

world of **wienerberger** 

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DISCLAIMER wienerberger

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#### Dear Shareholders

2024 marked the third-best year in our company's history, reflecting the strength of our strategy, our resilience, and our strong operational performance. Despite a challenging market environment, particular in the new residential housing segment, we maintained robust margins through disciplined cost management and operational efficiency. This achievement was only possible thanks to the contribution of our more than 20,000 highly skilled colleagues who continuously focus on customer orientation, operational excellence and delivering the highest quality of our products and services.

The construction sector faced significant headwinds in 2024, including a sharp decline in single- and multi-family home construction especially in markets such as Germany and Austria which saw declines of more than 25% compared to the previous year. Rising interest rates and increasing construction costs contributed to weak demand, while political uncertainties linked to elections, changing regulatory frameworks and the proliferation of reporting requirements created further complexity. The high volatility in market demand made long-term planning challenging, further amplifying the pressure on our capacity utilization. Against this backdrop, the anticipated recovery in new residential housing markets did not materialize as originally planned, significantly impacting our volumes, especially in our ceramic wall division in continental Europe.

To address these challenges and to maintain robust margins we swiftly implemented disciplined and proactive cost management and operational efficiency measures. We increased the flexibility of our production cost structure, drove innovation, and expanded our system solution portfolio. We intensified restructuring measures, made extensive capacity adjustments, and delivered significant fixed cost savings. These measures have contributed € 100 million in profits, securing a solid group-level operating EBITDA margin of around 17%, and enabling us to deliver an operating EBITDA of € 760 million, in line with our guidance. In addition, we put a strong focus on working capital by reducing inventory. As a result, we generated free cash flow of close to € 420 million.

The resilience of our diversified product and system solution portfolio was confirmed by the strong performance of our roofing segment throughout our European operations. With its significant exposure to the renovation market our roofing segment showed a strong performance throughout its European markets. We are currently adding two new plants to our roofing network in the UK and Hungary.

Our piping operations continued to grow and gained market shares in the infrastructure segment for water and energy management. By upgrading our plant network and adding new system solutions, the piping division contributed significantly to the overall performance of the group and represents the biggest unit within the wienerberger group at 30% of 2024 revenues.

#### Strengthening Our Market Position: Accelerated Integration, Synergies and Strategic Growth

A major milestone in 2024 was the successful completion and integration of Terreal, further strengthening our market position and our solution offering for the entire building envelope. The integration process advanced ahead of schedule, delivering a positive contribution to our overall profitability. Lower market activity allowed us to accelerate our proactive restructuring efforts, optimizing resources, and realizing synergies faster than initially anticipated. Beyond Terreal, additional strategic acquisitions during the year expanded our portfolio, enhanced our supply chain efficiency, and positioned us for sustainable long-term growth.

Another well executed example is the integration of FloPlast and Cork Plastics, which has strengthened the resilience of the UK & Ireland business, reduced its exposure to the declining new build residential sector, and enabled the company to achieve like-for-like sales revenue growth in 2024 despite a market decline of over 10%.

Also, North America serves as a strong best-practice example of the impact of our measures. While 2024 saw the same level of housing starts as in 2020, we successfully grew our EBITDA by 140% since then. This clearly highlights the effectiveness of our cost-cutting initiatives and the synergies realized across our businesses.

Following significant M&A in 2024, our near-term priority is on consolidating these investments and further strengthening our balance sheet. We are focused on prudent financial management and will take a balanced approach to capital expenditures and acquisitions. In 2025, we will continue our operational efficiency efforts and adhere to our disciplined and shareholder value-oriented capital allocation policy.

#### **Ambitious Sustainability Goals: Driving Decarbonisation through Targeted Investment**

Sustainability has always been an integral part of wienerberger's strategy. Our goal is to ensure that future generations can enjoy a high quality of life. To this end, we are committed to fighting climate change and contributing to achieving the European Green Deal's target of net zero emissions by 2050.

In 2024, we were fully committed to our sustainability strategy, setting, and delivering against ambitious goals in decarbonization, circular economy, and biodiversity to create a liveable future for generations to come.

One of our key achievements in relation to our decarbonization strategy and our commitment to sustainable construction solutions was the opening of wienerberger's modernized CO<sub>2</sub>-neutral brick plant in Uttendorf, Austria, where we installed the world's largest electric industrial kiln. Thanks to this innovation, we now operate Europe's most sustainable brick production facility, setting new industry standards. In the future, other sites will also benefit from the expertise and technologies developed there.

#### **Strong Financial Discipline in 2024**

We maintained strict financial discipline, focusing on working capital management, capacity efficiency, and the divestment of non-operational properties and surplus assets. As a result, we achieved free cash flow generation of close to € 420 million.

Our robust financial position allows us to continue generating sustainable value for our shareholders. We remain committed to a balanced approach to capital allocation, and we propose a total dividend payout at approximately the same level as prior year, corresponding to a dividend per share of € 0.95. This represents a dividend payout ratio of 33% of free cash flow and implies an attractive dividend yield. Share buybacks remain an important part of our capital allocation strategy which, together with an attractive dividend policy, offer an enhanced shareholder return. In the beginning of 2025, we successfully completed our latest share buyback program. To further enhance shareholder value, we will cancel up to 2% of the share capital.

#### Outlook

Looking ahead, while market conditions are improving slowly, we acknowledge the continued low visibility and high uncertainty in our end markets. Given this challenging environment, we remain committed to strict cost discipline and operational efficiency to expand operating EBITDA margin for the group to 17.5%. Our strategic priorities include optimizing operations, increasing efficiency, and seizing growth opportunities. With a strong financial position and a clear strategic direction, we are confident in continuing to generate substantial long-term value for our shareholders through disciplined capital allocation and sustainable growth.

