



Corporate presentation

Athens Univeristy of Economics & Business
Marketing & Communications

Maira Passia – Sustainability & Corporate Comms Director



PORSCHE



Autodirect

Company profile

History - *More than 50 years of movement, evolution and transformation*



Company profile

We are stewards of the best mobility brands



PORSCHE



At Motodynamics, we carefully **select the partnership with brands** that align with our core values and warrant our undivided attention

We take pride in showcasing **premium brands** and actively contributing to their growth under our umbrella

Together, we forge a **long-term** collaborative path, **learning and growing hand in hand** with our esteemed partners

Company profile

#WeareMotodynamics

Vision

A world of **sustainable mobility** without boundaries

Purpose

We **create emotions** and **transform lives** through **adventure, exploration** and **human connection**

Mission

To **establish** our **brands** as the **first choice** in our **customer's hearts** and **minds**

Values

Integrity • Trust • Respect • Excellence

We build **intergenerational relationships** with our **stakeholders**

Company profile



Products - *Legendary Japanese quality across land and marine categories*

Yamaha product portfolio



Waverunners



Outboard engines



Sport Touring motorcycles



Adventure motorcycles



Heritage motorcycles



Scooters



Torqeedo electric outboard



Electric scooters

Company profile

PORSCHE

Products - *Iconic models and new arrivals in the portfolio of Porsche*

Porsche product portfolio



Panamera

Petrol | Hybrid



718

Petrol



911

Petrol



Cayenne

Petrol | Hybrid



Macan

Electric



Taycan

Electric

Company profile



Services - Rent a Car Services with presence in all major Greek airports

SIXT premium offering in all major Greek destinations



Company profile

Products – *Smart electric premium vehicles*



NIO product portfolio



ET5



ET Touring



EL6



EL8



FIREFLY

Company profile



Autodirect – Our wholly owned subsidiary, Autodirect, is an authorized TOYOTA retailer

Authorized 3S stores in Patras and Syros



400 units sold on
an annual basis



5,000 throughputs
annually



13 ramps
to cover after sales
needs



8 technicians
certified and trained
by Toyota

Company profile

Motodynamics Group at a glance



422
employees in peak
season



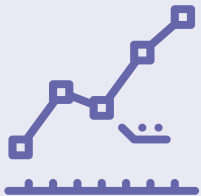
2024 European
Best Workplace
Certified



Presence in
5 countries



Network of >70
points for our
brands (owned or
dealers)



