



MOBILITY
AG



IR in hard times – gaining back
visibility and reputation
22 June 2026
Stephanie Kniep

Vita Stephanie Kniep

More than 25 years experience in Investor Relations

- Studies in Economics in Bochum (D) and Strasburg (F)
- Start in Marketing and Sales as assistant to the CCO (Household industry)
- Communication officer at Employers' Association
- IPO of Masterflex AG (D), building up the IR department
- Different positions as Head of IR in D, L and A
- Own company since 2021, Strong network in DACH
- Mandate of Bajaj Mobility AG (former Pierer Mobility AG) since November 2025
- Former Board Member of DIRK and CIRA (IR associations)
- Instructor for IR and Corporate Communications at universities St. Pölten and Steyr (A)



Case study: Investor Relations in hard times



About Bajaj Mobility AG (formerly PIERER Mobility AG)

One of the world's leading suppliers of premium motorcycles

- Bajaj Mobility AG (formerly PIERER Mobility AG) is one of the world's leading suppliers of premium motorcycles- and is part of a global mobility group as a listed subsidiary of Bajaj Auto Ltd., the world's most valuable two- and three-wheeler-company.
- As the holding company of KTM AG, it unites the renowned performance-brands KTM, Husqvarna Motorcycles and GASGAS and, with its Austrian headquarters, stands for European engineering at the highest level – from racing machines to road- and off-road-models to travel-oriented bikes, supplemented by high-quality WP-components.
- A strong market presence in over 70 countries and a loyal community position the Group as an innovation leader with a diversified product portfolio, while through Bajaj Auto Ltd. it also benefits from extensive technological expertise and a global distribution network that enables sustainable implementation and long-term value creation.





MOBILITY
AG

KTM CELEBRATES 29 CHAMPIONSHIP TITLES IN 2025

537 WORLD CHAMPIONSHIP TITLES OVERALL

KTM 372

Husqvarna 122

GASGAS 43

FIM MOTOSTM WORLD CHAMPION | **JOSÉ ANTONIO RUEDA** | KTM
FIM MX2 WORLD CHAMPION | **SIMON LÄNGENFELDER** | KTM
FIM ENDUROGP WORLD CHAMPION | **JOSEP GARCIA** | KTM
FIM ENDURO1 WORLD CHAMPION | **JOSEP GARCIA** | KTM
FIM ENDURO2 WORLD CHAMPION | **ANDREA VERONA** | GASGAS
FIM SUPERENDURO WORLD CHAMPION | **BILLY BOLT** | HUSQVARNA

FIM HARD ENDURO WORLD CHAMPION | **MANUEL LETTENBICHLER** | KTM
FIM RALLY-RAID WORLD CHAMPION - RALLYGP | **DANIEL SANDERS** | KTM
FIM JUNIORGP WORLD CHAMPION & ROOKIES CUP WINNER | **BRIAN URIARTE** | KTM
DAKAR CHAMPION - RALLYGP | **DANIEL SANDERS** | KTM
FIM RALLY-RAID WORLD CUP CHAMPION - RALLY2 | **EDGAR CANET** | KTM
DAKAR CHAMPION - RALLY2 | **EDGAR CANET** | KTM

AMA SUPERCROSS 250 SX EAST CHAMPION | **TOM VIALLE** | KTM
FIM MOTOCROSS 85 WORLD CHAMPION | **RAFAEL MENNILLO** | KTM
FIM ENDURO YOUTH WORLD CHAMPION | **ROMAIN DAGNA** | KTM
FIM FLAT TRACK WORLD CHAMPION | **ERVIN KRAJČOVIĆ** | KTM
FIM S1GP SUPERMOTO WORLD CHAMPION | **LUKAS HÖLLBACHER** | KTM



ROAD RACING



MOTOCROSS



SUPERMOTOCROSS



RALLY



ENDURO

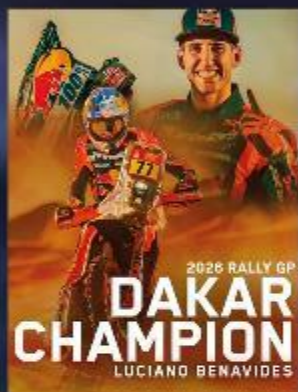
2026 SUCCESSFUL SEASON START

STATUS CW17 | APRIL 2026



DAKAR

DAKAR WINNER
LUCIANO BENAVIDES



- Red Bull KTM Factory Racing's **Luciano Benavides** has conquered the 2026 Dakar Rally in the most dramatic fashion imaginable, sealing overall victory by just two seconds after a never-give-up fight across Saudi Arabia, (the closest victory in the history of the event).