Under the assumptions that (i) our relevant end markets show a stable development throughout 2025 and (ii) interest rates will be cut further by the respective central banks throughout 2025 in line with current market expectations, wienerberger should achieve an operating EBITDA of approximately € 800 million.



wienerberger is more resilient, innovative, and efficient than ever – already generating 33% of our revenue from innovative products today, with a goal of reaching 35% by 2026. One major step was the launch of Wioniq, bringing together four innovative companies – Inter Act, I-Real, Wideco, and Slatek. In doing so, Wioniq establishes a platform for expansion in the infrastructure sector for water and energy management, which offers significant growth potential.

Innovation and sustainability go hand in hand, which is why sustainability is at the core of our identity, driving both progress and our positive impact on the planet and people. With the Sustainability Program 2023-2026, we have set ambitious targets that expand our environmental and social commitments, strengthening both our internal processes and our contributions to zero-emission buildings and climate resilience – a path we are committed to continuing in the future.

Thank you for your continued trust and support,

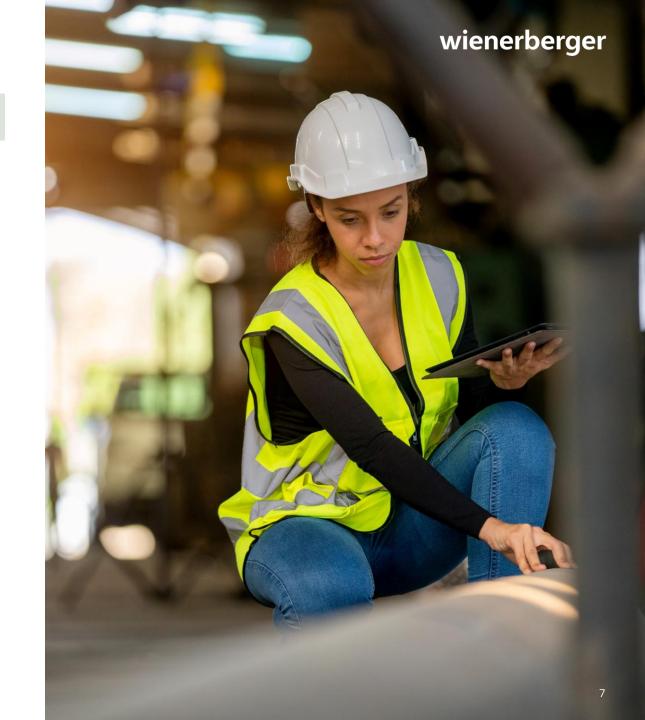
Heimo Scheuch, CEO wienerberger AG

**STRONG PERFORMANCE IN 2024** 

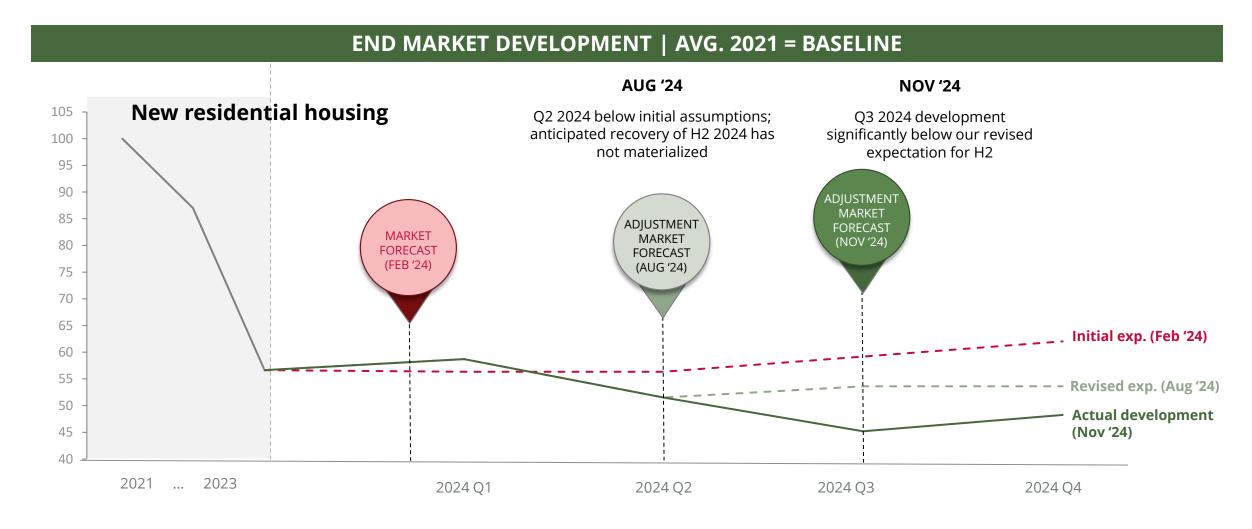
# € 760 MN OPERATING EBITDA

# THIRD-BEST YEAR IN OUR HISTORY

Made possible by 20,000+ skilled colleagues committed to excellence, customer focus, and delivering the highest quality.



