# RACING Force Group



# THE BEAT OF RACING HEARTS

Mid & Small in Milan 29th - 30th November 2022

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## RACING FORCE GROUP

# AN INTERNATIONAL LEADERSHIP TEAM

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**Paolo Delprato** Group Chairman and CEO Chairman Racing Force International Chairman High Protection Systems

+15 Years of Industry Experience



Stephane Cohen Group Co-CEO CEO Racing Force International CEO High Protection Systems BELL Co-Founder +37 Years of Industry Experience G

Gabriele Pedone

+20 Years of Industry Experience



Alexandros Miotto Haristos Group COO Zeronoise Co-Founder

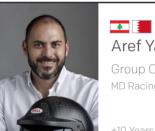
+10 Years of Industry Experience



Roberto Ferroggiaro

3

+10 Years of Financial Experience



Aref Yazbek Group CBO MD Racing Force International

+10 Years of Industry Experience









+



+20 Years of Industry Experience



Kyle Kietzmann CCO (AMER) Co-CEO Racing Force USA

+28 Years of Industry Experience



Bruno Curletto CCO (EMEA e APAC)

+20 Years of Industry Experience

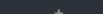
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# INTRODUCING RACING FORCE GROUP

# **IN A RACING CAR**





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BRANDS OF RACING FORCE GROUP

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# RACING FORCE AT A GLANCE

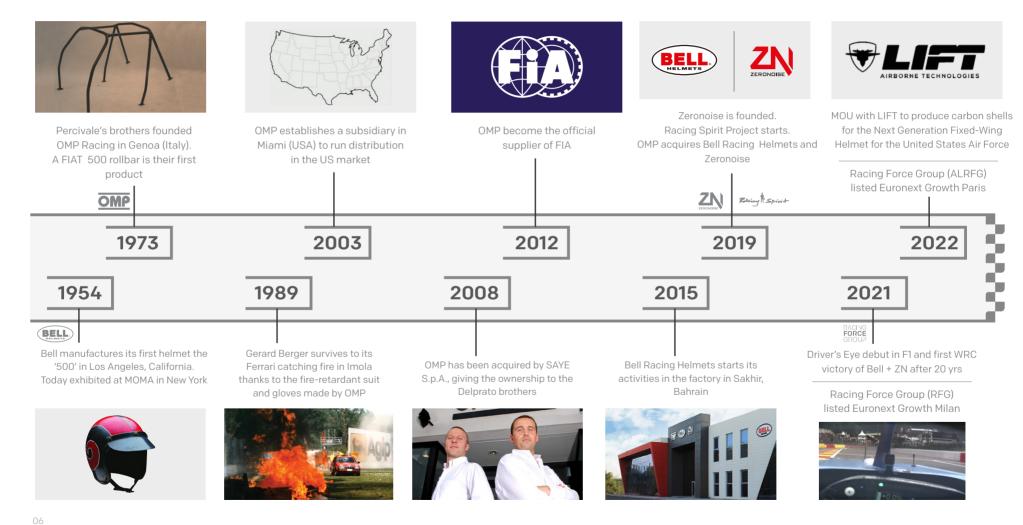
RACING FORCE OPERATES IN THE DEVELOPMENT, PRODUCTION AND MARKETING OF SAFETY COMPONENTS AND PROTECTION EQUIPMENT FOR THE MOTORSPORT INDUSTRY

rands			Numbers	
inancials Highlights FY2021		Runy Spisit The Original Racing CO.	Widest range of p	rship in Motorsport Safety Equipment roducts covering the full spectrum ety equipment and beyond s Worldwide
<b>€ 47 m</b> Adj. Sales 1	<b>€ 9 m</b> EBITDA 9.2% DA Margin <b>€ 4.9 m</b> Adj. Net Income 10.6% NI Margin	€ 0.7 m Net Debt 0.1x Leverage	7 sites incl. 2 mar and 3 R&D center	nufacturing facilities, 6 showrooms is in US, Europe and Asia ees from 34 nationalities, average women)
0 Countries Worldwide	2021 Revenues Breakdown	1	Shareholders' Structure	
	APAC		RACI	NGFORCE
The Topy	12%		57%	43%
	Americas 24%	EMEA 64%	SAYE	Market and Managers
			Euronext (	Racing Force Group is listed on Growth Milan (RFG) n Euronext Growth Paris (ALRFG)