- Luciano Benavides' win marks **KTM's 21st Dakar Rally title** (22 wins in total for the company; 2022 GASGAS).

GENERAL INFORMATION ABOUT DAKAR

18. Dakar Rally
13. Stages

More than 8,000 km
thereof 5,000 km
special stages

MOTOGP™

FIGHTING ON TOP



- Pedro Acosta wins season opening Thai MotoGP Sprint and secures P2 in the Grand Prix race to lead the **World Championship for the first time ever**.

- Successful MotoGP Round 3 in USA/Austin with Enea Bastianini's podium in the Sprint and Pedro Acosta's Grand Prix podium.

SUPERENDURO

WORLD CHAMPION
BILLY BOLT



- Husqvarna Factory Racing's **Billy Bolt** has clinched the 2026 **FIM SuperEnduro World Championship** title on home soil in UK/Newcast, securing his sixth consecutive indoor world crown with one round to spare.

🏆 **World Championship**
title number 123 for Husqvarna
Factory Racing.

AMA SUPERCROSS

TITLE CONTENDER
ELI TOMAC



- Eli Tomac and KTM have celebrated four victories until the halfway point in the US Supercross Championship.

- Eli Tomac and KTM held the red plate* for the majority of the series and is still in title contention after round 14 of 17.

*Championship race

MOTOCROSS

VICTORIOUS IN
MXGP & MX2



- Lucas Coenen (Red Bull KTM Factory Racing) leads the MXGP class standings after round 5 of 19.

- Sacha Coenen tops the MX2 classification with the KTM 250 SX-F and current World Champion **Simon Längenfelder** sits close in second position.

- KTM leads MX2 manufacturer standings.

ENDUROGP

CLASSIC ENDURO
DOMINATION



- Red Bull KTM Factory Racing dominates season opener at EnduroGP of Italy.

- Josep Garcia riding his KTM 250 EXC-F in the Enduro1 class and teammate **Andrea Verona** on KTM 450 EXC-F in Enduro2, secured multiple wins and podium finishes at the opening round.

- The team leaves Italy leading the **EnduroGP, Enduro1, and Enduro2** standings after a highly competitive opening weekend.

