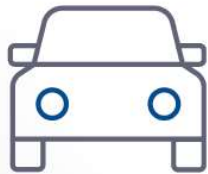
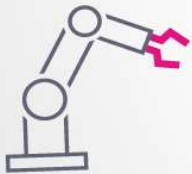




RECA Group Conference 2023

BU-CONFERENCE *HANDWERK / CRAFT*



www.reca.com





RECA Group Conference 2023

BU HANDWERK | *CRAFT*

1. Herzlich Willkommen

A warm welcome

2. Wir sind RECA Group

We are RECA Group

3. Teamwork makes the dream work

Teamwork makes the dream work

4. Lasst uns miteinander reden

Let's talk

5. Zusammenfassung

Sum up



back 2 basics



RECA Group
Conference 2023

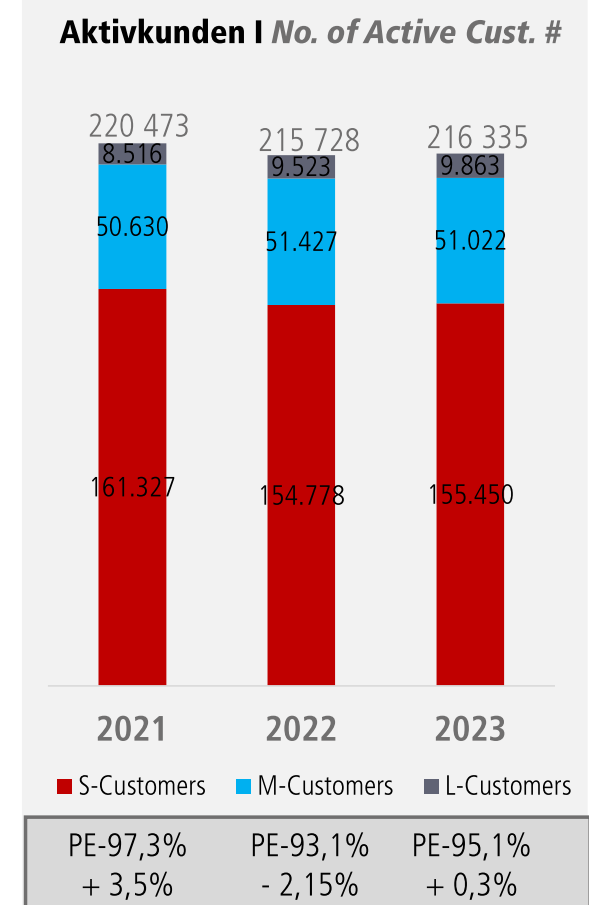
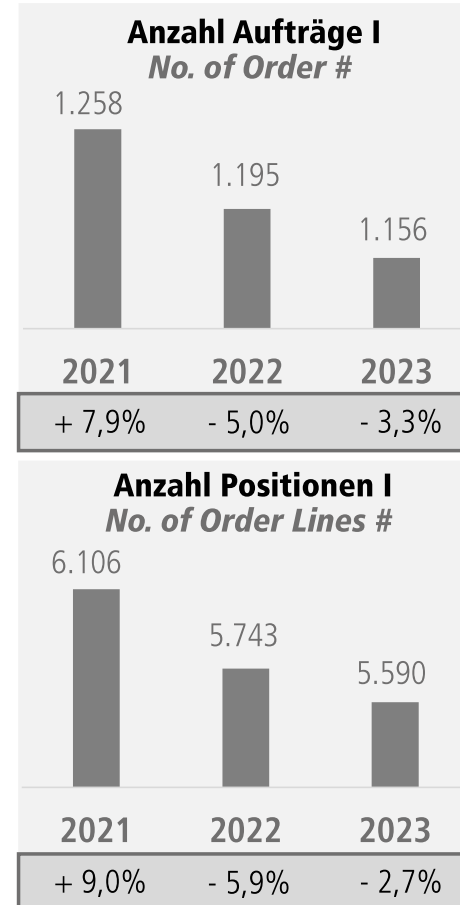
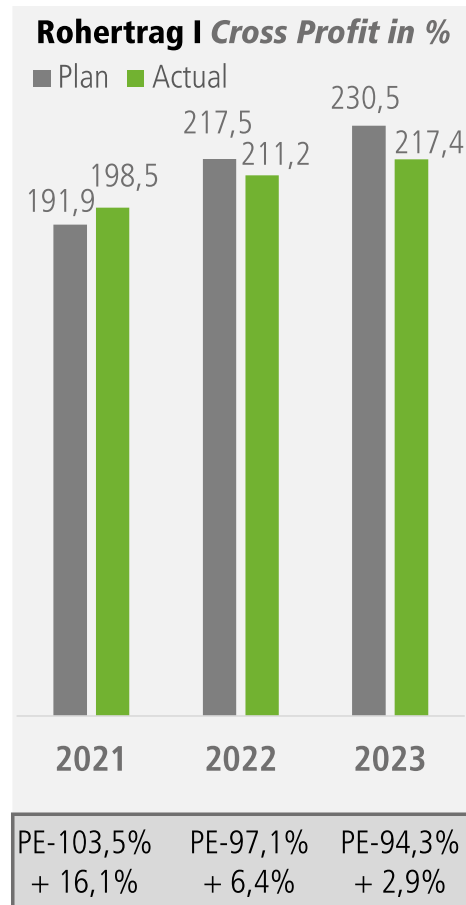
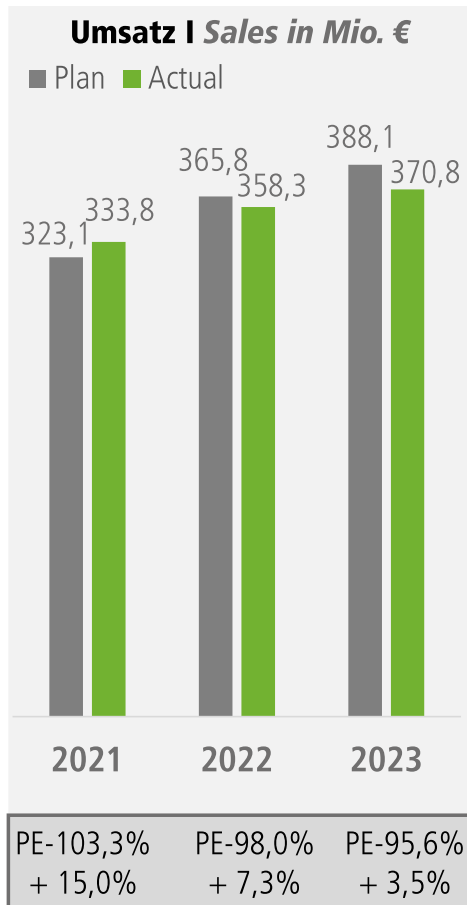