NG FORCE GROUP

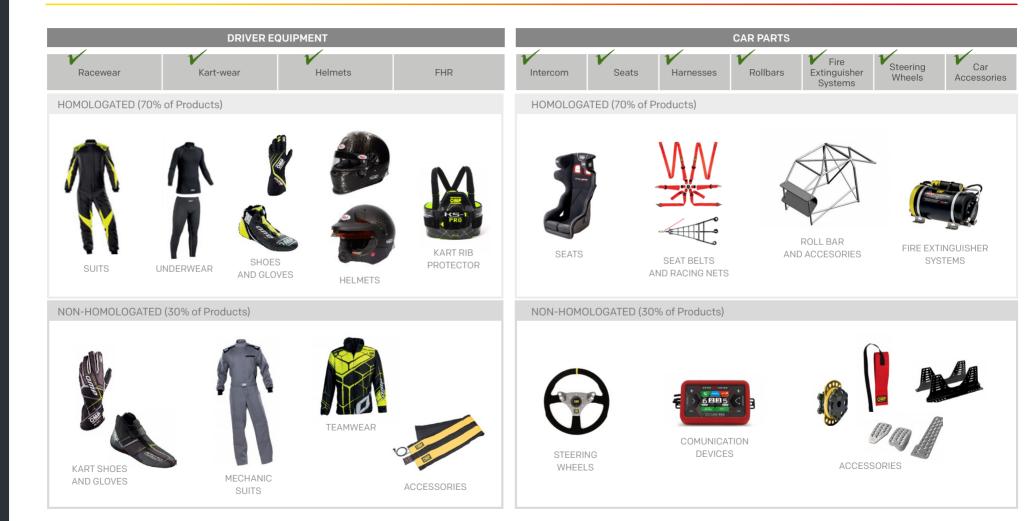
## RACING FORCE GROUP

## 70+ YEARS OF UNCOMPROMISED INNOVATION AND RELIABILITY IN MOTORSPORT SAFETY EQUIPMENT



Racing & Spinit

# UNIQUE PRODUCT OFFERING COVERING THE FULL SPECTRUM OF MOTORSPORT SAFETY EQUIPMENT AND BEYOND



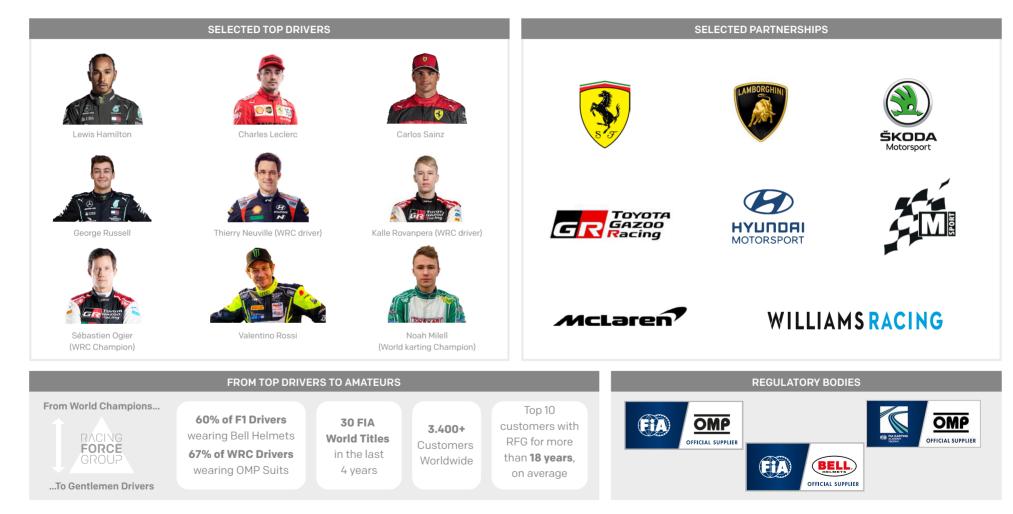
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## RACING FORCE GROUP

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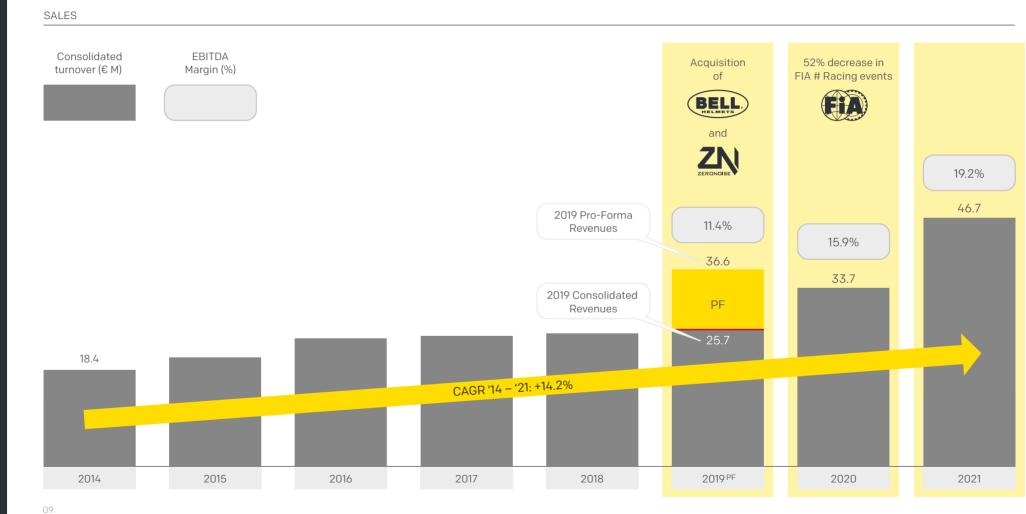
## THE PARTNER OF CHOICE: FROM TOP DRIVERS TO AMATEURS, TEAMS AND REGULATORY BODIES