### END MARKETS CHANGED SUBSTANTIALLY THROUGHOUT THE YEAR 2024



### **NAVIGATING MARKET CHALLENGES**

### New residential housing recovery slower than expected

- > Rising interest rates and construction costs
- > Political uncertainties and regulatory changes
- > High market demand volatility affecting long-term planning
- > Drop of up to 25% in single and multi-family housing, for example in markets such as Germany & Austria

**Renovation & infrastructure – stable development** 



EXECUTIVE SUMMARY wienerberger

# LEVERAGING PORTFOLIO DIVERSIFICATION AND DRIVING EFFICIENCY



### Our Response: Strategic adaptation

#### **Cost Management & Operational Efficiency**

- > Flexible production cost structures
- > Streamlined operations & restructuring
- Significant fixed cost savings

#### **Resilient Portfolio Performance**

- Roofing: Strong renovation market demand, expansion in UK & Hungary
- Piping: Market share gains in water & energy infrastructure, network upgrades
- > Piping division now largest unit, contributing 30% of 2024 revenues

### **DELIVERING STRONG RESULTS**

**€ 760** mn Operating EBITDA

€ +100 mn Cost Savings € 417 mn Free Cashflow

Strong results demonstrate our **resilience** 

Disciplined cost management and operational efficiency lead to **robust margins** 

Strong financial discipline, focusing on working capital and capacity efficiency

EXECUTIVE SUMMARY wienerberger

# STRENGTHENING OUR MARKET POSITION: ACCELERATED INTEGRATION, SYNERGIES AND STRATEGIC GROWTH

### Strategic Acquisitions Driving Growth

- Expanded portfolio and supply chain efficiency
- Long-term sustainable growth

- Continental Europe

  Terreal successful completion and integration ahead of schedule
- **UK & Ireland**FloPlast and Cork Plastics achieved growth despite a 10% decline in the market
- North America

  Effective cost-cutting and synergy realization led to operating EBITDA growth of 140% since 2020

# M&A 2024 - SUPPORTING OUR TRANSFORMATION

wienerberger

~5X
EV/EBITDA
after 3 years
and synergies

1 Summitville Tiles (US)

Grain Plastics

3 Terreal

4 Slatek OY

5 Tekken AS

6 Betonarna Lesonice

Maincor Ltd

**FACADE** 

**PIPES** 

**ROOF** 

**PIPES** 

**PIPES** 

**PAVERS** 

**PIPES** 



### WE COMPLETED THE LARGEST ACQUISITION IN OUR HISTORY

countries

29 sites

**European** market leader for pitched roofs

**Doubling roofing sales to** 

>75mn m<sup>2</sup> annually

~3,000 employees

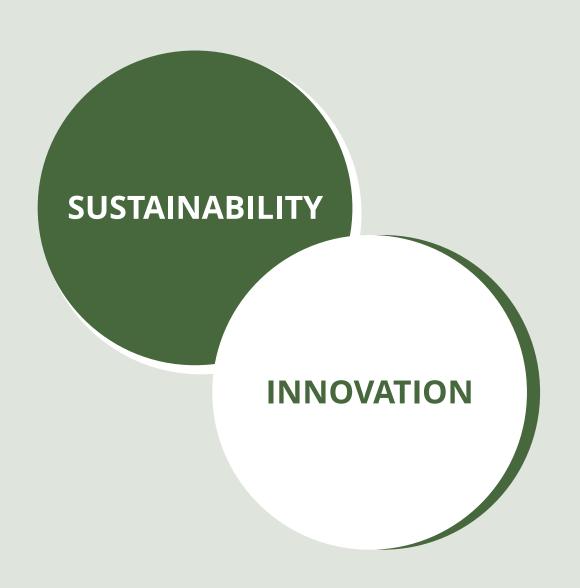


# DRIVING DECARBONISATION THROUGH TARGETED INVESTMENTS



EXECUTIVE SUMMARY wienerberger

### DRIVING INNOVATION DEEPLY INTERTWINED WITH SUSTAINABILITY



- Driving Sustainable Growth Innovation supports achieving our sustainability goals
- State of the art plants
  Continuous upgrades of our facilities
  lead to significant CO<sub>2</sub> savings
- Resource efficiency
  Innovative technologies in the production
  processes help conserve resources



### **Q4 RESULTS**

Revenue

€ 1,121 mn

(Q4 2023: € 939 mn | +19%)

Operating EBITDA

€ 158 mn

(Q4 2023: € 146 mn | +9%)

Net result

€ 34 mn

(Q4 2023: € 22 mn | +54%)

Operating EBITDA margin

14%

(Q4 2023: 16% | -200bps)





### ROBUST RESULTS IN A DIFFICULT MARKET ENVIRONMENT

Revenue

€ 4,513 mn

(2023: € 4,224 mn | +7%)

Operating EBITDA

€ 760 mn

(2023 : € 811 mn | -6%)

Operating EBITDA margin

17%

(2023: 19% | -200bps)

Net result

€ 80 mn

> EPS adj.: € 2.05

> EPS: € 0.72

Cost management & self-help

€ +100 mn

- Cost savings of € 59 mn from mothballing plants, shift reductions, overhead cost cuts
- > Self-help contribution of € 41 mn

Terreal contribution\*

€ +82 mn

<sup>\*</sup> Operating EBITDA contribution for 10 months

FINANCIALS 2024 wienerberger

# SOLID DEMAND IN INFRASTRUCTURE AND RENOVATION, MIXED PICTURE IN THE NEW RESIDENTIAL HOUSING MARKET

#### **Europe West**

- New residential housing
  - > UK/Ireland developed positively, with the market recovery confirmed
  - > Bottoming out in France, Germany and Belgium ongoing
- > Infrastructure and renovation remained resilient
- > External revenues supported by Terreal
- Operating EBITDA predominately affected by lower market levels and standstills in the ceramic business

