

Ludwigsfelde, 14.5.2025

vegan

Geschäftsbericht 2024

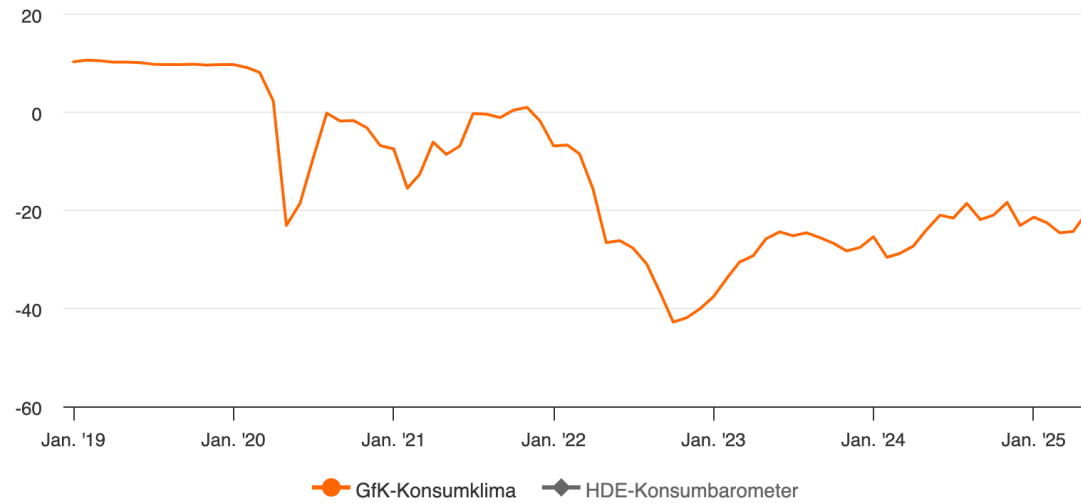
Marktlage

Stabilisierung auf niedrigem Niveau

- Strukturelle Herausforderungen in der Weltwirtschaft
- Konsumklima bleibt auf niedrigem Niveau
- LEH +2,4% aber 7,9% unter Vor-COVID Niveau
- Globale Krisen beeinflussen Märkte

Stimmungsindikatoren Konsum

Dashboard
deutschland

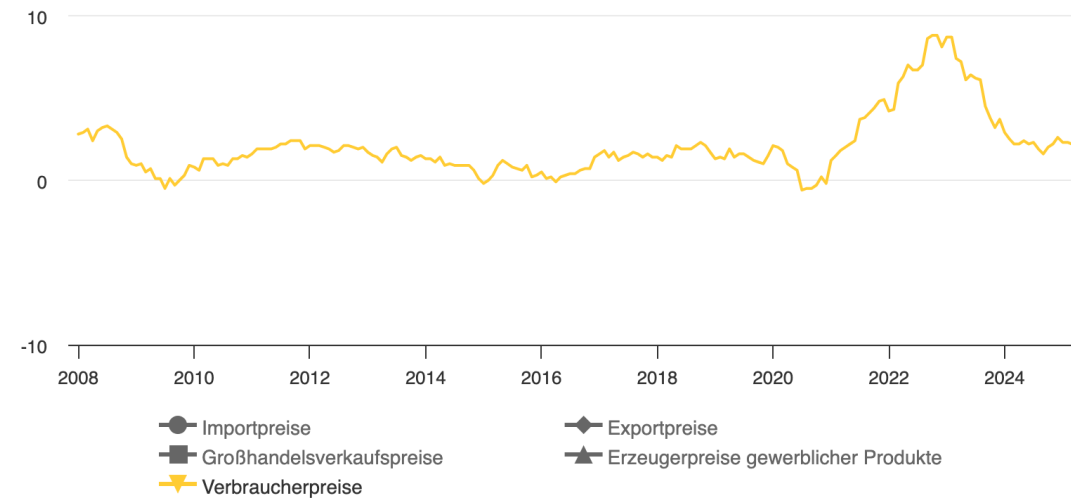


Quelle: GfK SE Handelsverband Deutschland Handelsblatt Research Institute

Preisveränderung

Dashboard
deutschland

Veränderungsrate gegenüber dem Vorjahresmonat in Prozent



Quelle: Statistisches Bundesamt (Destatis)