Gross Sales
€196m
in 2024



Gross Profit
€41m
in 2024



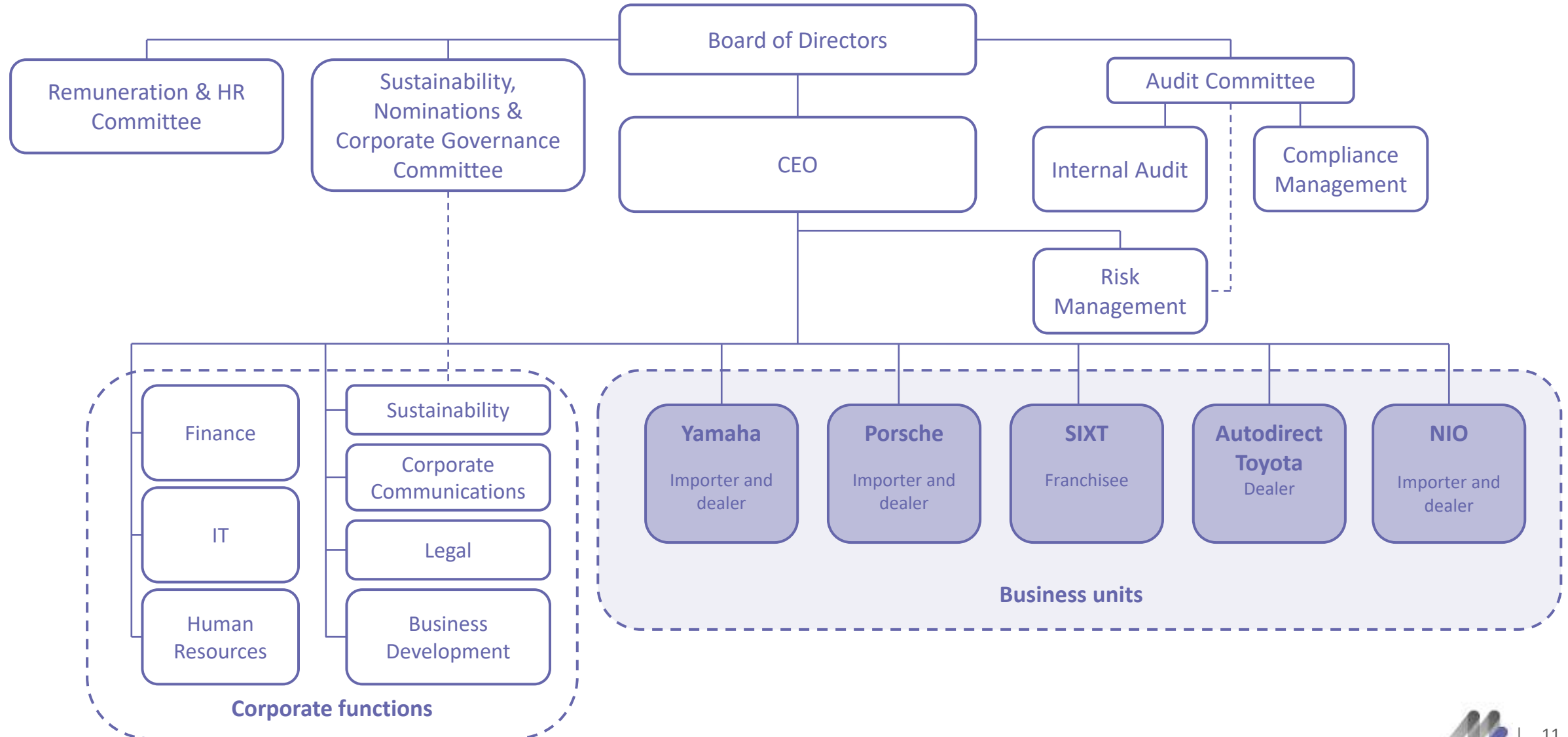
Operating profit
€16m
in 2024



ROCE
20,4%
in 2024

Company profile

Robust governance framework and streamlined structure to support the Group's organic growth and expansion



Company profile

Management team - *A healthy blend of seasoned veterans and fresh perspectives, ensuring a dynamic and balanced approach to leadership*