#### **Europe East**

- > Recovery in new residential housing, but at a slower pace in H2 compared to H1
- > Slightly lower average prices but helped to defend market shares
- > Strict cost management measures supported profitability

#### **North America**

- > New residential housing market continued to be challenging
- > Maintained strong performance in pipe business
- > Increased cost inflation in piping led to slightly diluted margins vs. prior year
- > Weather extremes in Q3 put extra pressure on volume decline

| External revenues (in € mn) | 2024    | 2023    | Chg. in % |
|-----------------------------|---------|---------|-----------|
| Europe West                 | 2,544.3 | 2,193.1 | 16        |
| Europe East                 | 1,169.0 | 1,192.6 | -2        |
| North America               | 799.3   | 837.7   | -5        |
| wienerberger Group          | 4,512.7 | 4,223.4 | 7         |

| Operating EBITDA (in € mn) | 2024  | 2023  | Chg. in % |
|----------------------------|-------|-------|-----------|
| Europe West                | 350.0 | 377.9 | -7        |
| Europe East                | 218.6 | 219.7 | -1        |
| North America              | 191.4 | 213.2 | -10       |
| wienerberger Group         | 760.0 | 810.8 | -6        |

### **REVENUE INCREASE OF +7% SUPPORTED BY M&A**

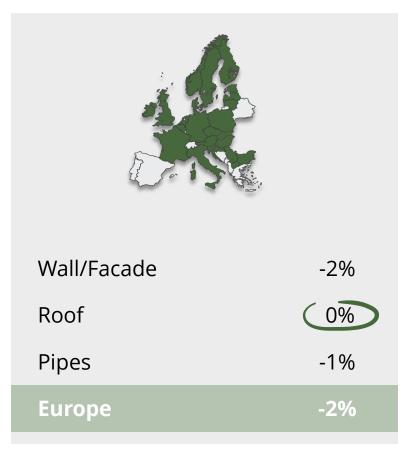
### **Revenue Bridge**

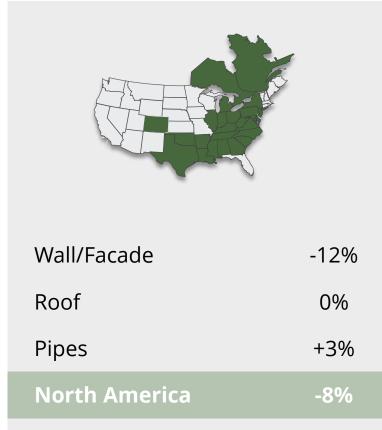


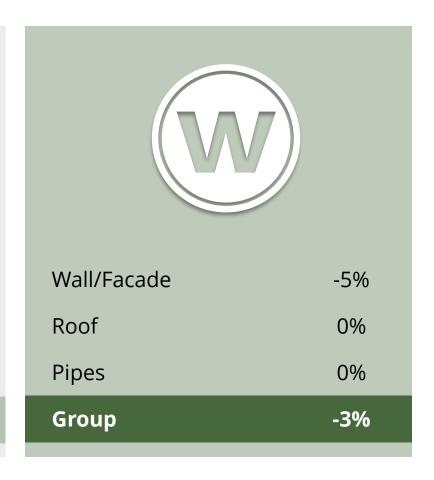
- UK/Ireland market recovery confirmed, solid volume development in Europe East
- Volume decline in ceramics in Europe West (AT, DE, BE, FR) & North America
- Disciplined pricing approach led to a stable price development throughout 2024, holding at -3% below 2023
- Scope expansion Terreal & other smaller targets, divestment of Russian business

### wienerberger

# NEW RESIDENTIAL HOUSING RELATED BUSINESS IN EUROPE WEST AND NORTH AMERICA DRIVE VOLUME DECLINE OF –3%







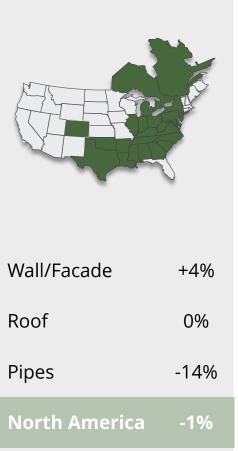
### wienerberger

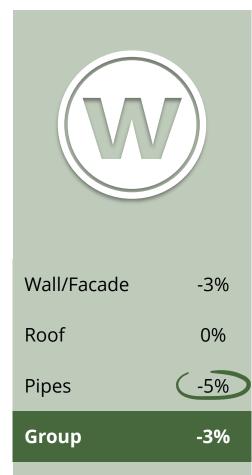
# STABLE SALES PRICE DEVELOPMENT THROUGHOUT 2024, HOLDING AT -3% BELOW 2023



| Roof   | 0%  |
|--------|-----|
| Pipes  | -3% |
| Europe | -3% |

Wall/Facade





#### **WALL / FACADE**

- Intentional price initiatives mainly in Europe East led to lower average prices
- Sound pricing development in new residential housing in North America despite market decline

#### **ROOF**

Resilient sales price development in renovation markets

#### **PIPES**

- Sales price decline in piping business linked to resin cost decrease
- Additional pressure in particular Eastern European markets (PL, HU) due to budget restrictions of municipalities
- > Sequential price decline in US piping business