WIR SIND RECA GROUP | *WE ARE RECA GROUP*
BU HANDWERK | *CRAFT*



ÜBERSICHT BU HANDWERK | OVERVIEW BU CRAFT

BU Handwerk YTD Sep total | BU Craft YTD Sep total

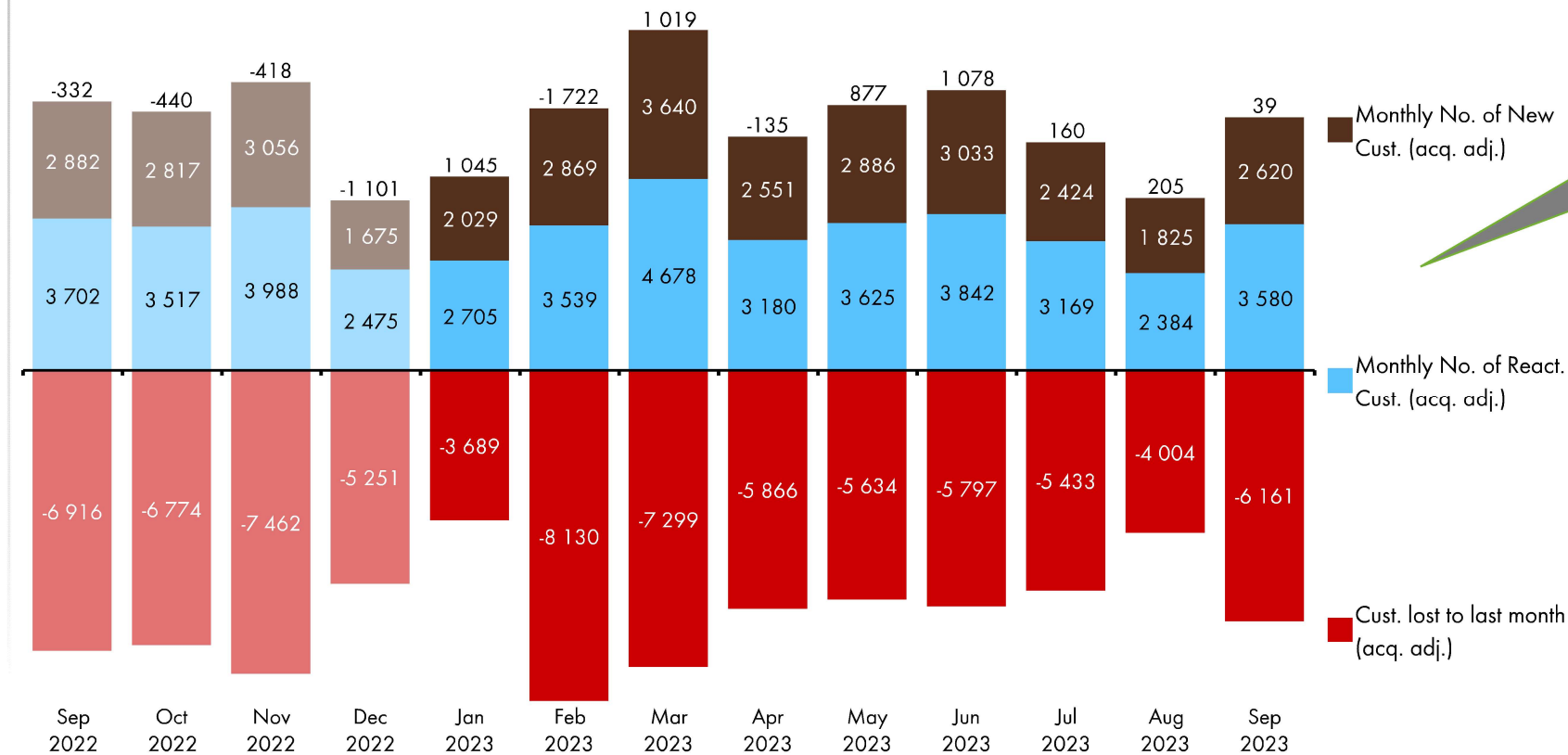


KUNDENBILANZ | CUSTOMER BALANCE

BU Handwerk YTD Sep total | BU Craft YTD Sep total

Customer Balance (acquisition adjusted) - All Dept. - AC EVP Walter Bostelmann

Actual - Reca CRAFT TOTAL in #



Source: WIS (essgr_mps)

2023-10-13 08:51:30 AM UTC

ÜBERBLICK SYSTEME | OVERVIEW SYSTEMS

RECA Group | RECA Group



RECA Group
Conference 2023

Ausgabeautomaten international Stand bis 10/2023 Vending machines international up to 10/2023	DE RECA NORM	AT Kellner & Kunz AG	FR RECA Frankreich	CZ RECA Tschechien	NL Steenkist RECA	HR RECA Kroatien	ES RECA Spanien	SK RECA Slowakei	SI RECA Slowenien	RS RECA Serbien	BS RECA Bosnien	CH RECA Schweiz	PL RECA Polen	HU RECA Ungarn	BE RECA Belgien	BG RECA Bulgarien	IT RECA Italien	GB RECA England	ES Walter Martinez	Gesamt Total
Klappenautomat / Flap Dispenser Karussellautomat / Carousel Dispenser Spiralautomat / Spiral Dispenser Schubladenschrank / Drawer Cabinet	662	1289	1	74	9	40	9	7	18	17	21	2	1	5	1	5	2	1		2164
Wiegezellenschrank / Weighting Scales Cabinet Schubladenschrank mit Wiegezellen / Drawer Cabinet Weight	1337	457	160	13	42	4	25	23	8	7	2	15	9	5	4		1	2	2	2116
Gefahrenstoffschränk / Hazardous Material Cabinet	66	28	1									3								98
SECOMATIC	409	2	4																	415
Gesamt Total	2474	1776	166	87	51	44	34	30	26	24	23	20	10	10	5	5	3	3	2	4793

ÜBERBLICK eIVIS | OVERVIEW eIVIS

RECA Group | RECA Group



Company	Hosting	Users	Sales Channel	Status
AT-Kellner&Kunz	Kellner & Kunz	364	2, 3, 4	live
BA-RECA	Kellner & Kunz	43	2	live
BE-RECA	RECA NORM	78	2	live
BG-RECA	Kellner & Kunz	16	2	Kick off Q2/24
CH-RECA	RECA NORM	61,5	2	live
CZ-Normfest	Normfest	37	2	live
CZ-RECA	Kellner & Kunz	140	2, 4	live
DE-Normfest	Normfest	182	2, 3	live
DE-RECA NORM	RECA NORM	735	1, 2, 3, 4	live
DE-Siller & Laar	Kellner & Kunz	50,4		live
ES-RECA	RECA NORM	186	2	live
FR-RECA	RECA NORM	136	1,2	live
GB-RECA	Kellner & Kunz	83		TBD
HR-RECA	Kellner & Kunz	29	2	live
HU-RECA	Kellner & Kunz	62	2	Kick off Q1/24
IT-FIME	RECA NORM	243*		-
IT-RECA	RECA NORM	232*		-
IT-SCAR	RECA NORM	261*		-
NL-Steenkist RECA	RECA NORM	30*		-
PL-Normfest	Normfest	38	2	live
PL-RECA	Kellner & Kunz	47	2	live
RO-RECA	Kellner & Kunz	24	2	Kick off Q1/24
RS-RECA	Kellner & Kunz	48	2	go live Q1/2024
SI-RECA	Kellner & Kunz	19	2, 4	live
SK-RECA	Kellner & Kunz	51	2, 4	live
Gesamt		2 430	* not included	

MITARBEITER | STAFF

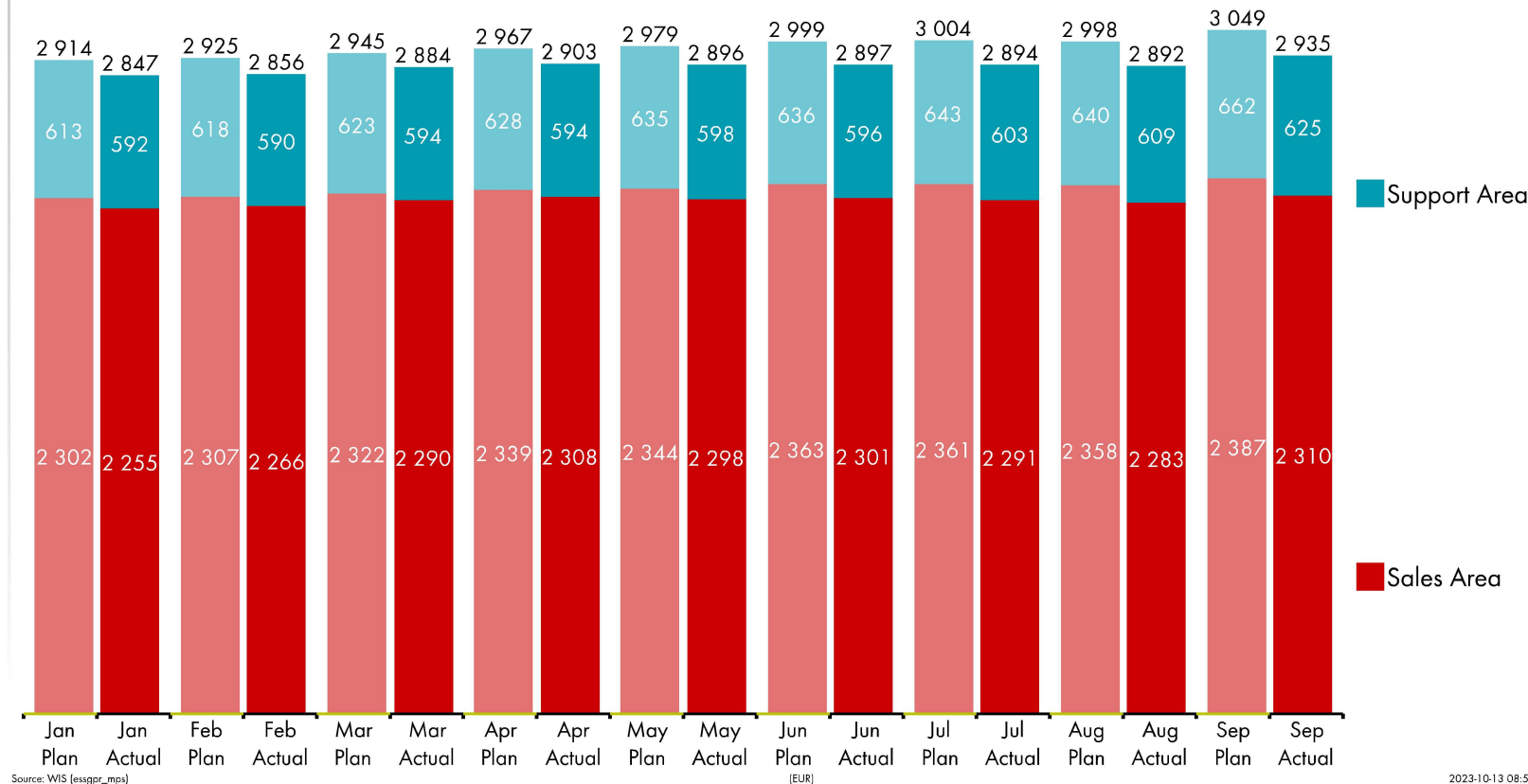
BU Handwerk YTD Sep total | *BU Craft YTD Sep total*