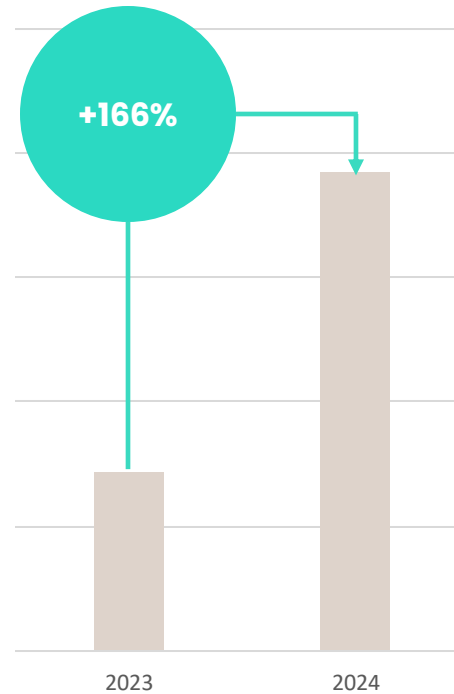
2024 Investitionen in Eigenproduktion

5 Geschäftsfelder für eine starke Zukunft

Strategie

- Eigenproduktionsaufbau
- Effizientere Kostenstruktur
- Umbau und Ausgründung von 5 separaten Units innerhalb der Gruppe
- Finanzierungsmaßnahmen

Eigenproduktionsumsatz



Fokus Eigenproduktion

- Investitionen
- Personalkosten
- F&E
- Marketing
- Kurzfristige Anlaufkosten

FINANZIELLE ENTWICKLUNG

2024



GuV

2024

Umsatzsenkung um € 5.6 Mio

Bereinigtes EBITDA gesunken um € 874 Tsd., trotz € 5.6m weniger Umsatz dank starken Kostenreduktion

EBITDA Verluste reduziert auf € 2.4 Mio. von € 6.3 Mio im Vorjahr wegen Einmaleffekte:

- Aktivierung der Forderung aus der Kapitalerhöhung 2023
- Aufwendungen für den Produktionsanlauf der neuen Produkten
- Periodenfehlbetrag halbiert auf € 4.8 Mio

in €m	2024	2023	Change (in %)
Umsatz	10.8	16.4	-34
Materialaufwand	6.7	10.0	+33
Personalaufwand	4.6	3.9	-17
Sonstige betriebliche Aufwendungen	7.9	10.5	+25
- Marketing Kosten	1.8	1.7	-4
- direkte Kosten	2.7	3.2	+15
- indirekte Kosten	3.3	5.6	+40
Bereinigtes EBITDA	-7.1	-6.3	-14
Einmalerträge	5.3	0.0	-
Einmalaufwendungen	0.6	0.0	-
EBITDA	-2.4	-6.3	+62
Abschreibungen	1.5	1.7	+9
EBIT	-3.9	-7.9	+51
Periodenfehlbetrag	-4.8	-9.5	+49

Bilanz

2024

Eigenkapital reduziert aufgrund der Netto-Verluste

Umlaufvermögen reduziert wegen des niedrigeren Umsatzes

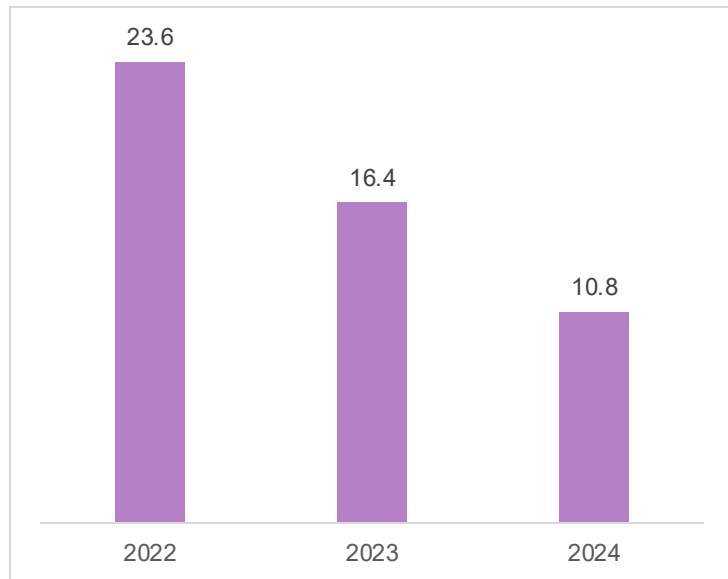
Finanzielle Verbindlichkeiten unverändert (Anlage € 9.6 Mio und Crowdfunding € 1.8 Mio)