( -5%

## COST INFLATION AT 0% FROM RISING GRANULATE AND ENERGY PRICES IN H2



**Personnel costs** 

+5%



Raw materials ceramics

+1%



Raw materials piping\*

-4%



**Energy** 

+4%

Cost inflation 2024: 0%

Cost inflation H1: ~-1.5% | Cost inflation H2: ~+1.5%

# PIPES AND EUROPEAN WALL/FAÇADE BUSINESS MAINLY AFFECTED BY PRICE-COST DEVELOPMENT

Wall/Facade

€ -57mn

Europe € -61mn NOAM € +4mn Roof

€ 0mn

Europe € 0mn NOAM € 0mn **Pipes** 

€ -46mn

Europe € -21mn NOAM € -25mn

**GROUP** 

€ -103mn

# SOUND OPERATING EBITDA MARGIN OF 17% IN CHALLENGING MARKET ENVIRONMENT





# WALL / FACADE 16%

Operating EBITDA Margin

- New residential housing market decline of -46% vs. 2021
- > Low capacity utilization of 50%



# ROOF 23%

Operating EBITDA Margin

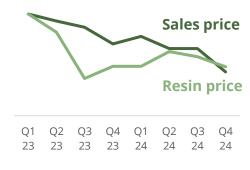
 Low production level due to strict working capital management



# PIPING 19%

Operating EBITDA Margin

- Stable margin despite sequential price decline
- Gradually normalizing profitability of US business



# INTENSIFIED COST MANAGEMENT AND EFFICIENCY IMPROVEMENTS SUPPORT PROFITABILITY

#### **COST MANAGEMENT**

2024 savings of

€ 59 mn

#### **SELF-HELP PROGRAM**

2024 EBITDA contribution of

€ 41 mn

€ 100 mn savings for full-year 2024 achieved

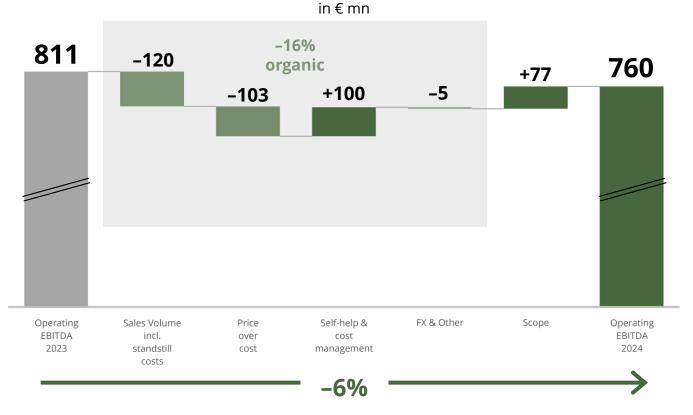
## LOWER PRODUCTION OUTPUT AFFECTING PROFITABILITY AND CASH FLOW

### **PRODUCTION EBITDA CASH FLOW** Less energy consumption and lower emissions led to a surplus in CO<sub>2</sub> credits and Disciplined energy volumes production activity Inflows from working and reduction of capital optimization finished goods Lower production activity led to less efficiency and lower absorption of fixed costs

OPERATING EBITDA BRIDGE 2024 wienerberger

### RESILIENT RESULT IN A CHALLENGING MARKET ENVIRONMENT

### **Operating EBITDA Bridge**



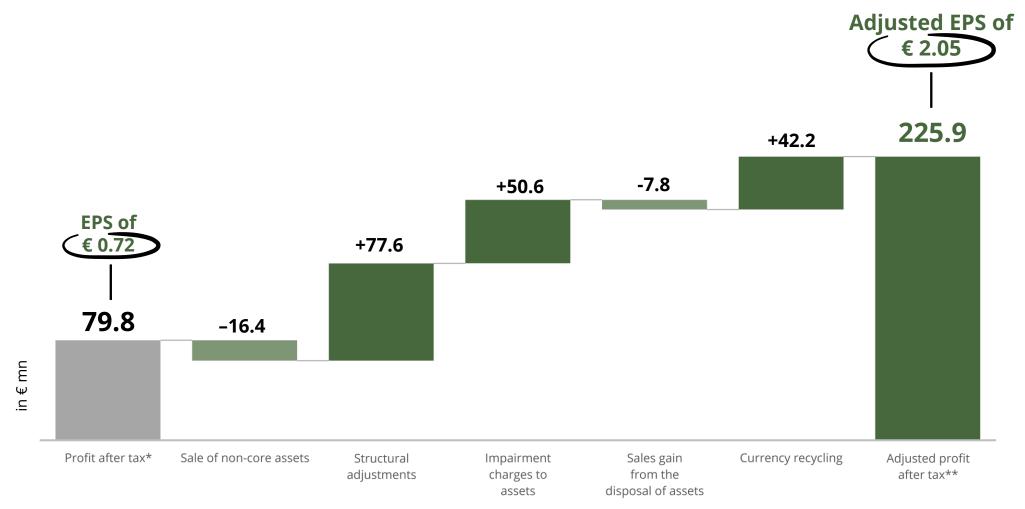
- Negative volume impact from lower capacity utilisation and uncovered fixed cost
- Price over cost impact mainly from Pipes and European Wall/Façade Business
- Intensified cost management and efficiency improvements supported profitability
- Scope expansion Terreal & other smaller targets, divestment of Russian business
- > FX & Other includes Stock revaluation in Q1 2024 and FX effect of 0