RECA Group
Conference 2023

Staff - All Dept. - AC EVP Walter Bostelmann

Reca CRAFT - TOTAL - 2023 in #



Sep 2023
Sep 2023

2.935 #

Planerfüllung
Plan fulfillment

96,2 %

Steigerung
Increase

+ 1,5 %

Source: WIS (essgr_mps)

[EUR]

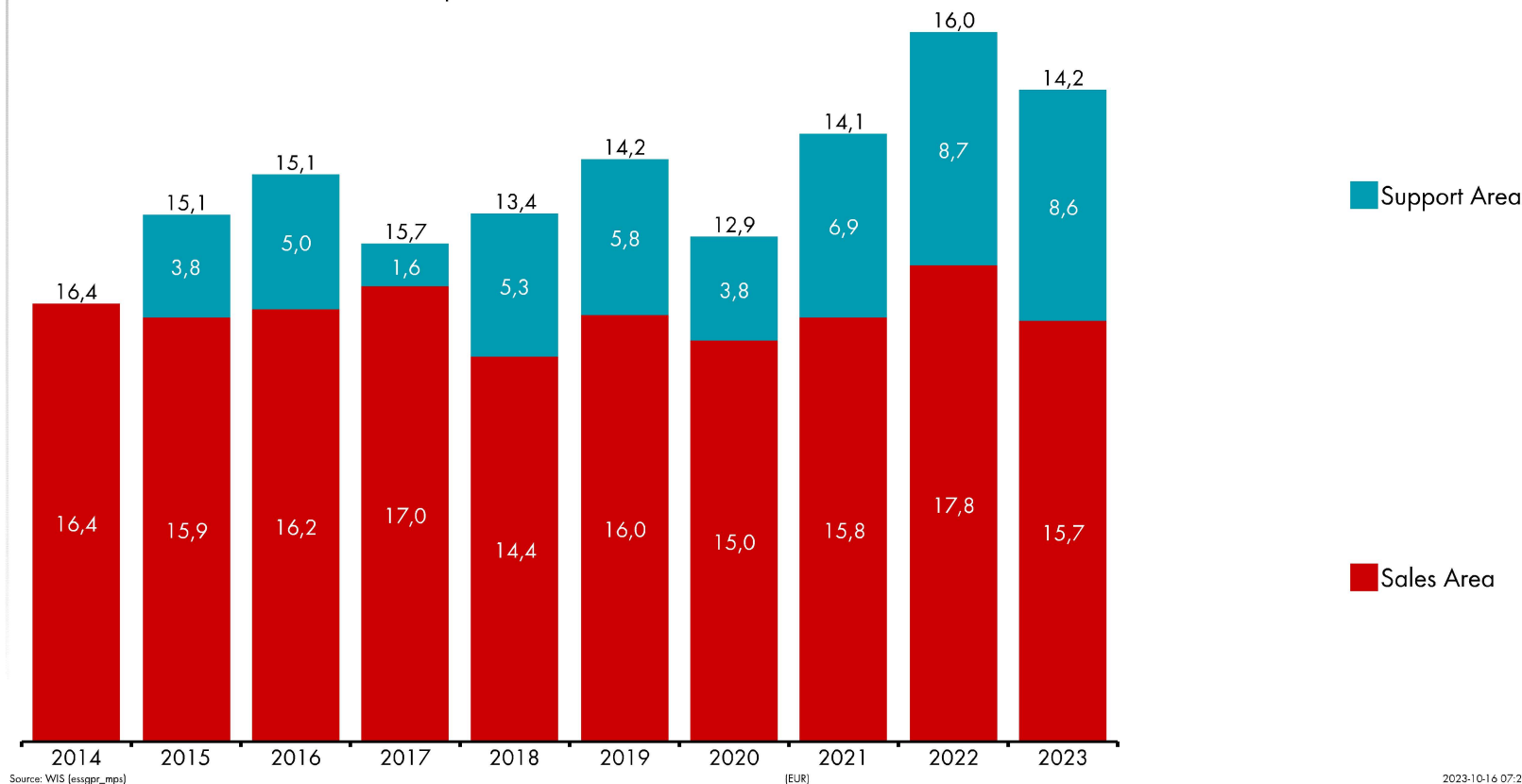
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MITARBEITER | STAFF

BU Handwerk YTD Sep total | *BU Craft YTD Sep total*

Staff Turnover in % - All Dept. - AC EVP Walter Bostelmann

Actual - Reca CRAFT TOTAL - YTD Sep



YTD Sep 2023
YTD Sep 2023

14,2 %

Steigerung
Increase

- 10,9%

Source: WIS (essgpr_mps)

[EUR]

2023-10-16 07:29:06 AM UTC

STRATEGIE | STRATEGY

BU Handwerk | BU Craft

Strategie
Gesellschaft
Company
strategy

Individuelle Fokusthemen je Gesellschaft
Individual focus topics for each company



ADM Multiplikation
Sales rep multiplication



Aktivkundenentwicklung
Active customer development



Dienstleistungen & Systeme
Services & Systems

Strategie BU Handwerk
Strategy BU craft

Kundenpartnerschaft
Customer relationship



Produkte | *Products*



Menschen | *People*



Systeme | *Systems*



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TEAMWORK MAKES THE DREAM WORK
BU HANDWERK | *CRAFT*





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TEAMWORK MAKES THE DREAM WORK
BU HANDWERK | *CRAFT*



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LASST UNS MITEINANDER REDEN | *LET'S TALK*
BU HANDWERK | *CRAFT*





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SUM UP
BU HANDWERK | *CRAFT*

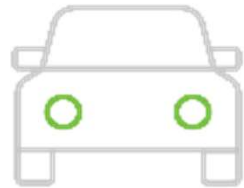




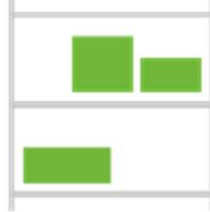
RECA Group



Aktivkunden
Active Customers



Tourenplanung
Tour Planning



Systeme
Systems



Kauffrequenz
Purchase Frequency



ADM-
Multiplikation
*Sales Rep
Multiplication*

*Sales Rep Agenda and
Multi-Contact*



BACK 2 BASICS



RECA Group
Conference 2023



DANKE | *THANKS*



BACK 2 BASICS

AKTIVKUNDEN



- Multichannelstrategie
- Kundenkontaktpunkte
- Nachhaltige Kundenentwicklung
- Mitreisen & NK-Recherche
- eVIS effizient nutzen
- Handmuster, Vor-Nachbereitung
- Aktionen & Events
- Produktmanagement
- Kundenbilanz & Alarmkunden

BACK 2 BASICS

ADM MULTIPLIKATION



- Faktor Mensch
- alle Recruitingkanäle nutzen
- Employer Branding
- Kommunikation
- Führungsqualitäten
- Produktivität
- Perspektiven aufzeigen

BACK 2 BASICS

SALES REP AGENDA



- Organisation
- Mitreisen
- Weiterentwicklung
- Erfolg & Karriere

BACK 2 BASICS

TOURENPLANUNG



- Organisation
- Mitreisen
- Tourenplanungsworkshop

BACK 2 BASICS

SYSTEME & DIENSTLEISTUNGEN



- SECO Regale, iStorage, MAXMOBIL, RECA Select ...
- Kundenbeziehung
- Kundenbindung
- Umsatzentwicklung