HARD ENDURO

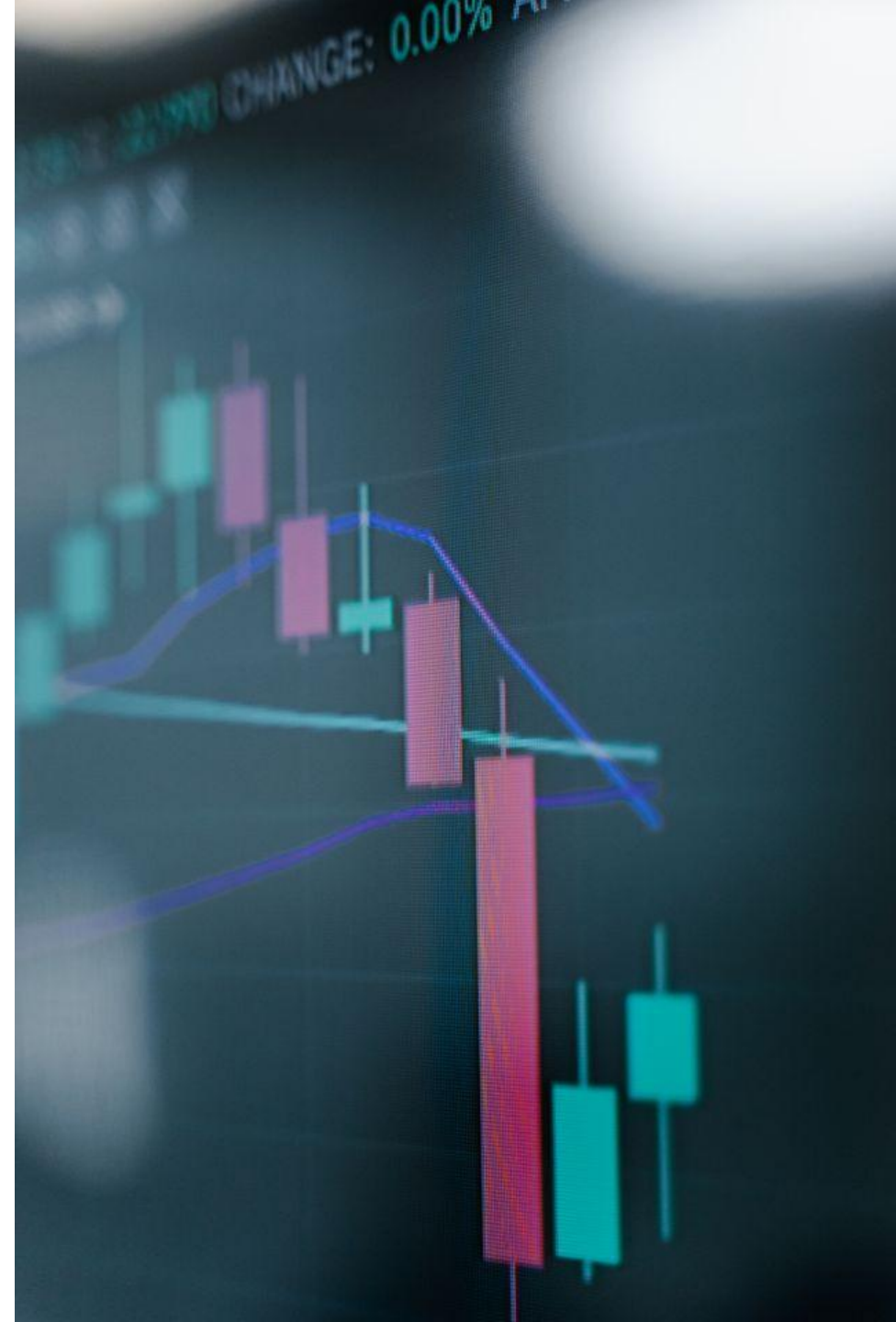
WINNING COMBINATION



- Victory for **Manuel Lettenbichler** and KTM at Hard Enduro Round 1 in France.

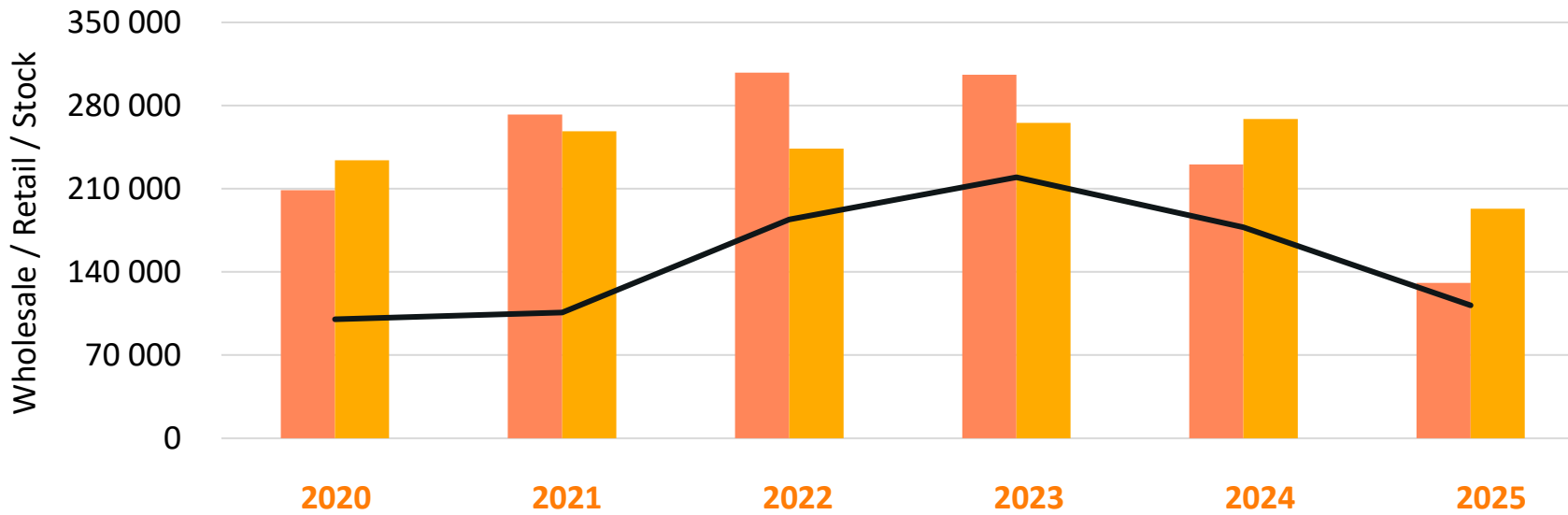
- Billy Bolt** secures runner-up result and the Husqvarna Factory Racing star leads the championship standings after opening round.