# ONE-OFF ITEMS TO BE CONSIDERED FOR NORMALIZATION OF 2024 RESULTS

#### in € mn

| Operating EBITDA   | 760.0             |  |
|--|-------------------|--|
| Structural adjustments                                       | -77.6 <del></del> | One-time restructuring costs (Other operating expenses)                                  |
| Sale of non-core assets                                      | 16.4 —            | Sale of non-core real estate (Other operating income)                                    |
| Sale of assets   | 7.8 —             | Sales gain from the disposal of the Russian business (Other operating income)            |
| EBITDA reported  | 706.6             |  |
| Depreciation and amortization                                | -361.9            |  |
| Impairment charges to assets                                 | -50.6 —           | → Write-offs primarily attributable to restructuring measures (Other operating expenses) |
| EBIT   | 294.1             |  |
| Financial result   | -142.8            |  |
| thereof recycling FX reserve                                 | -42.2 —           | Recycling of Ruble FX reserve from OCI (Other financial result)                          |
| Profit before tax  | 151.3             |  |
| Income taxes   | -67.0             | Normalized tax ratio 23-24%  |
| Profit after tax   | 84.3              |  |
| thereof attributable to equity holders of the parent company | 79.8              |  |

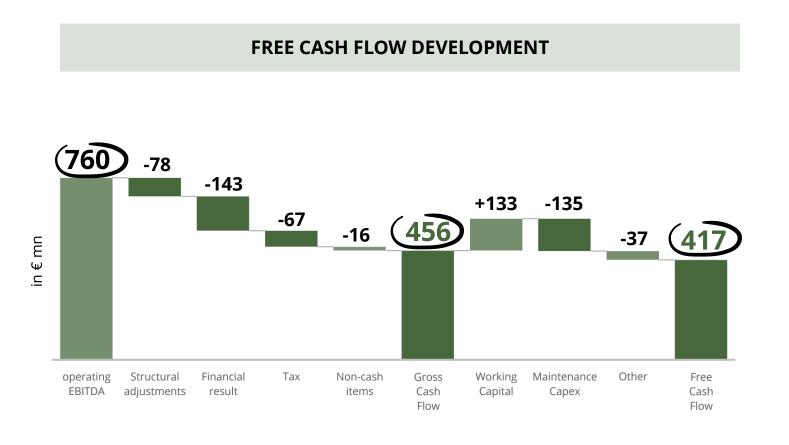
### **EARNINGS PER SHARE IMPACTED BY ONE-OFF ITEMS**



<sup>\*</sup>Thereof attributable to equity holders of the parent company, based on the 110,258,000 weighted average shares outstanding

<sup>\*\*</sup>Tax rate not adjusted for one-off items

### STRONG FREE CASH FLOW GENERATION OF € 417 MN (+62%)



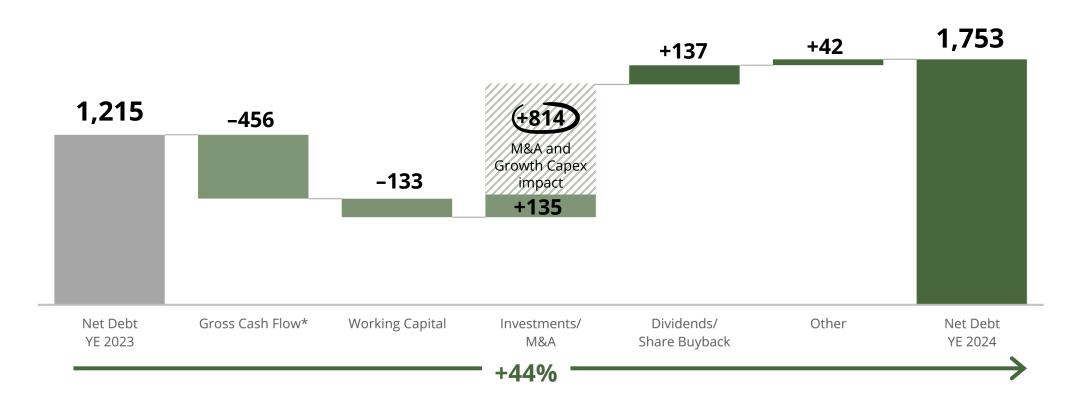
#### **MAIN DRIVERS 2024**

- > Cost management & self-help program
- > Strict working capital management
- Disciplined maintenance capex including Terreal plants
- Divestments of non-operational properties