BACK 2 BASICS

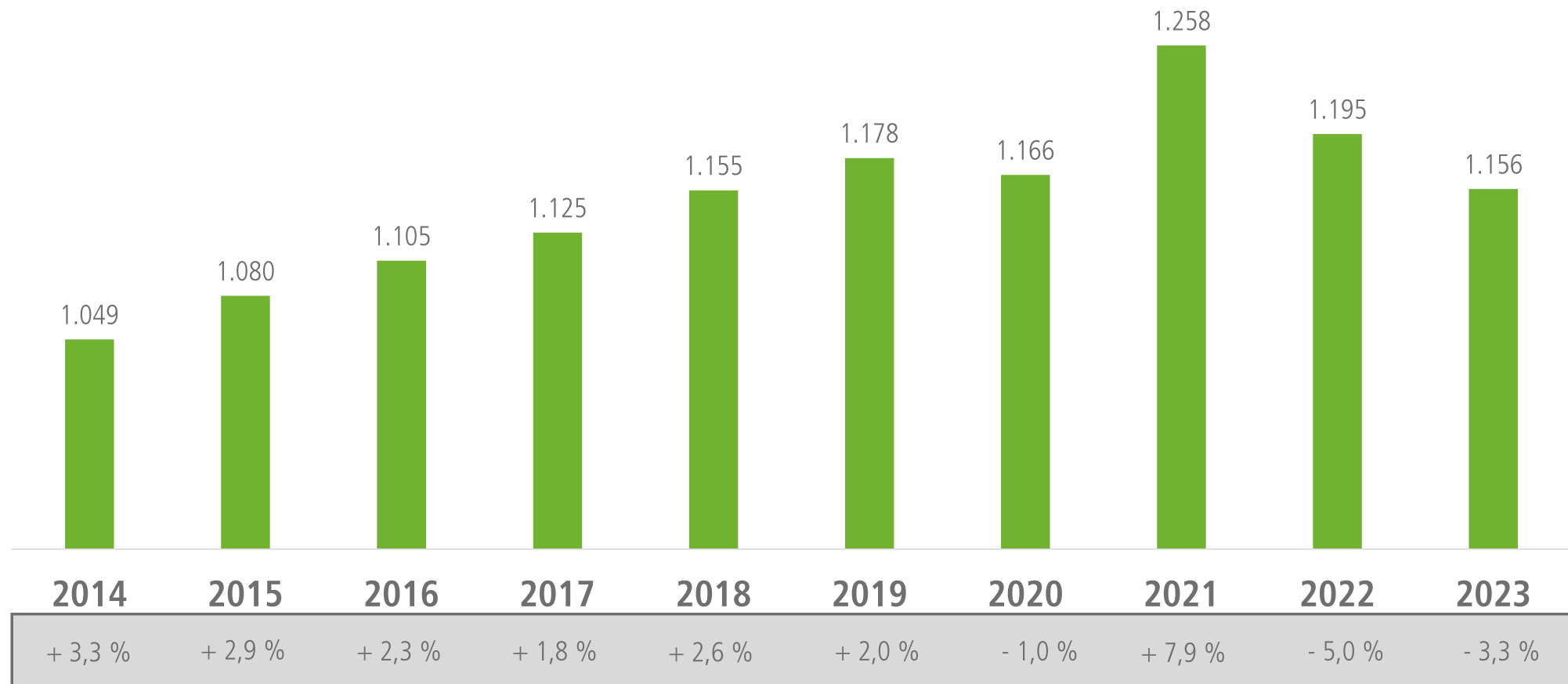
KAUFFREQUENZ



- Kundenbeziehung
- Kundenbindung
- Umsatzentwicklung

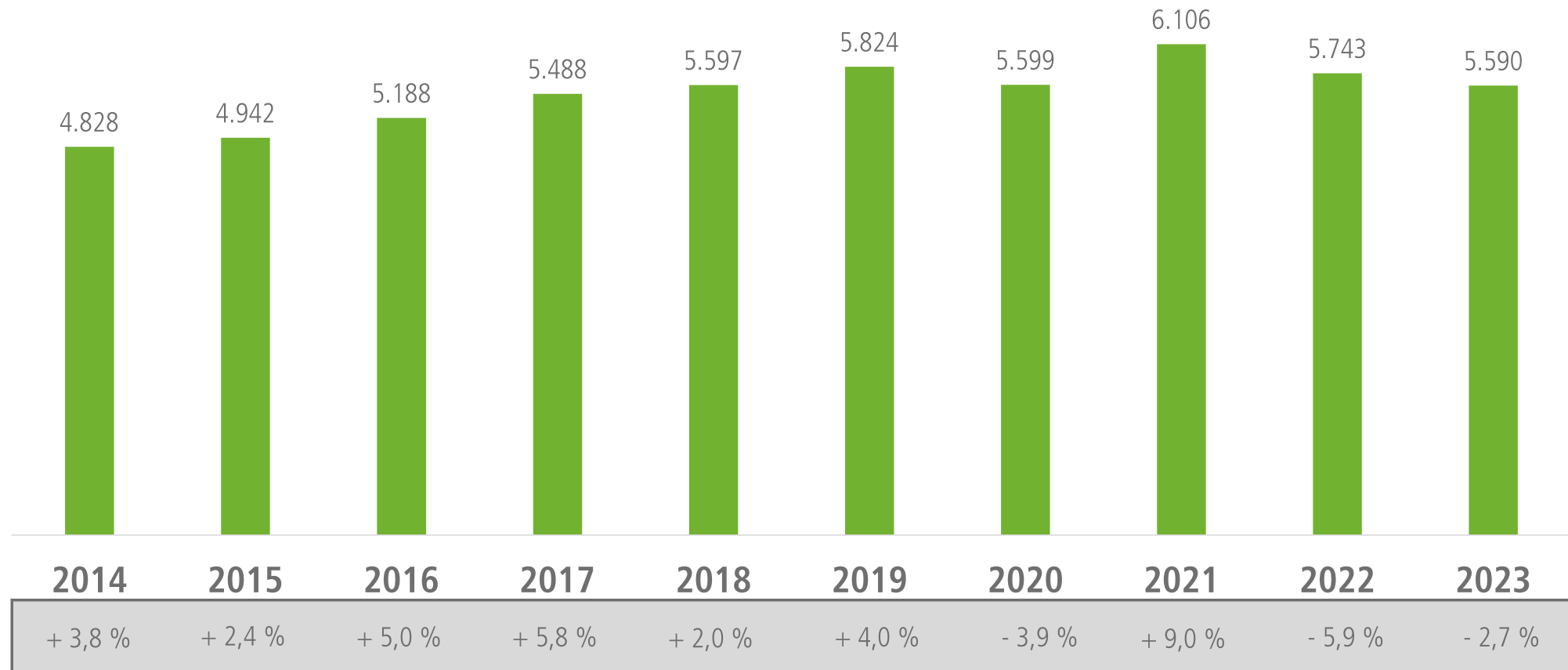
ANZAHL AUFTRÄGE | NO. OF ORDERS

BU Handwerk YTD Sep in T# | BU Craft YTD Sep in T#



ANZAHL AUFTRAGSPOSITIONEN | NO. OF ORDER LINES

BU Handwerk YTD Sep in T# | BU Craft YTD Sep in T#

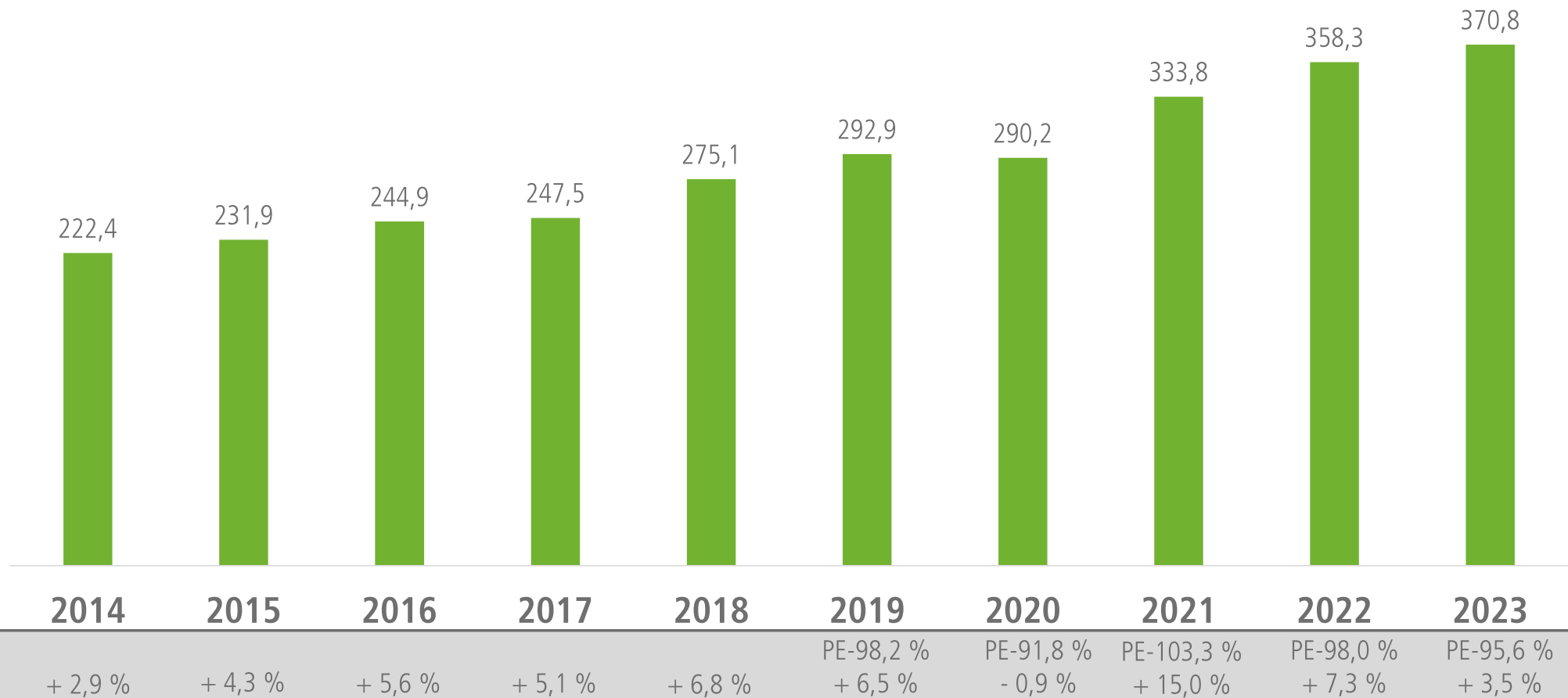


UMSATZ | SALES

BU Handwerk YTD Sep in Mio. EUR | *BU Craft YTD Sep in Mio. EUR*



RECA Group
Conference 2023