Why
then
hard times?



Retail/Wholesale Development 2020-2025

Year-over-Year development of wholesale and retail volumes

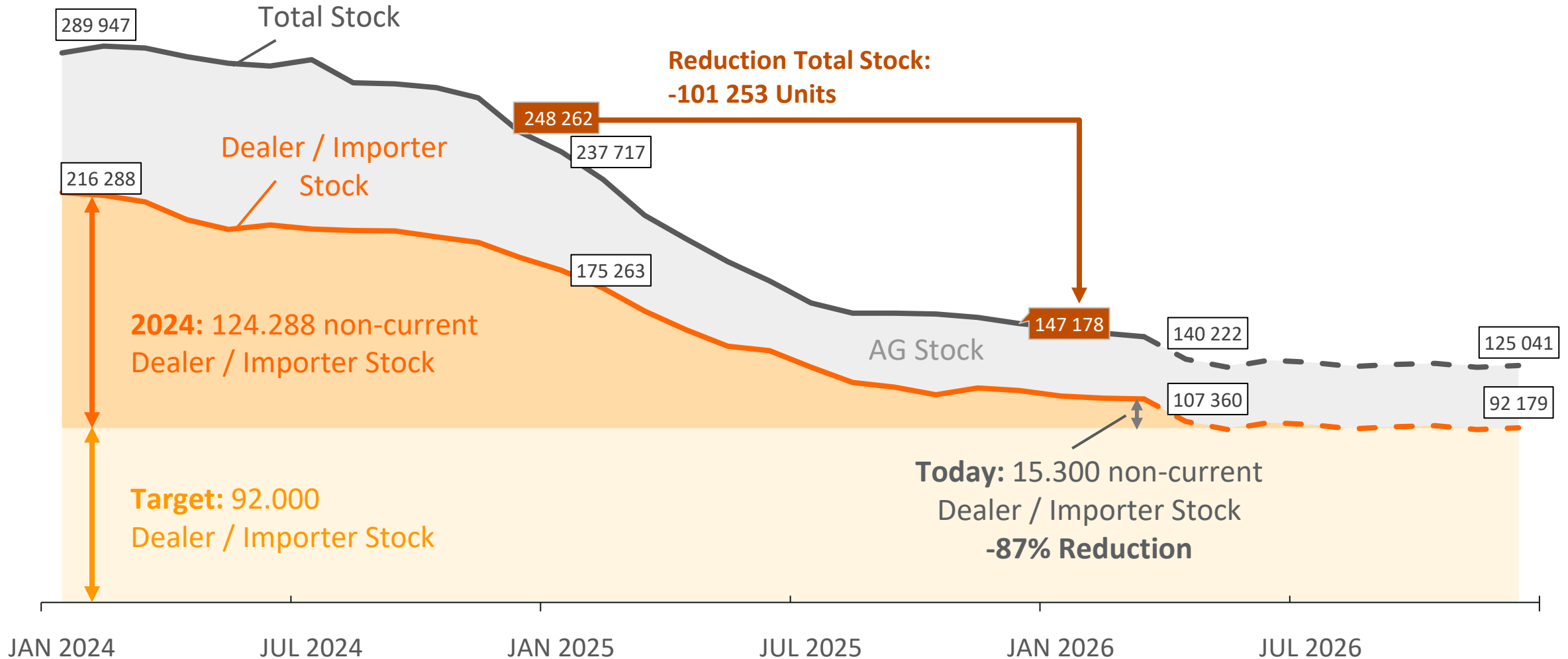


Wholesales Group	208,813	272,587	307,654	306,085	230,413	130,976
Retails Group	234,033	258,289	243,777	265,372	268,708	193,133
Dealer / Importer Stock	100,139	105,769	184,102	219,649	177,670	111,834
Wholesale / Retail Diff.	-25,220	14,298	63,877	40,713	-38,295	-62,157
		+118,888			-100,452	



Inventory Stock Reduction

Stabilization of KTM through fundamental improvement of one of the main triggers for insolvency

