in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 Equity ratio in % 28.6 28.6 28.0	Net new order intake	in k€	296,486	278,576	245,393	286,815	269,386	193,005	158,979	131,398	106,828	97,629
Inventories including land in k€ 232,210 220,152 199,891 173,816 154,369 96,054 78,408 35,816 19,830 8,628 Cash and cash equivalents in k€ 16,703 16,328 16,656 11,331 12,493 6,916 6,821 1,540 3,793 3,074 Equity in k€ 108,594 97,716 88,829 80,236 69,898 40,952 28,033 20,365 17,067 12,119 Net debt in k€ 174,898 159,312 149,236 124,320 98,581 79,401 68,034 36,347 16,552 10,261 Total assets in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 Equity ratio in % 28.6 28.6 28.0 28.8 28.5 25.6 20.5 24.1 26.7 28.4 Other data 12/31/2019 12/31/2018 12/31/2017 12/31/2016	Selected balance sheet items and key to	igures	12/31/2019	12/31/2018	12/31/2017	12/31/2016	12/31/2015	12/31/2014	12/31/2013	12/31/2012	12/31/2011	12/31/2010
Cash and cash equivalents in k€ 16,703 16,328 16,656 11,331 12,493 6,916 6,821 1,540 3,793 3,074 Equity in k€ 108,594 97,716 88,829 80,236 69,898 40,952 28,033 20,365 17,067 12,119 Net debt in k€ 174,898 159,312 149,236 124,320 98,581 79,401 68,034 36,347 16,552 10,261 Total assets in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 Equity ratio in % 28.6 28.6 28.0 28.8 28.5 25.6 20.5 24.1 26.7 28.4 Other data 12/31/2019 12/31/2018 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2011 12/31/2010	Property, plant and equipment	in k€	19,919	19,065	16,621	16,398	16,342	16,139	15,760	15,022	16,311	14,568
Equity in k€ 108,594 97,716 88,829 80,236 69,898 40,952 28,033 20,365 17,067 12,119 Net debt in k€ 174,898 159,312 149,236 124,320 98,581 79,401 68,034 36,347 16,552 10,261 Total assets in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 Equity ratio in % 28.6 28.6 28.0 28.8 28.5 25.6 20.5 24.1 26.7 28.4 Other data 12/31/2019 12/31/2018 12/31/2017 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2011 12/31/2010 12/31/2010	Inventories including land	in k€	232,210	220,152	199,891	173,816	154,369	96,054	78,408	35,816	19,830	8,628
Net debt in k€ 174,898 159,312 149,236 124,320 98,581 79,401 68,034 36,347 16,552 10,261 Total assets in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 Equity ratio in % 28.6 28.6 28.0 28.8 28.5 25.6 20.5 24.1 26.7 28.4 Other data 12/31/2019 12/31/2018 12/31/2017 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2011 12/31/2010	Cash and cash equivalents	in k€	16,703	16,328	16,656	11,331	12,493	6,916	6,821	1,540	3,793	3,074
Total assets in k€ 380,164 341,440 317,653 278,242 244,994 159,947 136,600 84,645 63,868 42,965 Equity ratio in % 28.6 28.6 28.0 28.8 28.5 25.6 20.5 24.1 26.7 28.4 Other data 12/31/2019 12/31/2018 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2011 12/31/2010	Equity	in k€	108,594	97,716	88,829	80,236	69,898	40,952	28,033	20,365	17,067	12,119
Equity ratio in % 28.6 28.6 28.0 28.8 28.5 25.6 20.5 24.1 26.7 28.4 Other data 12/31/2019 12/31/2018 12/31/2017 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2011 12/31/2010	Net debt	in k€	174,898	159,312	149,236	124,320	98,581	79,401	68,034	36,347	16,552	10,261
Other data 12/31/2019 12/31/2018 12/31/2017 12/31/2016 12/31/2015 12/31/2014 12/31/2013 12/31/2012 12/31/2011 12/31/2010	Total assets	in k€	380,164	341,440	317,653	278,242	244,994	159,947	136,600	84,645	63,868	42,965
	Equity ratio	in %	28.6	28.6	28.0	28.8	28.5	25.6	20.5	24.1	26.7	28.4
	Other data								10/01/0010	10/01/0010	10/04/0044	10/01/0010
	Other data		12/31/2019	12/31/2018	12/31/2017	12/31/2016	12/31/2015	12/31/2014	12/31/2013	12/31/2012	12/31/2011	12/31/2010

Adjusted for the disposal of capitalised interest
 ** Relative to the average number of shares in circulation during the financial year

^{***} Proposal



8. Annex

Financial Calendar 2020

March 04, 2020	Preliminary figures for the 2019 financial year
March 23, 2020	Publication Annual Report 2019
April 28-29, 2020	Munich Capital Market Conference (Munich)
July 03, 2020	Annual General Meeting (Lehrte)
August 18, 2020	Publication Half-Year Report 2020
August 20, 2020	5th Hamburg Investors' Day - HIT (Hamburg)
September 22, 2020	Berenberg and Goldman Sachs German Corporate Conference (Munich)
October 05-07, 2020	Expo Real (Munich)
November 16-18, 2020	German Equity Forum (Frankfurt am Main)

IR contact



Dipl.-Kfm. Gerrit Janssen, CFA Chairman of the Management Board (CEO)



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HELMA Eigenheimbau

8. Annex

We are HELMA





Disclaimer

Comment on forward-looking statements

The information published in this presentation relating to the future development of HELMA Eigenheimbau AG and its subsidiaries refers only to forecasts and estimates and thus not to given historic facts. This merely serves for information purposes and may contain words such as "intend", "aim", "expect", "plan", "forecast", "assume" or "appraise". These forward-looking statements rely on the information, facts and expectations available to us at present, and therefore only apply at the point in time of their publishing.

Forward-looking statements are generally prone to uncertainties and risk factors difficult to estimate in their impact. The actual results and development of the company could therefore materially deviate from the forecasts. HELMA Eigenheimbau AG and its subsidiaries intend to monitor and update the published data at all times. Nevertheless, the company is not responsible for adapting the forward-looking statements to later events and developments. As a result, it is neither expressly nor actually liable for and does not assume any guarantee for the timeliness, accuracy and completeness of this data and information.

Note on rounded amounts and percentages

Slight differences can occur in the summation of amounts and percentages in this presentation due to commercial rounding.