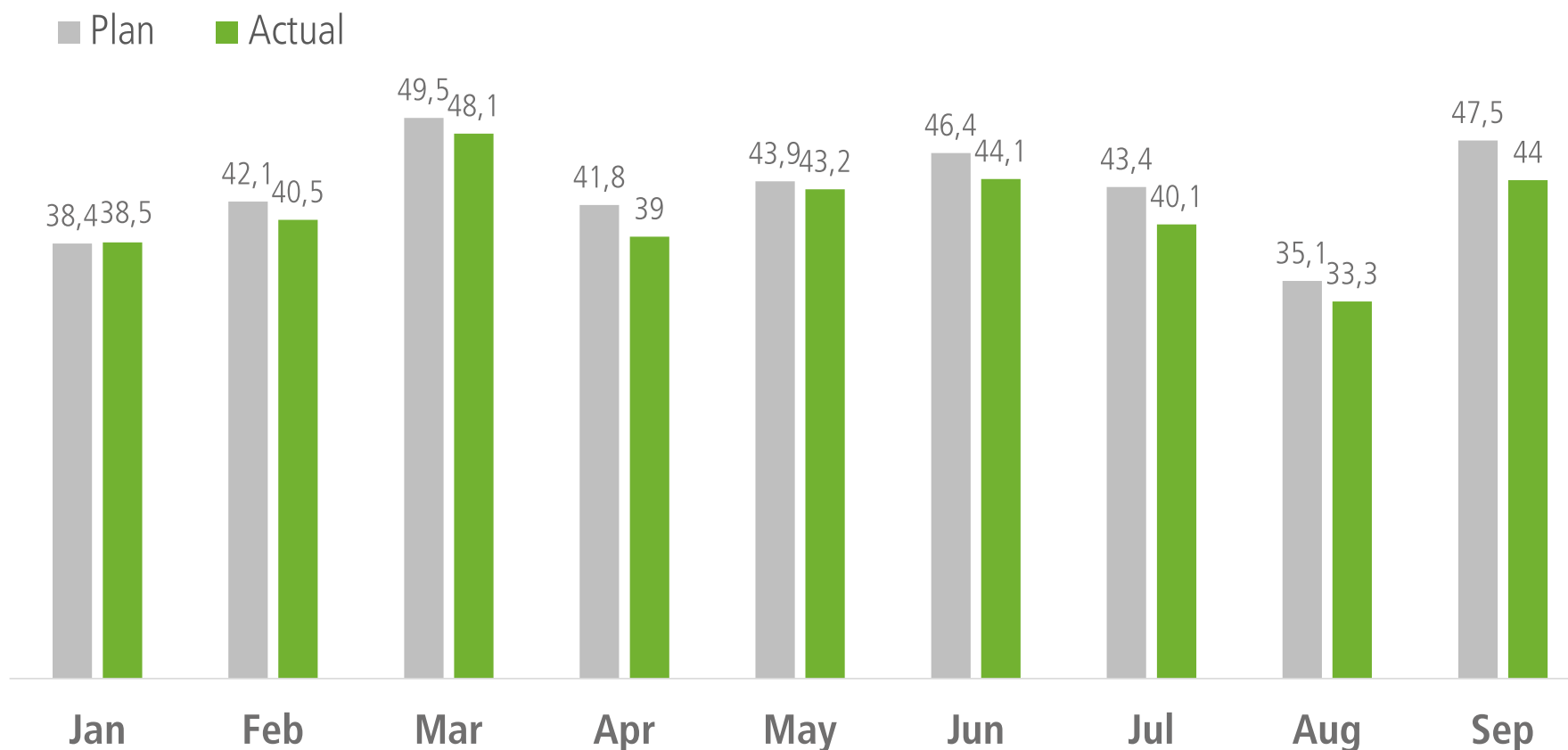


UMSATZ | SALES

BU Handwerk Jan-Sep 2023 in Mio. EUR / BU Craft Jan-Sep 2023 in Mio. EUR



RECA Group
Conference 2023



YTD Sep 2023
YTD Sep 2023

370,8 Mio. EUR

Planerfüllung
Plan fulfillment

95,6 %

Steigerung
Increase

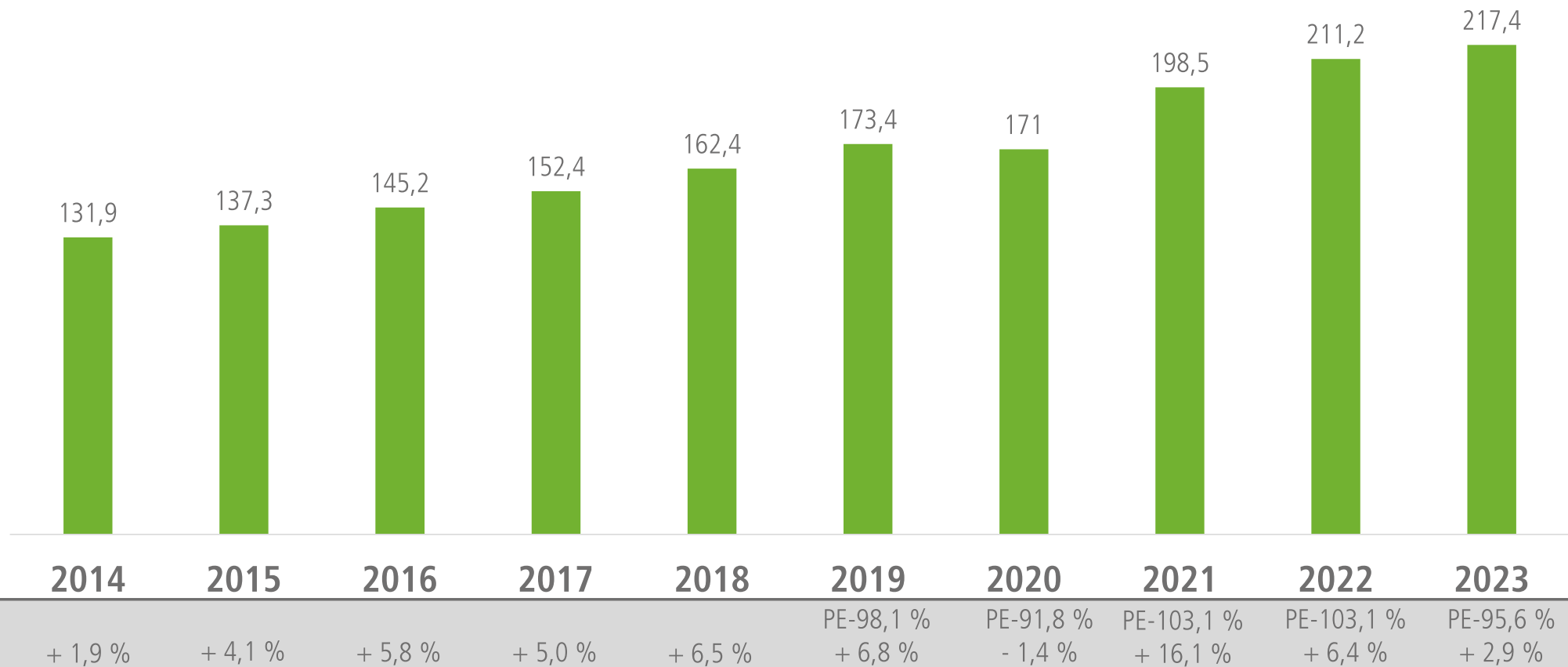
+ 3,5 %

ROHERTRAG I GROSS PROFIT

BU Handwerk YTD Sep in Mio. EUR I BU Craft YTD Sep in Mio. EUR



RECA Group
Conference 2023

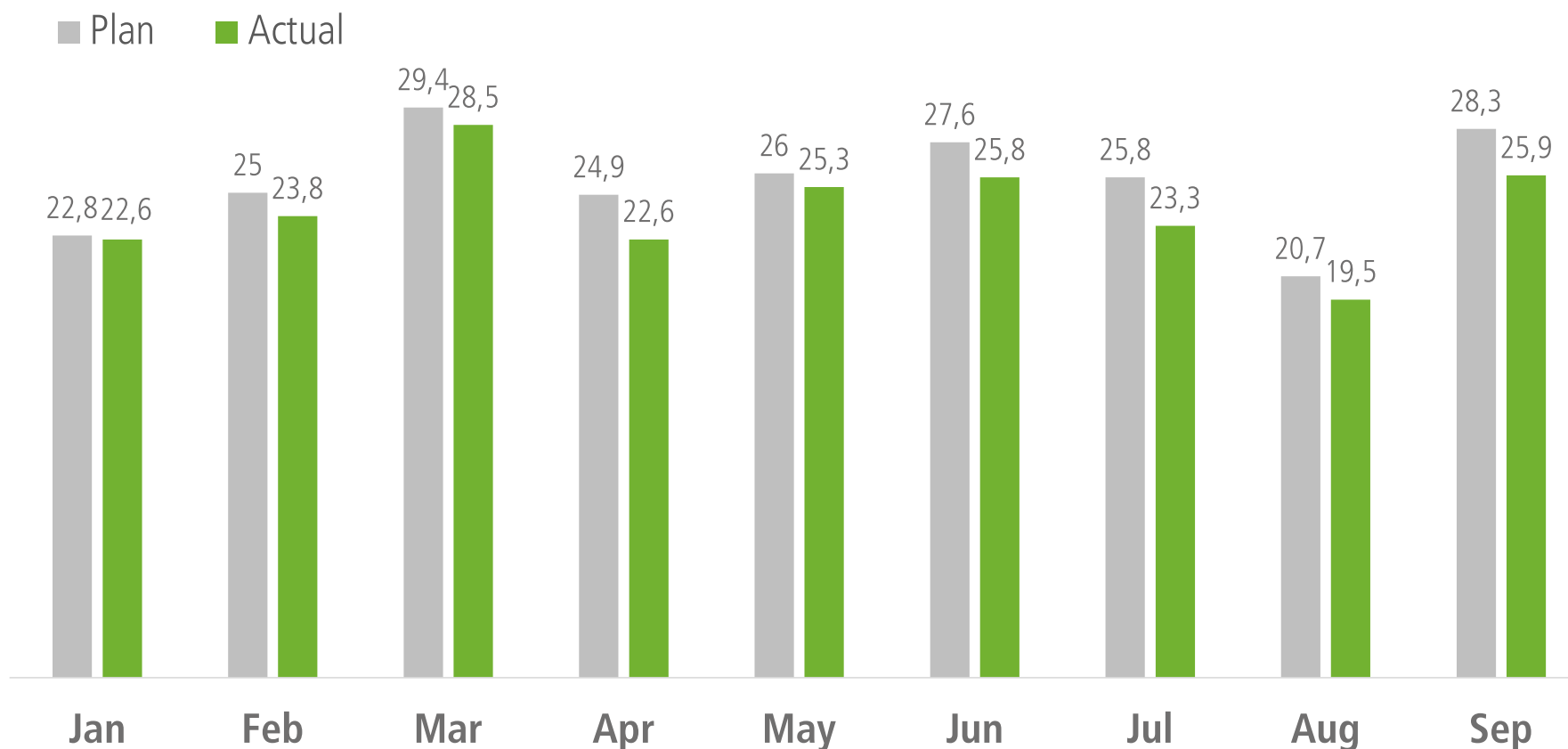


ROHERTRAG | GROSS PROFIT