in €m	2024	2023	Change (in %)
Anlagevermögen	13.1	13.9	-6
Umlaufvermögen	8.8	10.7	-18
Rechnungsabgrenzungsposten	0.3	0.3	+4
Bilanzsumme	22.3	25.0	-11
Eigenkapital	1.7	6.5	-74
Rückstellungen	1.0	1.8	-43
Verbindlichkeiten	19.6	16.6	18
Bilanzsumme	22.3	25.0	-11

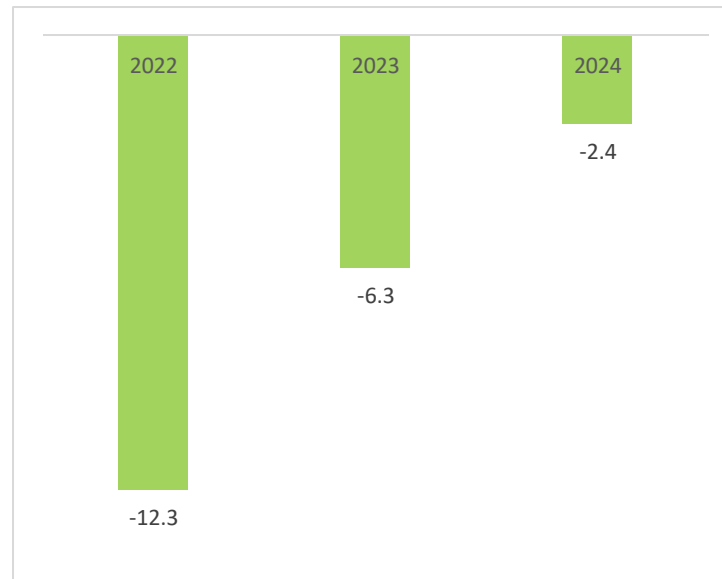
GUV

2024

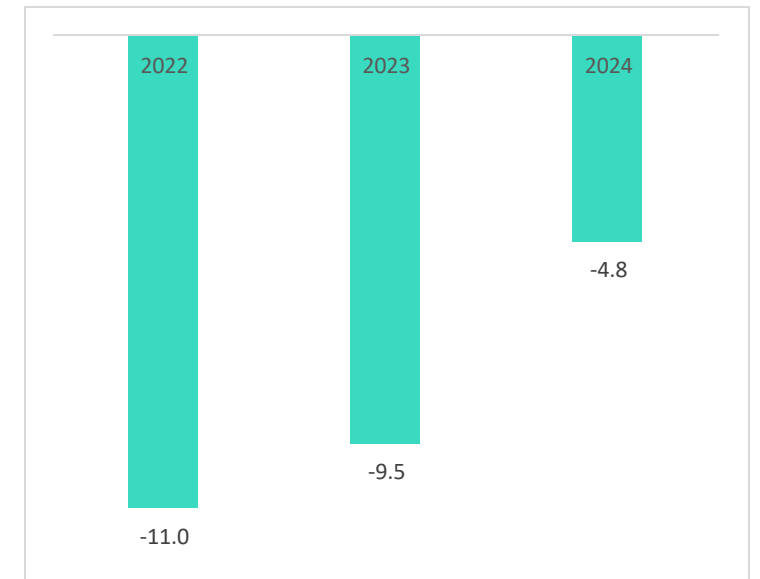
Umsatz in Mio. €



EBITDA in Mio. €



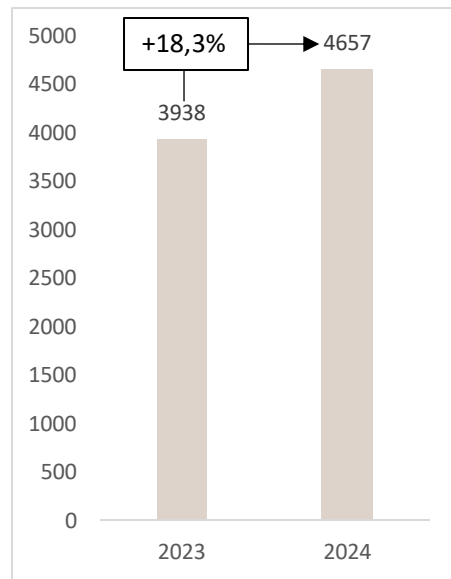
Jahresfehlbetrag in Mio. €



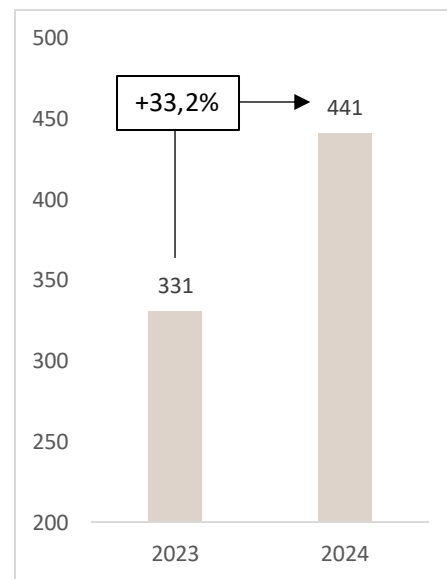
Kostenstruktur Entwicklung

2023 vs. 2024

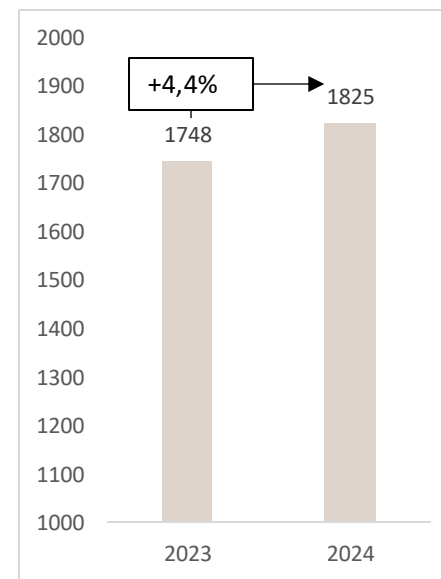
Personal in Tsd. €



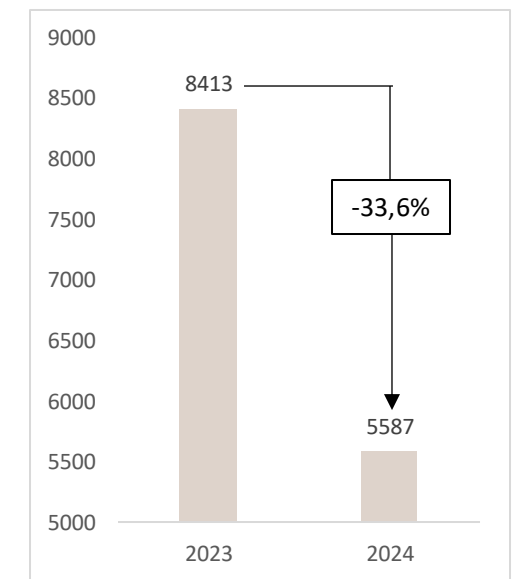
R&D in Tsd. €



Marketing in Tsd. €

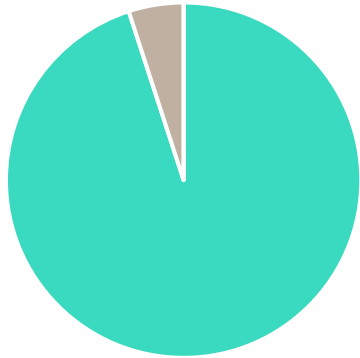


Overheads in Tsd. €



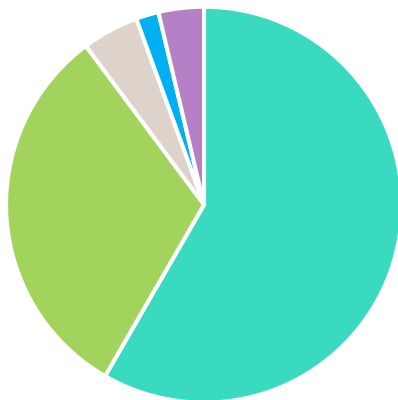