Paris Kyriacopoulos

Chairman &
CEO
8 years



Magda Rizou

CFO
5 years



Stathis Anagnou

CIO
16 years



Eleftheria Lolou

Head of Human
Resources
4 years



Maira Passia

Sustainability and Corporate
Communications Director
13 years



Yiannis Sokialis

Yamaha
Division Manager
27 years



Giorgos Leivaditis

SIXT
Division Manager
20 years



Nikos Sinoyannis

Porsche
Division Manager
5 years



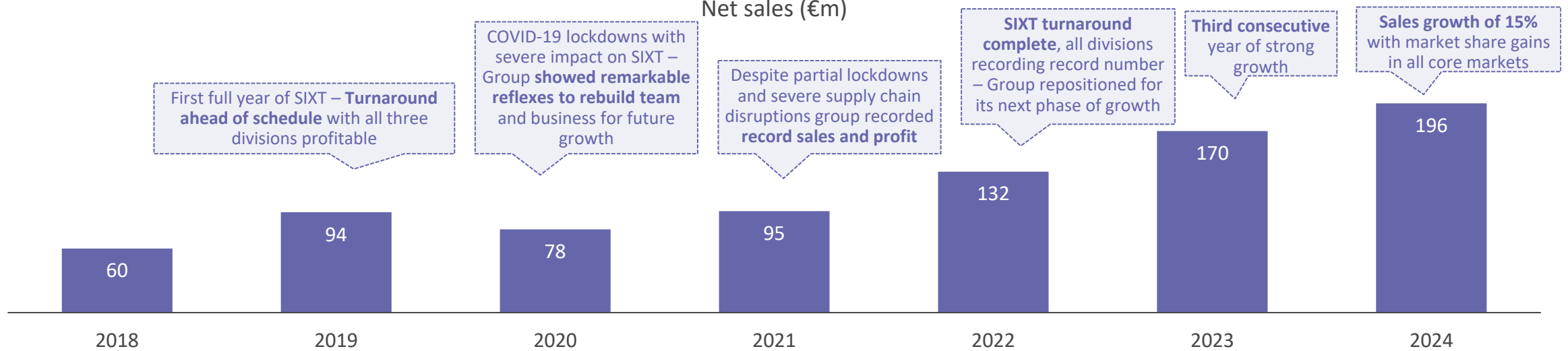
Lefteris Sotiropoulos

Business Dev. & TOYOTA
Autodirect Manager
2 years

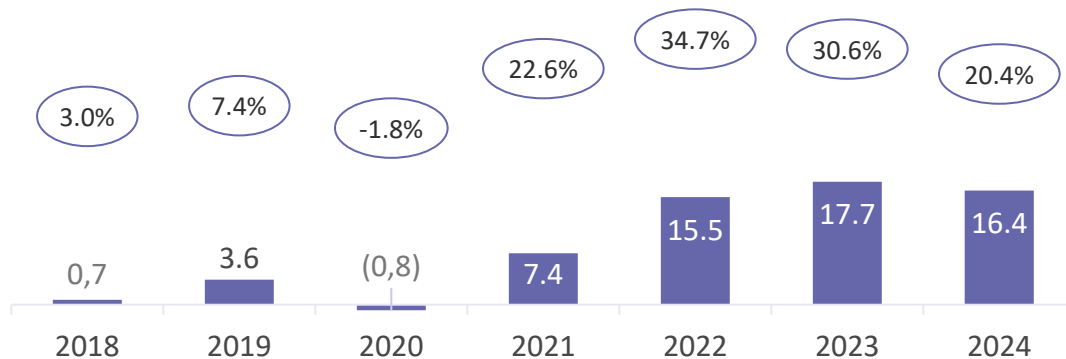
Company profile

Group financials - *Proven record of profitable growth with a strong balance sheet; sales grew 26% CAGR from 2020 to 2024, with Net Debt to EBITDA ratio at 1x.*

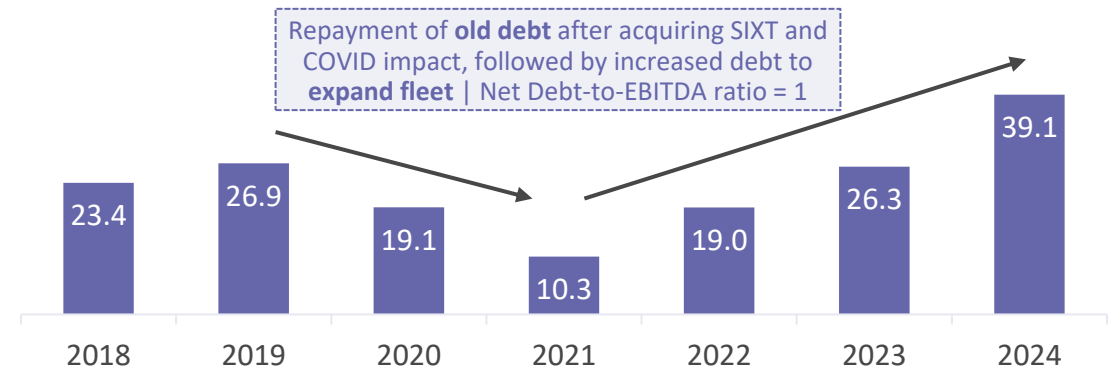
Net sales (€m)



EBIT (€m) and ROCE (%)



Net debt (€m)



Company profile

Network - Over 70 touchpoints, including both directly operated stores and 3rd party dealerships

Yamaha network⁽¹⁾

Greece	38	Motorcycle dealers	60	Marine dealers	27	Service points	3	Fully owned 3S ⁽²⁾ stores
Romania	8	Motorcycle dealers	15	Marine dealers	1	Fully owned 3S store		
Bulgaria	4	Motorcycle dealers	3	Marine dealers	1	Fully owned 3S store		

SIXT network

Greece	19	Directly operated points	13	International airports
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Porsche network