BU Handwerk Jan-Sep 2023 in Mio. EUR / BU Craft Jan-Sep 2023 in Mio. EUR



RECA Group
Conference 2023



YTD Sep 2023
YTD Sep 2023

217,4 Mio. EUR

Planerfüllung
Plan fulfillment

94,3 %

Steigerung
Increase

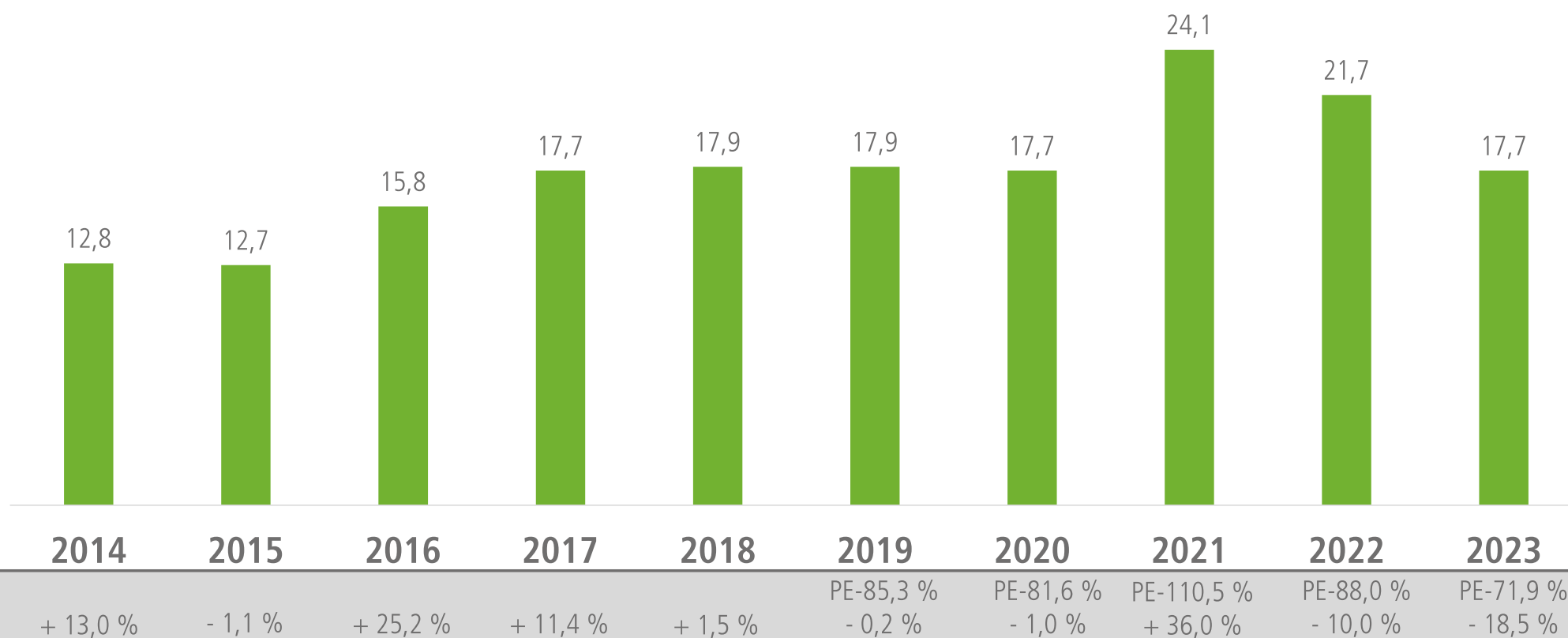
+ 2,9 %

BETRIEBSERGEBNIS | OPERATING RESULT

BU Handwerk YTD Sep in Mio. EUR | *BU Craft YTD Sep in Mio. EUR*



RECA Group
Conference 2023

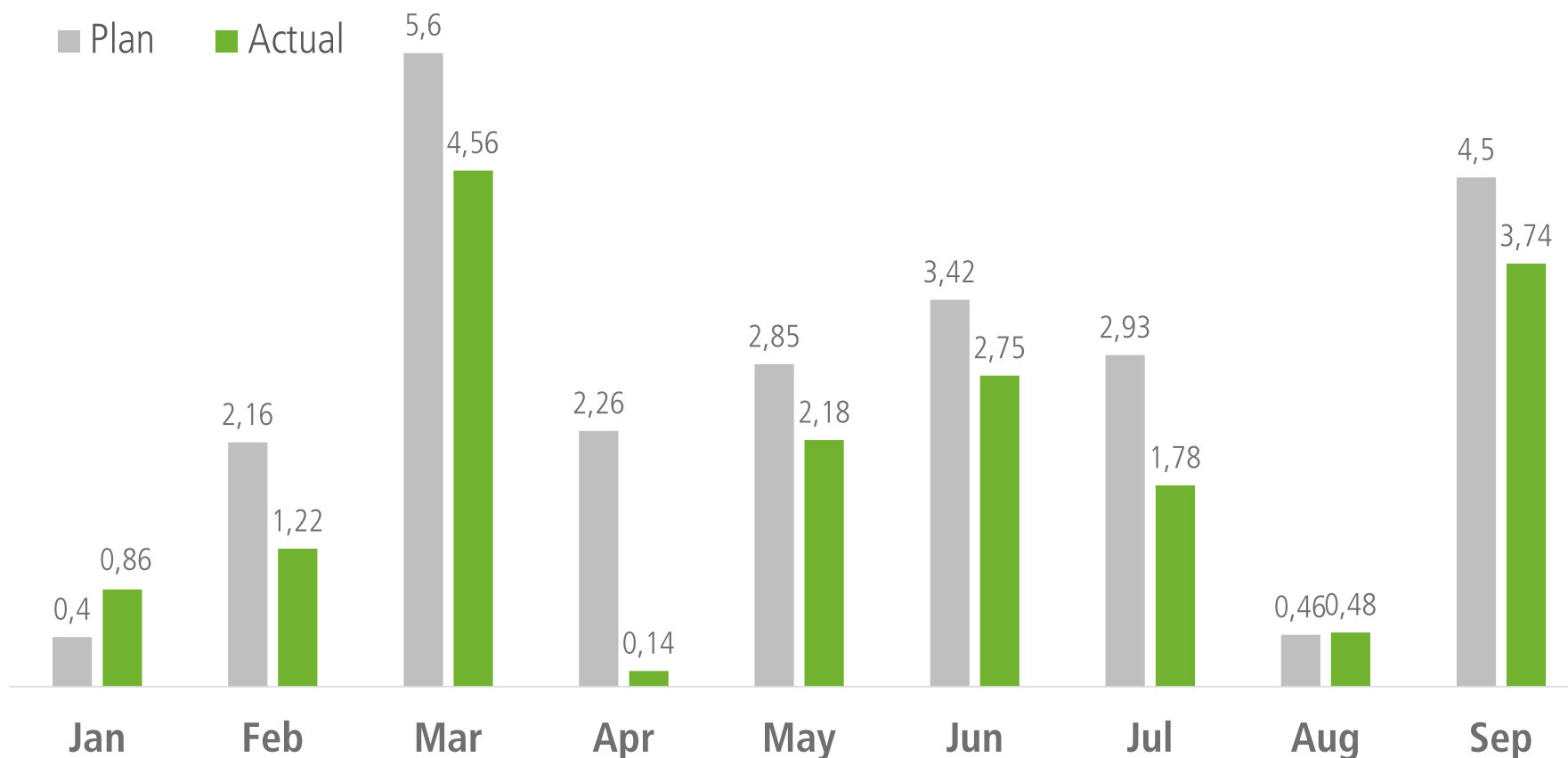


BETRIEBSERGEBNIS | OPERATING RESULT