Kennzahlen 2024

Umsatz nach Region



- DACH 95% (2023: 93%)
- Sonst. Europa 5% (2023: 10%)
- Rest der Welt 0% (2023: 0%)

Umsatz nach Kanal



- LEH 58% (2023: 59%)
- Drogerie 31% (2023: 34%)
- Food Service 5% (2023: 5%)
- Discount 2% (2023: 6%)
- eCommerce 4% (2023: 2%)

€10,8m
Umsatz⁽¹⁾

8
Produktkategorien

3
Länder

3
Produktionsstandorte

2.238t
Emissionen 2024⁽²⁾
(-49%)

26t
Scope 1
(+112%)

30t
Scope 2
(+39%)

2.181t
Scope 3
(-50%)

Quellen: Unternehmensinformationen
(1) Umsatz Veganz Group AG
(2) In tCO₂e Scope 1-3

5 Business Units für eine starke Zukunft



Veganz Group AG Beteiligungs-Holding

5 Geschäftsbereiche



First-Mover und Marktführer im Bereich vegane Süßwaren und Snacks mit innovativen Rezepturen, nachhaltiger Verpackung und Clean-Label-Zutaten.



Marktführer im Bereich handwerklich hergestellter veganer Käse aus fermentierten Cashews mit authentischem Geschmack und Textur.



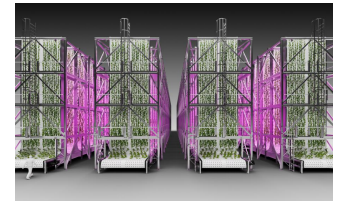
Revolutionäres 2D- Druckverfahren (1 Palette ergibt ca. 9 Paletten) zur Umwandlung flüssiger und fermentierter Verbindungen in trockene Halbfertigprodukte.



Neue Technologie zur Produktion von trockenen, hochwertigen, proteinreichen veganen Fleischalternativen auf Basis von Erbsenprotein (100g ergibt ca. 300g).



Patentierte Next-Generation Indoor Farming-Technologie, entwickelt mit Fraunhofer Institut, zur Produktion von proteinreichen Grundnahrungsmitteln.



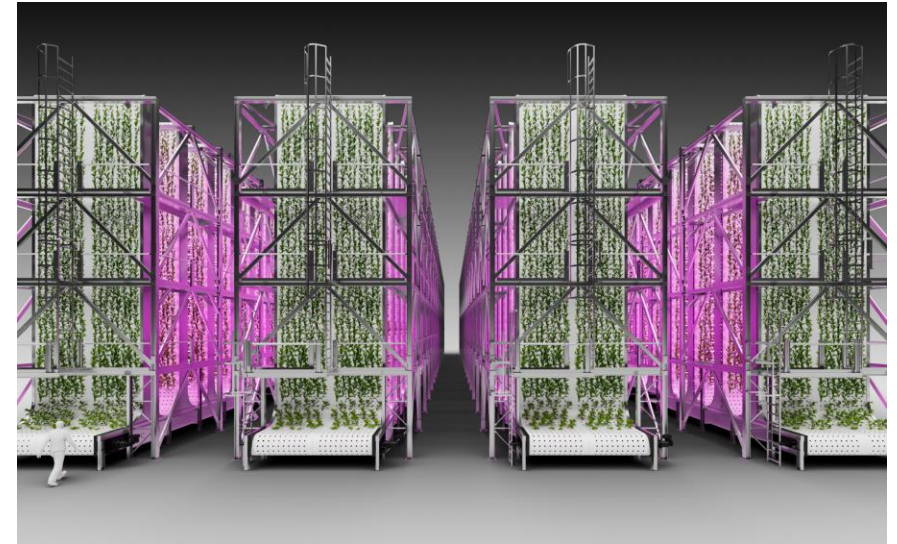
Weltweit patentiertes Verfahren zum Anbau von Grundnahrungsmitteln und Arzneimittelpflanzen

