

DATE

5 April 2023

Pon Holdings successful with transformation to electric and digital

- *Great financial year with ten billion euro in revenue*
- *Continued growth of e-bike, e-car, and e-equipment sales*

Amsterdam, 5 April 2023 – 2022 proved a historic year for Pon Holdings. The Amsterdam-based, family-run multinational managed to continue its strategic transformation to electric bikes, cars, and machines successfully. Pon.Bike became a global player with the acquisition of Dorel Sports, while the Europcar take-over - in a joint venture with Volkswagen AG and others - resulted in a top position in European mobility. Pon’s agricultural cluster took further shape with the integration of URUS. The company also showed an excellent financial performance with its revenue exceeding ten billion euro for the first time in Pon Holdings’ history.

All four business clusters performed well in 2022 despite turbulence caused by the after-effects of COVID-19, the war in Ukraine, the energy crisis and macro-economic challenges. Pon.Bike grew significantly thanks to the acquisition of Dorel Sports, as well as steadily growing demand for e-bikes. The Automotive business also expanded, partly thanks to strong demand for electric cars. The Industrial Mobility cluster was divested to a large extent last year, illustrating Pon’s further withdrawal from the oil and gas industry. The Equipment & Power Systems cluster plays a significant part in the energy transition, among others, with the electrification of construction equipment and excavators.

According to Janus Smalbraak, Pon Holdings’ CEO, “It was another year full of challenges, particularly outside our business. The economic impact of the crises around the world is clear but is eclipsed by the suffering of countless victims and their families in the Ukrainian war. Under difficult circumstances, we managed to realize an extremely good year with Pon, not least financially. Our power primarily lies in our excellent relationships with our partners, vendors, and customers— a big compliment to all our employees around the world. Pon has become a powerhouse with myriad high-end top brands, a family business operating in multiple industries and as many as sixty markets. Diversification is a major cornerstone of our success. We operate in virtually every part of the value chain, from production and assembly to sale, and from distribution to service and maintenance. Pon’s transformation doesn’t stop here. It’s all about electric and digitalization nowadays, and we clearly are ahead of the game in this area. Demand for environmentally friendly and sustainable mobility is high, and we are pioneers in this area.

We have further expanded our automotive operations in the Netherlands, Germany, Vietnam, and the U.S., helped by growth in electric cars. The integration of Dorel Sports with Pon.Bike is proceeding apace, making us a global player with top bike brands and e-bikes. The big investments in bike infrastructure occurring primarily in Europe and the U.S. will give e-bike sales additional impetus in the future.

In 2022, we celebrated the 75th anniversary of our partnership with the Volkswagen Group, the strength of which was confirmed by our joint acquisition of Europcar. We will be offering new forms of mobility under this brand in the near future.

The economy is facing obstacles in 2023, once again, particularly in Europe and the U.S. The projected slowdown will have an impact on us, too, as well as the parts supply that is still not up to speed in places. Even so, we began our year with full order books for Automotive, Bike, and Equipment & Power. Our portfolio of strong brands, our service level, and our excellent teams with fantastic and highly motivated people keep our business resilient.”

2022 financial results

Pon Holdings' revenue rose to more than ten billion euros in 2022. The growth of 23% was the result of revenue increases across the board, acquisitions in Automotive and Bike, and divestments in Industrial Mobility. The company's EBITDA rose to €1,045 billion (2021: €559 million), which includes €383 million worth of proceeds from divestments. At €547 million, our net profit was higher than ever (2021: €307 million). Pon's workforce expanded to 15,700 (2021: 13,678).

Pon Automotive's continued growth

As was the case for the entire automotive industry, Pon Automotive's year was shaped by a significant parts shortage that led to incidental production stops. This, for instance, was the main reason for the Dutch automotive market to drop to its lowest level since 1960. Demand remained high for all brands in the Pon portfolio. Audi's market share grew, for instance. Drivers increasingly ask for electric cars, over one third of all cars sold through Pon is now electric. Pon Automotive remains the leading car player in the Netherlands and delivered one in five of all new cars in the Netherlands.

During 2022, Pon Automotive acquired an interest in German automotive company Moll Gruppe, which has a brand offering similar to Pon's in the Netherlands. In the U.S., Pon Luxury & Performance Cars opened three new Porsche dealerships. This business group did extremely well, in part due to rising sales of used luxury cars. Pon Automotive's overall revenue grew to nearly €6 billion (2021: €5.2 billion).

Rising demand for Pon.Bike's e-bikes

Last year, Pon.Bike went through huge growth, resulting in total revenues of €2.4 billion. This was due to a number of acquisitions, especially Dorel Sports, which turned Pon.Bike into a global player with an impressive range of top brands including Cannondale, Gazelle, Kalkhoff, Cervélo, and Urban Arrow. One highlight in 2022 was Jonas Vingegaard winning the Tour de France on a Cervélo bike. Pon.Bike's e-bikes are in high demand: over thirty percent of all bikes sold through bike dealers are e-bikes. This growth is expected to continue internationally in the current year. Pon.Bike kicked off construction work on a state-of-the-art bike plant in Lithuania, which will produce around 500,000 electric and other bikes per year. In addition to building and selling bikes, Pon.Bike also operates in parts and accessories as well as new services, such as leasing and subscriptions.

Pon Equipment & Power Systems is part of the energy transition

Pon Equipment & Power Systems operates at the heart of the energy transition, helping customers in a wide range of industries (including shipping, transportation, power supply and construction) go through that transition, while changing itself in the process. Divesting the Marine Engineering Company was part of this development, shifting Pon Power's focus completely to selling and servicing Caterpillar engines. Pon Equipment & Power Systems' revenue showed light growth to €1.2 billion (2021: €1.1 billion). Pon Equipment, which focuses on Caterpillar dealerships in the Netherlands and Norway, experienced higher demand for machines than it was able to deliver. Pon Equipment will further expand towards electric machines in the years to come, having already opened a dedicated plant in Norway. Pon Power is investing in solar energy and power microgrid initiatives, which can supplement national power grids.

Digitalization in Agricultural Products & Services

The global agricultural sector is characterized by digitalization, where the efficiency in managing and feeding livestock can be improved significantly. Further automation and data management will help the Agricultural Products & Services cluster respond to the need of feeding growing populations around the world, while reducing environmental impact. The Agricultural cluster faced challenges during 2022 in its main markets, Brazil and the U.S. Despite that, Agricultural Products & Services managed to grow its revenue to €422 million (2021: €400) .

About Pon Holdings

Pon Holdings is a leading family-run multinational based in the Netherlands. The company has 15,700 employees in 34 countries on six continents. Its renowned brands and 112 businesses operate in four clusters: Automotive, Pon.Bike, Equipment & Power Systems, and Agricultural Products & Services. Pon Holdings' ultimate goal is to ensure continued mobility for people, cities, and industries in an efficient and sustainable manner. In the Netherlands, Pon is the biggest mobility group, providing millions of people with bikes, cars, and mobility services every day.

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Attachments

- [image Volkswagen ID. Buzz](#)
- [image Gazelle UltimateC5 HMB lifestyle](#)
- [image CAT 320 NG Z-Line](#)