BU Handwerk Jan-Sep 2023 in Mio. EUR / BU Craft Jan-Sep 2023 in Mio. EUR



RECA Group
Conference 2023



YTD Sep 2023
YTD Sep 2023

17,7 Mio. EUR

Planerfüllung
Plan fulfillment

71,9 %

Steigerung
Increase

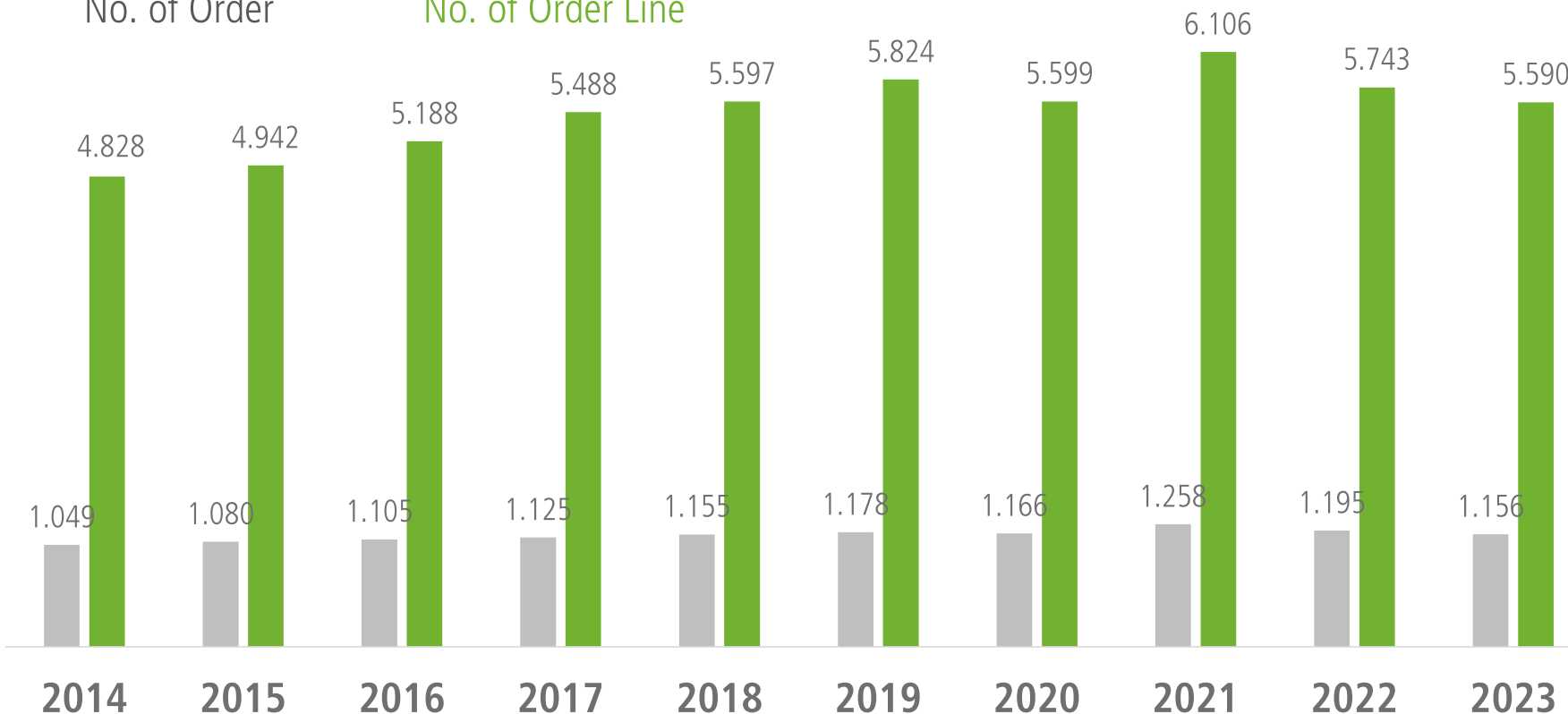
- 18,5 %

ANZAHL AUFTRÄGE & POSITIONEN | NO. OF ORDER & ORDER LINE

BU Handwerk YTD Sep in T# | BU Craft YTD Sep in T#

■ Anzahl Aufträge
No. of Order

■ Anzahl Positionen
No. of Order Line



YTD Sep 2023
YTD Sep 2023

1.156 T#
5.590 T#

Steigerung
Increase

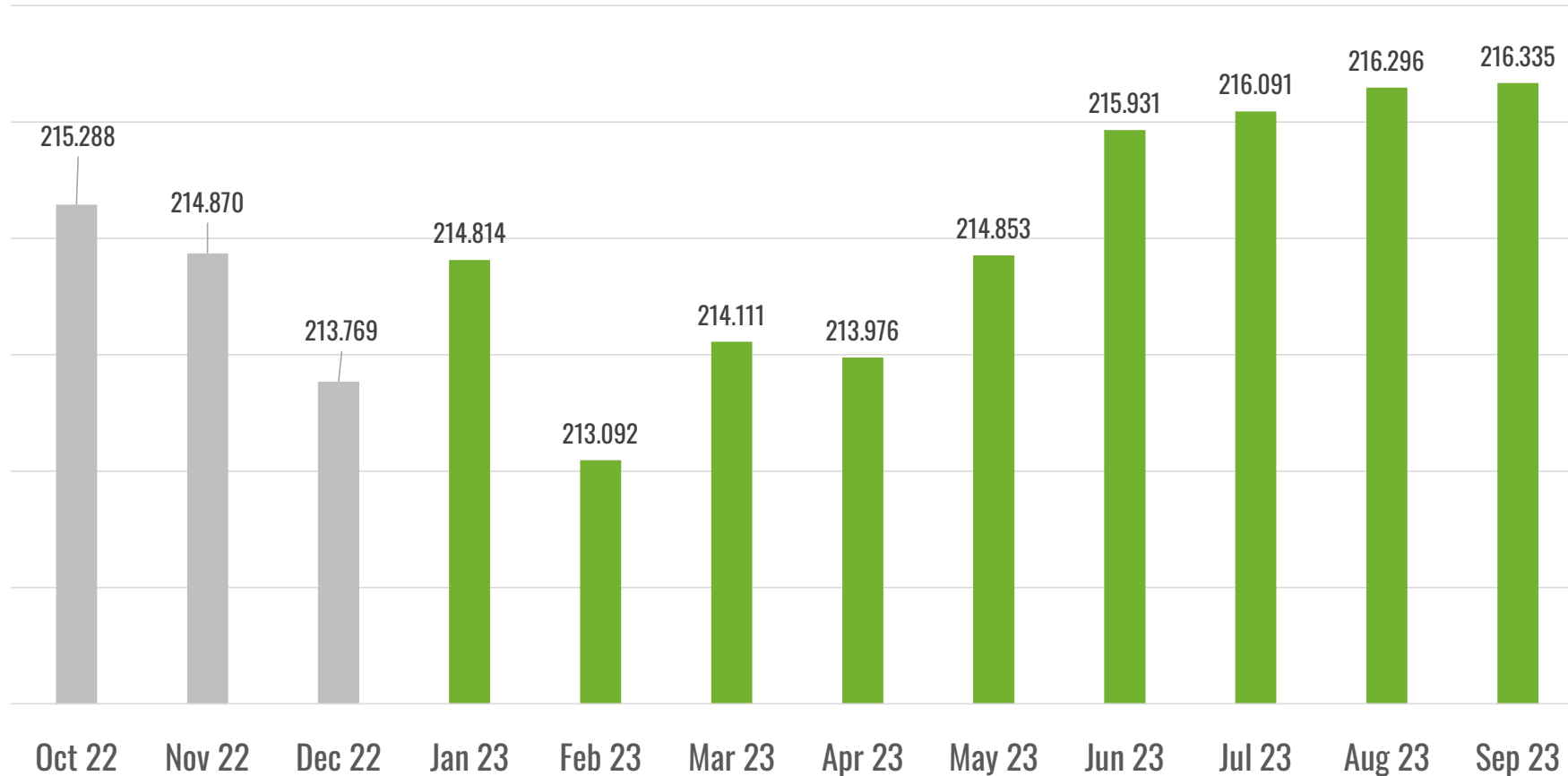