## M&A-DRIVEN NET DEBT INCREASE MITIGATED BY SOLID GROSS CASH FLOW AND WORKING CAPITAL INFLOWS

#### **Net Debt Bridge**

in € mn



FY 2024 wienerberger

### ATTRACTIVE SHAREHOLDER RETURN

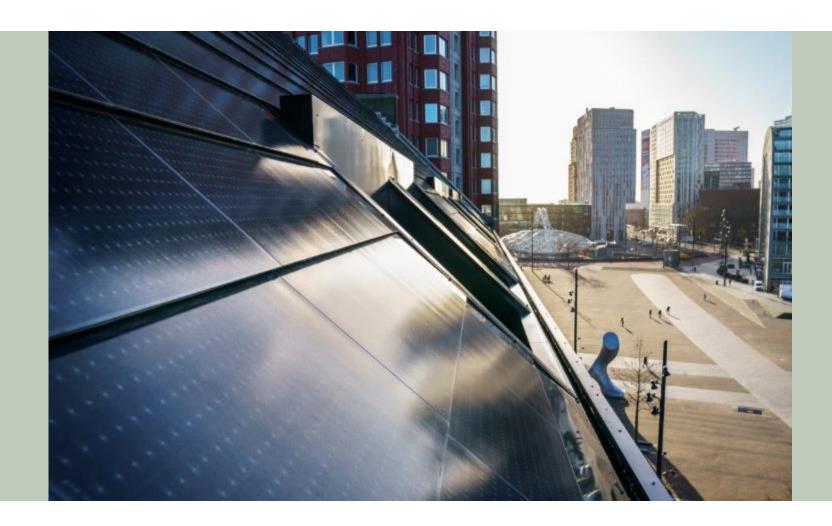
#### **DIVIDEND PROPOSAL**

**Increased dividend per share** 

€ 0.95 | +5.6%

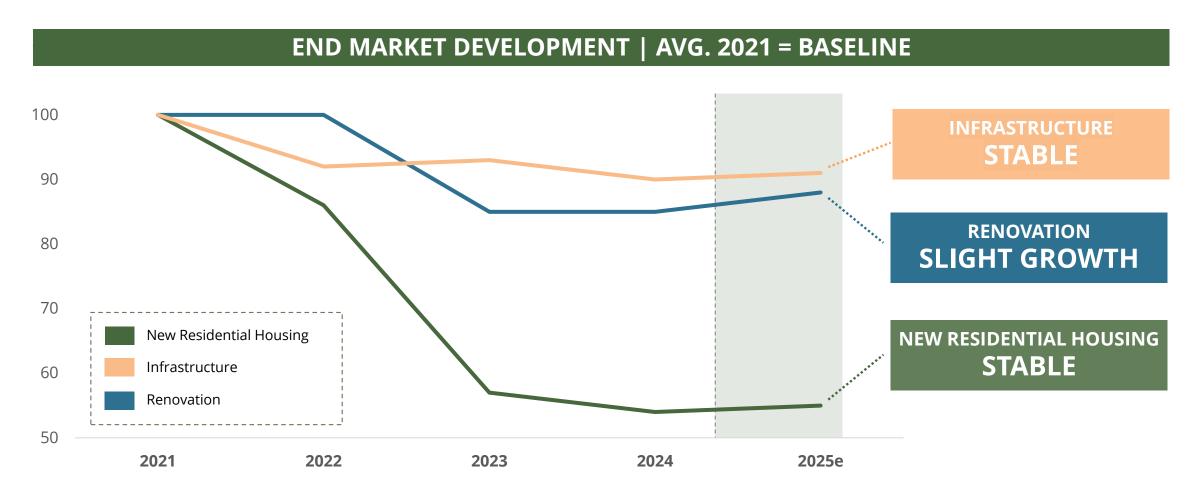
(FY 2023: € 0.90)

- > Share buyback € 33 mn (ended Oct 2024)
- > 2% cancellation planned
- Payout ratio of 33% of free cash flow, in line with 20-40% range





# WIENERBERGER'S ESTIMATES WITH RESPECT TO END MARKET DEVELOPMENT IN 2025



### **ASSUMPTIONS FOR 2025**



# **End markets stable**

Positive sentiment not yet materializing



Interest rate cuts

As expected by markets



### **Ukraine**

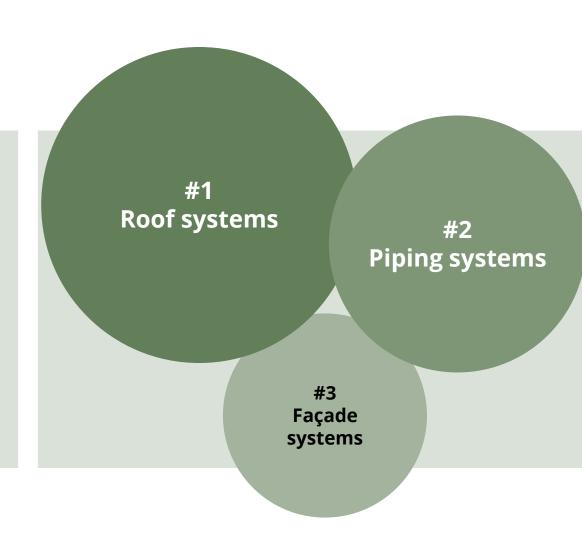
No rebound built-in for potential Ukraine peace deal and governmental initiatives

### **RENOVATION**

#### **Market development:**

- > Slight growth in Eastern Europe and UK/Ireland
- > Stable in Western/Northern Europe
- Stable in US and Canada

**Revenue share of 35%** 

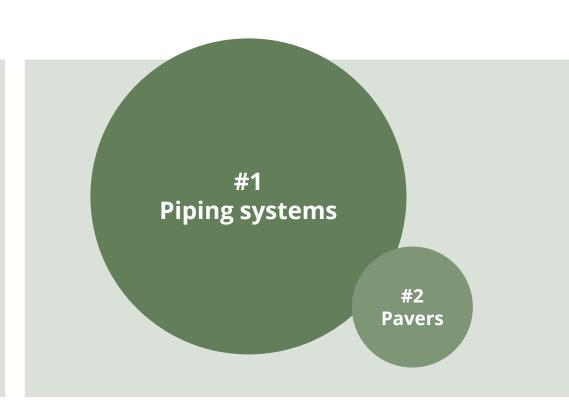


### **INFRASTRUCTURE**

#### **Market development:**

- > Stable in Eastern, Western and Northern Europe
- > Slight growth in UK/Ireland
- Stable in US and Canada