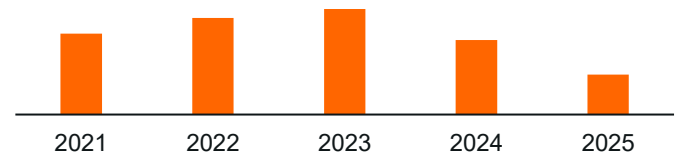


KPIs YTD – Profit & Loss

Bajaj Mobility AG

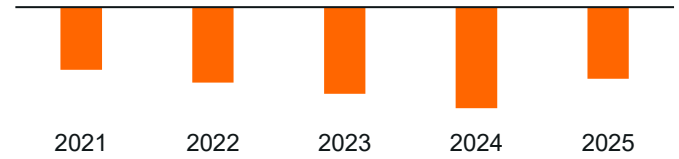
Revenue¹

YTD Dec



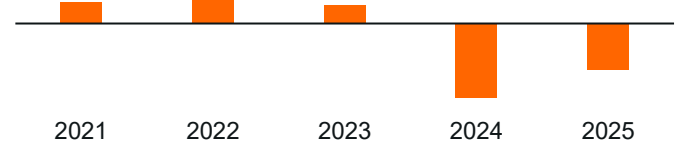
Overheads²

YTD Dec



EBIT²

YTD Dec



Note: ¹ Non adjusted; ² Adjusted by insolvency gain

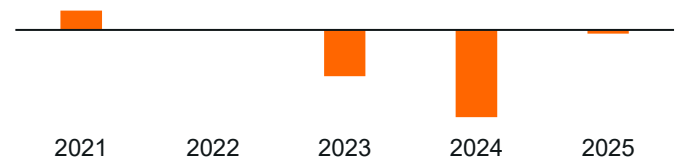


KPIs YTD – Balance Sheet & Cash Flow

Bajaj Mobility AG

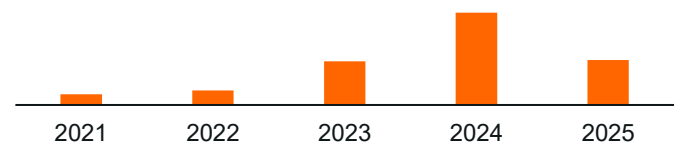
Free Cash Flow

YTD Dec



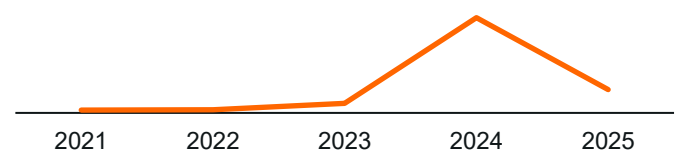
Net Financial Debt

YTD Dec



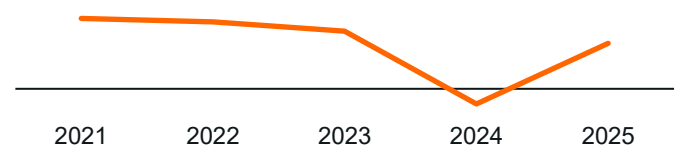
Gearing

YTD Dec



Equity Ratio

EOM Dec



Key Milestones on the Transformation Journey

Target: Getting back to profitability

Restructuring Plan

Approved by Creditors
30% recovery quota

600 Million

Creditor payment deadline met
financed mainly by Bajaj Auto Ltd.

Change of Control

Company's registered office
moved to Mattighofen, AT

Refinancing

Contract signed with
international bank consortium



Insolvency filed

KTM AG, KTM Components GmbH
KTM Forschungs & Entwicklungs GmbH

Production Stop

At all KTM plants in Austria
Mattighofen and Munderfing

Production Start

At all KTM plants in Austria
Mattighofen and Munderfing

~500 Jobs

Mainly white-collar jobs in all
departments have been cut

Resetting the Foundation for Sustainable Growth



REFOCUS

- No more Bicycles
- No more X-BOW
- No more CFMOTO
- No more MV Agusta



REDUCE COMPLEXITY

- Legal Entities
- SKU Model Reduction
- Human Resource



REDUCE INVENTORY

- Historic Retails
- Historic Wholesales
- Impact on Inventory
- Successful Reduction