- 3,3 %
- 2,7 %

AKTIVKUNDENENTWICKLUNG | ACTIVE CUSTOMER DEV.

BU Handwerk Sep in # | BU Craft Sep in #



RECA Group
Conference 2023



Sep 2023

Sep 2023

216.335 #

Planerfüllung
Plan fulfillment

95,1 %

Steigerung
Increase

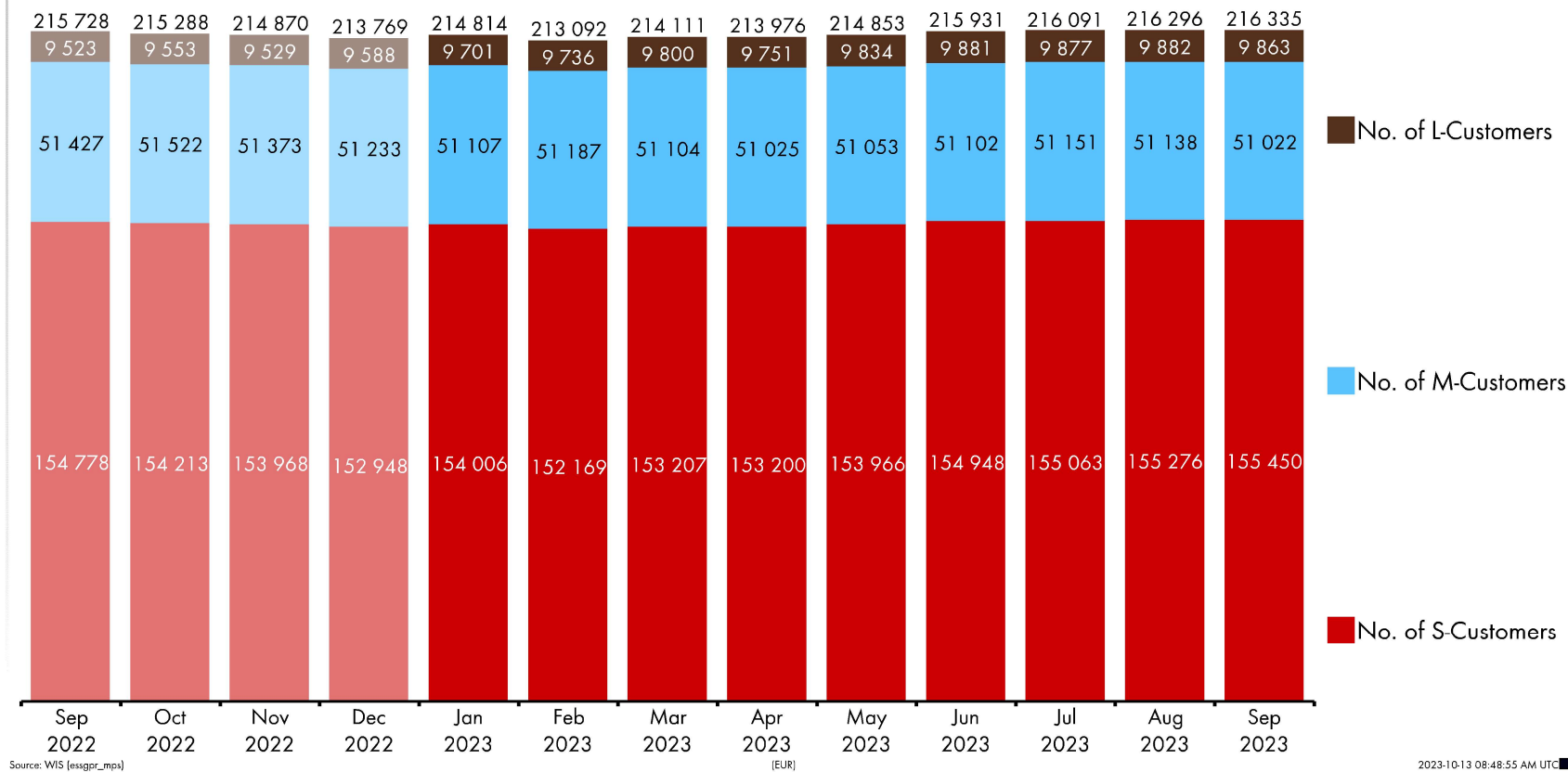
+ 0,02 %

AKTIVKUNDENENTWICKLUNG SML I

ACTIVE CUSTOMER DEVELOPMENT SML

No. of Active Cust. - All Dept. - AC EVP Walter Bostelmann

Actual - Reca CRAFT TOTAL in #



Source: WIS (essgr_mps)

[EUR]

2023-10-13 08:48:55 AM UTC