**Revenue share of 20%** 



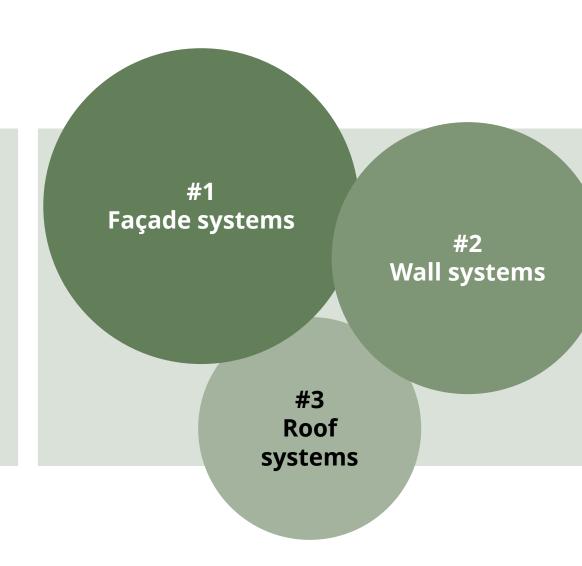
END MARKET DEVELOPMENT wienerberger

### **NEW RESIDENTIAL HOUSING**

#### **Market development:**

- > Slight growth in Eastern Europe and UK/Ireland
- > Stable in Western Europe except NL slight growth
- Stable in US and Canada

**Revenue share of 45%** 



**GENERAL POSITIVE MARKET OBSERVATIONS** 

- More positive sentiment than in 2024
- Strong underlying demand in all markets for new residential housing
- Increasing pressure on policy makers for more social housing
- Governmental incentives under review and discussion
- Renovation programs to be decided by national governments
- Infrastructure to be renovated in North America, UK & Ireland, and Continental Europe



### **POTENTIAL CATALYSTS FOR GROWTH IN 2025**

- Governmental initiatives to materialize particularly in the UK and Europe
- Alternative models for financing social housing (i.e. EIB)
- Political stability after elections
- Further interest rate cuts
- Ukraine peace deal



### **WIENERBERGER'S ACTION PLAN FOR 2025**

Continuous efforts on system innovations to reach 35% by 2026

Net interest result € -100 mn Depreciation € 380 mn

Growth CAPEX € 150 mn

Tax ratio 23%

Maintenance CAPEX € 140 mn

Expanding Operating 17.5%

# WIENERBERGER WILL REACH € 800 MN UNDER THE FOLLOWING CIRCUMSTANCES

Outlook assumptions are based on

- > **stable end market developments** throughout 2025
- further interest rate cuts in line with current market expectations

€~800 mn operating EBITDA

## **OPERATING EBITDA EXPECTED AT € ~130 MN FOR Q1 2025**

#### OPERATING EBITDA OUTLOOK | Q1 2025



- > Stable sales volumes vs. Q1 2024
- > Slightly negative price/cost spread expected in Q1 2025
- Further positive cost management impact out of restructurings 2024

### **REBUILD UKRAINE**

- In the likely event of a peace deal, increasing demand for our products in wall, facade, roofing, and piping systems
- wienerberger is **ideally positioned in all neighboring countries** with free capacities
- **Swift increase of capacity** and **immediate deliveries possible**
- Competent teams on the ground

# WIENERBERGER IS WELL POSITIONED TO SUPPORT THE RECONSTRUCTION OF UKRAINE

**Our plants** in the neighboring countries are ready to serve

Sufficient free capacity – overall 57% capacity utilization in 2024

We provide products and system solutions for the whole building envelope, renovation and infrastructure:

- Clay blocks
- > Roof tiles
- > Concrete pavers
- > Plastic pipes





### **CLEAR CAPITAL ALLOCATION POLICY**

Dividend Policy

Share buyback policy

Repurchase and cancellation of 1-2% of the share capital annually

20–40% of free cash flow to be returned to shareholders<sup>1)</sup>

Maintenance capex

€ 160–180 mn

M&A depending on opportunities

**对 Growth CAPEX** incl. ESG<sup>3)</sup>

<sup>1)</sup> Specific amount to be determined according to overall financial performance and outlook of the group

<sup>2)</sup> Depending on industrial footprint and on overall market outlook

<sup>3)</sup> Discretionary / depending on overall market outlook

### **PURSUING ORGANIC GROWTH**

HIGH INNOVATION RATE

TARGET 2026: >35%

## INCREASE SYSTEM SOLUTIONS

Particularly in the piping and roofing divisions

CONTINUED
OPERATIONAL
EFFICIENCY
AND
IMPROVED CAPACITY
UTILISATION

### **STRONG GROWTH BY M&A**

Strong
TRACK RECORD
of
transactions

Substantial and
VALUE ENHANCING

pipeline of potential

M&A

transactions

Successful
INTEGRATION
and
COST SYNERGY
delivery



### **REBOUND OF END MARKETS**

- > Important **spare capacity** to meet increasing demand
- More efficient and cost-effective industrial base in all regions
- > **Strong portfolio** of systems/products for renovation, infrastructure and new residential housing





### WIENERBERGER GEARED TOWARDS GROWTH

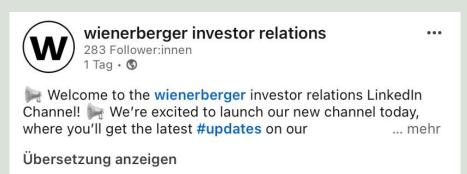
Mid-term target of

€>1.2 bn

**Operating EBITDA** 

Depending on underlying market demand in the different end markets

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Get the latest news and insights on our results, our businesses and the latest developments at first hand.









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### FINANCIAL CALENDAR

March 31, 2025 Publication Annual Report 2024

May 16, 2025 156<sup>th</sup> Annual General Meeting

May 20, 2025 Update for the First Quarter of 2025

August 13, 2025 Results for the First Half-Year of 2025

November 13, 2025 Results for the First Three Quarter of 2025