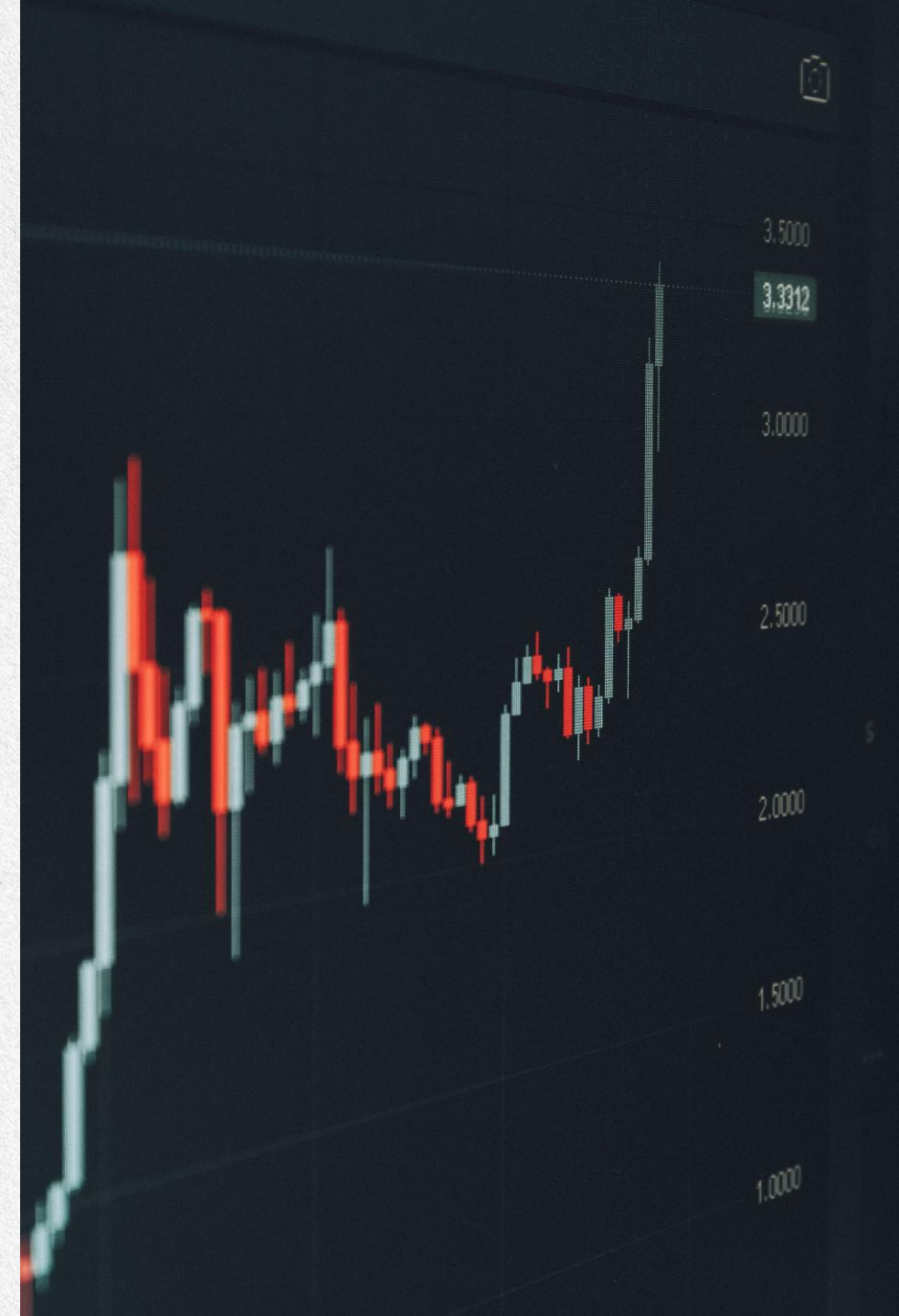
REDUCE COST

- Overhead Reduction
- 2024: 44 Mio / Month
- 2025: 34 Mio / Month

Investor Relations action plan

The pillars

- Perception Analysis inhouse and externally
- Analysis of Shareholder Structure
- Create Equity Story (strategic focus, meaningful data, guidance)
- Build Communication Plan along the regulatory framework and corporate events
- Update website and publications, provide information to Stock Exchange and financial media
- Provide regular direct quotes (“O-Ton”) of the Board to investors and media
- Enhance visibility with regular conference calls, investor conferences and road shows
- Get external view with research reports to increase visibility
- Capital Markets Day (new strategy, new management)



Your contact is welcome!

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