Strategie

- Lizenzierung IP geschützter Technologie
- F&E Partner: Fraunhofer-Institut für Molekularbiologie und Angewandte Oekologie IME
- Technologiepartnerschaft zu Konstruktion, Bau und Instandhaltung mit Marktführer Körber Technologies GmbH
- Ausgründung Orbifarm GmbH für Einstieg eines strategischen Investors

Vorteile

- Ernährungssicherheit
- Sicherer Indoor-Anbau von Grundnahrungsmitteln unabhängig von Klima- und Umwelteinflüssen
- Hohe Wirtschaftlichkeit bei hohen Erträgen (36x höhere Erträge im Vgl. zur konventionellen Landwirtschaft)
- Verarbeitung kompletter Biomasse – keine Nebenprodukte oder Abfälle
- Anbau und Nutzung von Arzneimittelpflanzen unter optimalen Reinraumbedingungen (Ertrag, Qualität)



Revolutionäres Verfahren zum 2D Druck von Flüssigkeiten

Strategie

- Ausgründung Mililk GmbH für Einstieg eines strategischen Investors
- Aufbau Produktionsstätten Europa
- Lizenzierung IP geschützter Technologie
- Aufbau und Lizenzierung Produktion in der MENA und Nordamerika-Region
- Partnerschaften im Vertrieb Foodservice mit Develey (Europa), Hebafood (Schweiz) und Jindilli Beverages (USA, Kanada, Australien, Neuseeland)
- Entwicklung und Launch weiterer Produkte (Mililk Creamer Drops)

Vorteile

- Technologie nutzbar für Saucen, Säfte, Suppen, Milch und Milchalternativen
- 90% Platz- und Verpackungersparnis
- Geringes Gewicht (spart 84%)
- Günstig in Transport und Lagerung (1 Palette Mililk ersetzt 8 Paletten Haferdrink)
- Günstiger Preis
- Lange Haltbarkeit



AUSBLICK

2025



Guidance

2025

in € Mio.	2025	2024
	Prognose	Ist
Umsatz	Etwa auf Vorjahresniveau	10,8
EBITDA	Etwa auf Vorjahresniveau	-2,4

Vielen Dank



Appendix



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Executive Board

Classic management experience, start-up know-how paired with in-depth market knowledge



Jan Bredack
Founder & CEO

- Founded Veganz in 02/2011

Key responsibilities:

- Sales and Distribution
- Retail



Anja Bachmüller
COO

- Joined Veganz in 02/2017

Key responsibilities:

- Supply Chain Management
- Purchasing
- Production
- Quality Management



Moritz Möller
CMO

- Joined Veganz in 04/2018

Key responsibilities:

- Marketing
- Product Management
- Sustainability



Massimo Garau
CFO

- Joined Veganz in 07/2023

Key responsibilities:

- Finance
- IT
- HR
- Investor Relations
- Legal



Our key share data

Share information

Issuer	Veganz Group AG
First day of trading	10 th November 2021
ISIN	DE000A3E5ED2
WKN	A3E5ED
Ticker symbol	VEZ
Share capital	€1,377,198.00
Number of shares outstanding	1,377,198
Listing/Market segment	Regulated Unofficial Market (Freiverkehr) of the Frankfurt Stock Exchange (Scale Segment)
Type of shares	Ordinary bearer shares
Designated Sponsor	mwb fairtrade Wertpapierhandelsbank AG

Analyst Coverage



Oliver Wojahn



Jan Bauer

Financial calendar 2024 & contact

13/05/2025	Annual Report 2024
14/05/2025	Webcast Annual Report 2024
13/08/2025	Hauptversammlung 2025
25/09/2025	Halbjahresbericht 2025
12/11/2025	MKK – Münchner Kapitalmarkt Konferenz



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