Greece	3	Flagship 3S stores
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TOYOTA Autodirect network

Greece	2	3S store
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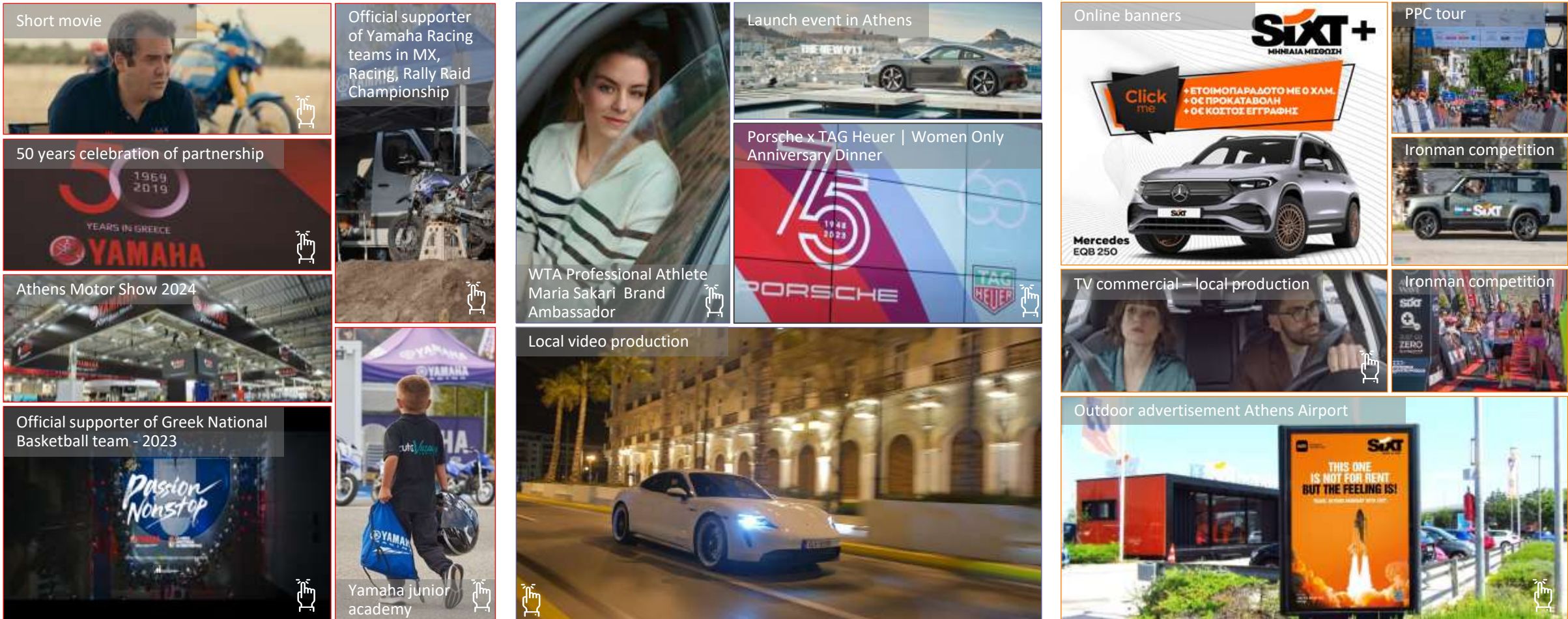


(1) Motodynamics also has also partnership with dealers for marine and motorcycle products in Albania and Moldova

(2) 3S stands for store that sells motorcycles/cars, spare parts and provide after sale services

