

PFISTERER SE sets the course for further future growth with 'Strategy 2030'

- **Internationalisation and innovative product pipeline in the developing DC market as organic growth drivers of PFISTERER**
- **Outstanding positioning thanks to more than 100 years of experience in a risk-averse customer market**
- **Sustainable growth in the relevant global market of around 11.6% p.a. driven by the energy transition, increasing electrification and investment backlog in energy infrastructure**

Winterbach, Germany - 24. October 2024 - PFISTERER Holding SE, the international quality leader in electrical connection technology for energy infrastructure, is continuing to drive its growth and has now established the foundation of its Strategy 2030. The growth drivers and focus of the company's development have been defined as the ongoing internationalisation of the company, an innovative product portfolio and thus, among other things, entry into the newly emerging large direct current (HD) market as well as participation in the very dynamic global market development in the coming years.

The global market for energy infrastructure and high-performance interface solutions is being driven by a significant increase in global demand for electricity and the associated expansion plans of grid operators. The steadily increasing global demand for energy is offset by an infrastructure that is often outdated or completely lacking due to a backlog of investment. Accordingly, grid operators around the world are planning significant investments in this area. Long-term growth trends such as smart cities, artificial intelligence and renewable energies are also driving demand for intelligent energy infrastructure solutions worldwide. Market studies (Roland Berger) accordingly forecast average annual growth of 11.6% until 2030 in PFISTERER's relevant market.

In order to fully utilise the opportunities offered by global market growth, PFISTERER will continue to strengthen its international positioning in the coming years. Central Europe remains an important core region with a traditionally very strong market position. In the coming years, the USA, Saudi Arabia and India, among others, will form an increased focus for further internationalisation. PFISTERER already generates approximately 40% of its sales outside Europe. In the coming years, PFISTERER expects double-digit growth rates in all core regions worldwide.

Based on a strong market position, a long-standing, successful track record and more than 100 years of expertise in the field of energy infrastructure and interfaces, PFISTERER is actively shaping the development of new market segments with innovative products. The company is currently preparing to enter the emerging

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Headquarter of PFISTERER Holding SE in Winterbach



Management Board PFISTERER Holding SE: Johannes Linden and Dr. Konstantin Kurfiss

high voltage direct current (HV/DC) market. This high-potential market segment has not yet been tapped. At present, several PFISTERER solutions for HV/DC technology are on the verge of series production.

Direct current (DC) is being used in more and more industrial applications instead of alternating current (AC), as was previously the case. Direct current applications can reduce transport losses in the grid and improve grid efficiency. Direct current will play a key role in the global energy transition. It can be used to transmit electricity over long distances with fewer losses. This opens up new opportunities for the efficient grid integration of wind and solar power from remote regions and for the realisation of transnational electricity grids, so-called supergrids. Another growth area is the expansion of offshore wind energy as part of the global energy transition, for which high growth rates are also forecast up to 2030. PFISTERER is also focussing on the development of technologies relating to offshore submarine cables and offshore wind farm systems.

As a globally recognised brand with high reliability and more than 100 years of experience in the critical infrastructure sector with a risk-averse customer market, PFISTERER is benefiting in particular from the energy transition and the sharp increase in electrification. As a global supplier of components that are important for security of supply, PFISTERER's products cover the entire spectrum of interfaces for power generation, transmission and distribution. PFISTERER is independent of cable manufacturers and can serve all energy infrastructure interfaces with its products. Its core products are state-of-the-art composite insulators, cable accessories and connection components and systems. PFISTERER also holds a leading global position as an independent manufacturer of high-voltage cable accessories and insulators.

Against the backdrop of dynamic growth in the coming years, PFISTERER is continuously examining various financing options from debt and equity financing. The capital market may also represent an attractive option for PFISTERER in the financing mix.

By converting to a European Company (SE) in the summer of 2023, PFISTERER has already taken an important first step towards the company's continued successful development independently of the founding family.

Johannes Linden, Member and Speaker of the Executive Board of PFISTERER Holding SE: 'Driven by the global transition to renewable energies, the massive expansion of the grid infrastructure and the increasing demand for energy, demand for our products has risen sharply in the last two years. With our Strategy 2030, we will take advantage of this momentum and **actively shape** decarbonisation.'

Dr Konstantin Kurfiss, member of the PFISTERER Executive Board: 'PFISTERER is strongly positioned in a long-term dynamic market and will therefore benefit extensively from the positive development. The expansion of our international

activities underpins our global claim. With innovation, many years of expertise and an excellent reputation, we will also be successful in the DC market.'

About PFISTERER

PFISTERER is one of the world's leading specialists and system providers for energy infrastructure - with a complete range of cable accessories, overhead line technology and components along the entire transmission chain from energy generation to consumption. With state-of-the-art manufacturing processes and 1,200 employees at 17 international locations and 5 production sites, PFISTERER not only connects the power grids of today and tomorrow, but also makes an important contribution to a sustainable and secure energy infrastructure. Karl Pfisterer founded the company in Stuttgart in 1921 with the aim of improving the world of electricity transmission. Since the 1970s, his grandson Karl-Heinz Pfisterer has continued to develop the company to its current international importance and is now Honorary Chairman of the Supervisory Board. The PFISTERER Group will continue to pursue its high standards of quality and technological leadership in the future.