

FACTSHEET



COMPANY PROFILE

- ▶ The leading system supplier in the German-speaking market for professional film technology, broadcast and video solutions
- ▶ Group with twelve individual companies and around 200 qualified employees
- ▶ Organic and inorganic growth in recent years with more than 35,000 active customers and more than 20,000 products

STRONG COMPETITIVE ADVANTAGE

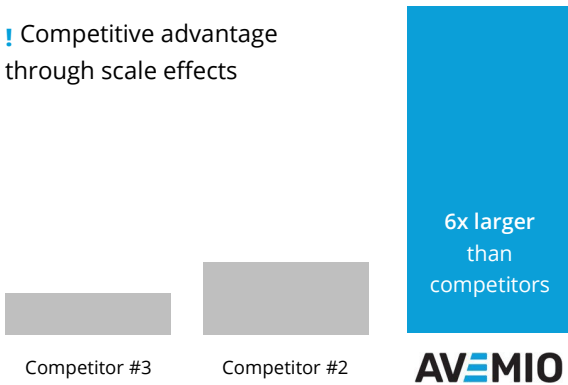
By far the largest trading company of professional film and TV equipment in German-speaking countries.

- ▶ Broadest product portfolio in the market
- ▶ High economies of scale by increasing sales volumes
- ▶ Negotiating power vis-à-vis hardware manufacturers
- ▶ Strong local presence and online platform with excellent after-sales service

Company size compared to competitors

! High entry barriers

! Competitive advantage through scale effects



ATTRACTIVE MARKET ENVIRONMENT

- ▶ Strong growth expected in the global broadcast equipment market¹
2022: USD 6.2bn. → 2029: USD 19.4bn.
- ▶ Strong growth expected in the new global markets like metaverse and gaming²
2023: USD 13.8bn. → 2030: USD 42.3bn.

¹ Fortunebusinessinsights.com – Broadcast Equipment Market Size

MANAGEMENT



Ralf P. Pfeffer, CEO

- ▶ Over 30 years in business management
- ▶ Corporate (re)organization and financing expertise



Norbert Gunkler, CFO

- ▶ Former CFO of Prime Standard Funkwerk AG
- ▶ Many years experiences in M&A transactions and growth financings



Steffen Schenk, COO

- ▶ Over 20 years of industry experience and sales expertise

GROWTH STRATEGY

- ▶ Organic growth of trading business
- ▶ Buy-and-Build:
 - Acquisition of profitable local and national suppliers who do not have the capital resources to significantly expand their product range
 - Synergy effect on different levels: f.e. procurement, logistics, marketing, increased process automation
- ▶ Expansion of Group's value chain by digital & cloud-based services for video production and distribution
- ▶ Developing new revenues drivers

EXPANSION POTENTIAL

- Planned market entry in every EU country and UK
- more than 10 locations

Mission: Internationalization of business activities

Vision: Transformation from leading German trading group to globally operating media technology group

NOW

Sales: 99.2 EURm
Customers: 30.000



GOAL

Sales: >1.0 EURbn
Customers: 300.000

² Statista.com – Metaverse Gaming



Contact IR Partner

Cross Alliance

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GROWTH DRIVERS

- ▶ Structural growth in video consumption and production drive need for professional video equipment and accessories
- ▶ Video producers need professional solutions:
 - For video production: AI and cloud-based editing services, etc.
 - For content distribution: Storage, streaming, broadcasting, etc.
 - For monetization of video content: Micropayments, reselling clips, etc.
- ▶ Development from a niche market to a holistic market

INVESTMENT HIGHLIGHTS

- ▶ Market leader in German-speaking countries with Europe-wide expansion strategy
- ▶ Growing core markets social media, YouTube, online and mobile publishing, IPTV and specialized TV channels
- ▶ Future markets artificial intelligence and metaverse
- ▶ Long-standing management and sales expertise in a niche market
- ▶ Fragmented market with small competitors
- ▶ High economies of scale by increase sales

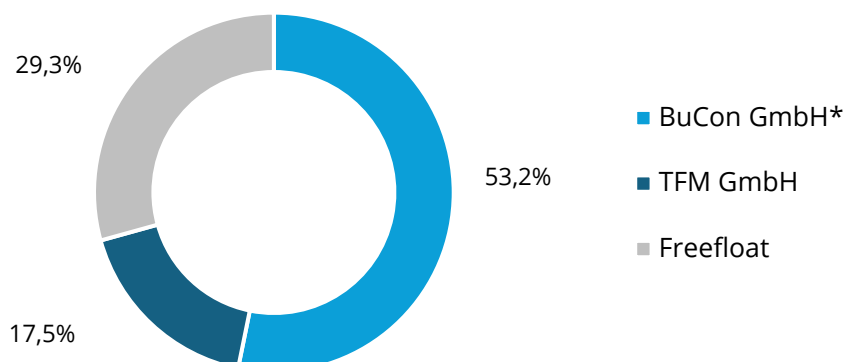
KEY FINANCIAL FIGURES

in EURm	2023	30.06.2024
Revenues	99.2	44.7
Gross Margin	18.9	9.7
Gross Margin ratio	19.1 %	22 %
EBITDA	0	-1.7
EBIT	-2.6	-2.1
Equity	26.3	23.6
Equity ratio	52.0 %	44.0 %
Working Capital	13.4	9.6

BASIC SHARE DATA

ISIN / WKN	A40KY5 / DE000A40KY59
	A2LQ1P / DE000A2LQ1P6 (400,000 non-registered shares in lock-up period)
Ticker Code	AV2
Share Capital	3,832,150.00 EUR
Number of Shares	3,832,150
Market Segment	Prime Market of the Stock Exchange Duesseldorf
Trading Floors	Xetra, Frankfurt, Düsseldorf, Munich, Berlin
Designated Sponsor	ICF Bank AG

SHAREHOLDER STRUCTURE



* CEO Ralf P. Pfeffer holds 50% of BuCon GmbH