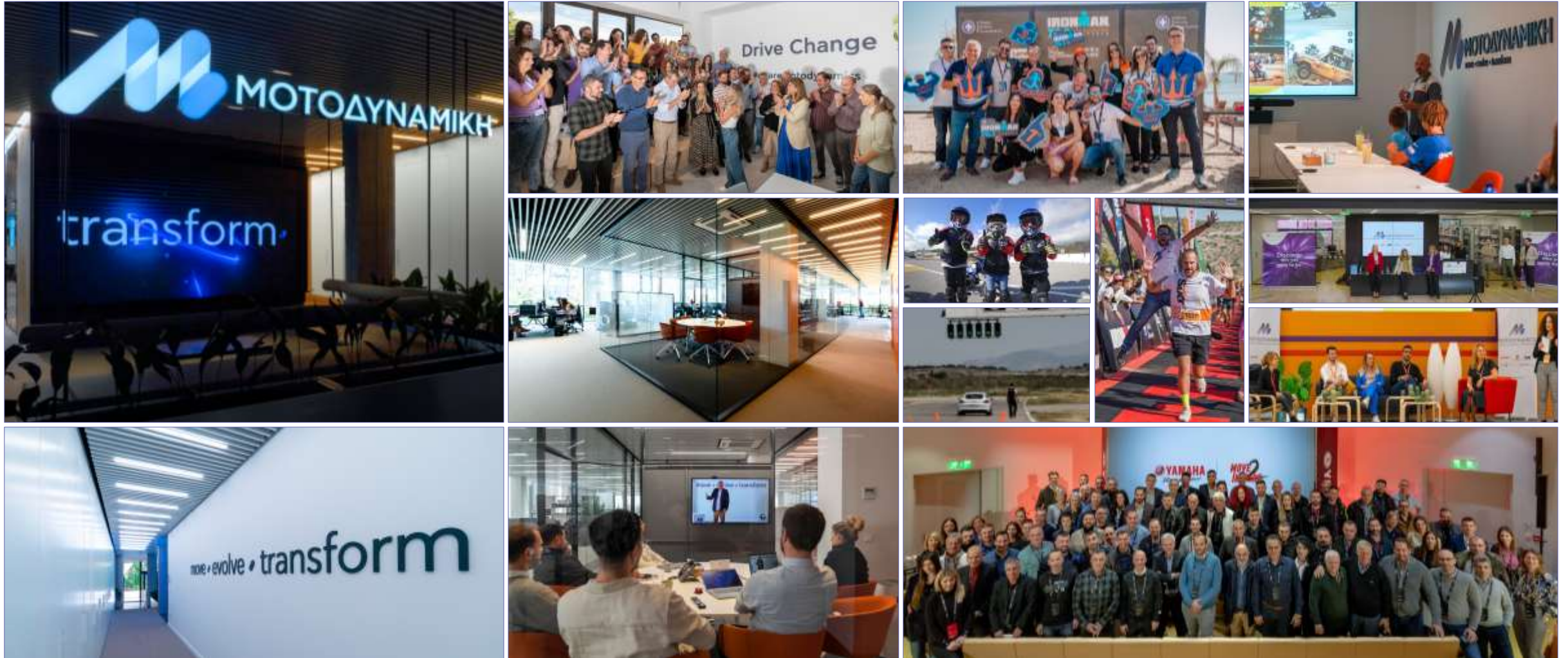
Company profile

Marketing - *We are proud for the value brands that we represent. Our marketing departments adapt their global strategy to the Greek market to increase brand awareness*



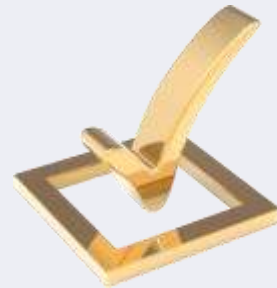
Company profile

Corporate identity and community - *We actively foster community engagement with all stakeholders, including our people, dealers, and customers. Our recently renovated headquarters now house over 100 employees.*



Company profile

Recognized as an industry leader



2023 **True Leaders**
by ICAP CRIF



Company profile

Sustainable mobility - *An inseparable part of our growth strategy*



Environmental

Environment goals centered around **Scope 1**, **Scope 2** emissions, recycling and water usage

Invest in and offer more **low carbon and e-mobility solutions** to our customers

Extensive work being done to quantify targets so we can align our actions with **Fit for 55**



Social

Social impact focused on the following pillars: **road safety**, **sportsmanship**, **mobility-challenged individuals**, **education** and **environmental protection and rehabilitation**

All Social initiatives to be evaluated and prioritized based on their **Social Return of Investment (SROI)**



Governance

Continued improvement in our Governance model increasing **diversity and transparency**

Motodynamics has been included in the **ATHEX ESG Index** for with a score of **71%** for 2023



Improving this score is a core metric for the company and an integral to our strategic plan