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# RACING Force Group

### A LONG TERM DOUBLE-DIGIT GROWTH HISTORY



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# MOTORSPORT SAFETY EQUIPMENT MARKET

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## A STRICTLY REGULATED MARKET WITH STRONG BARRIERS TO ENTRY

Motorsport: "any competition or related sport activity restricted to vehicles that (i) have at least four non-aligned wheels and (ii) are constantly and entirely controlled by a driver on board the vehicle"

#### FIA 2019 KPIs



€59.8bn of directly generated gross output, divided across: Services: 51% Advanced Manufacturing & Engineering: 36% Other Manufacturing: 13%



2.7 million participants



5 Global and 33 International Racing Series



#### 60.700 Events including:

324 FIA World & Regional Championships events/rounds 556 FIA International Series events/rounds 59,820 Other events e.g., National & Local Championships and Series, other events)



146 National Motorsport Federations and 21.600 Local Motorsport Clubs



7.200 Facilities, Tracks and Venues, including:
229 unique FIA Graded circuits (59 FIA Graded karting tracks)
6.912 other facilities, tracks and venues

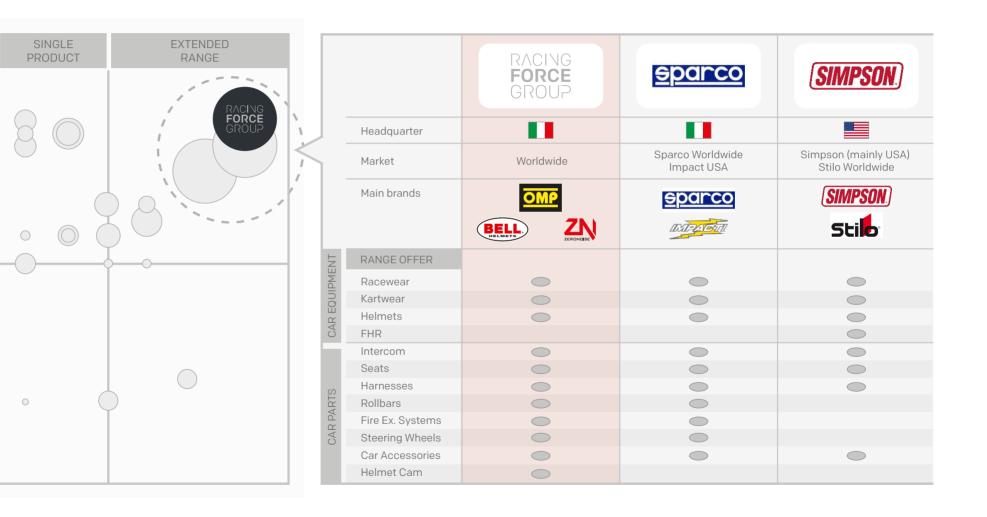


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### LEADERSHIP IN A FRAGMENTED MARKET DOMINATED BY 3 PLAYERS



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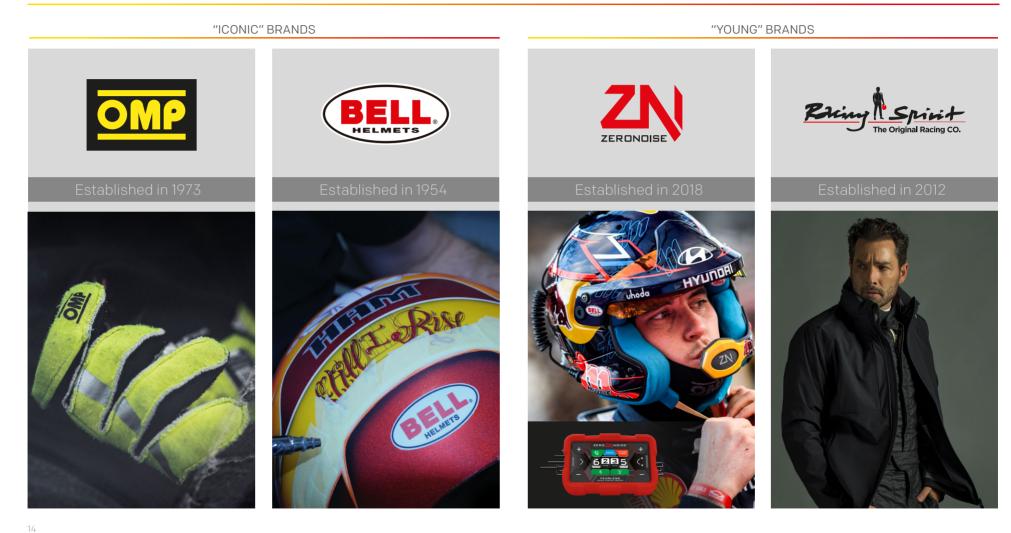
PROFESSIONAL QUALITY

ENTRY LEVEL QUALITY

# RACING FORCE GROUP RANGE OF PRODUCTS

## RACING Force Group

## UNIQUE BRAND PORTFOLIO COMBINING HERITAGE AND INNOVATION



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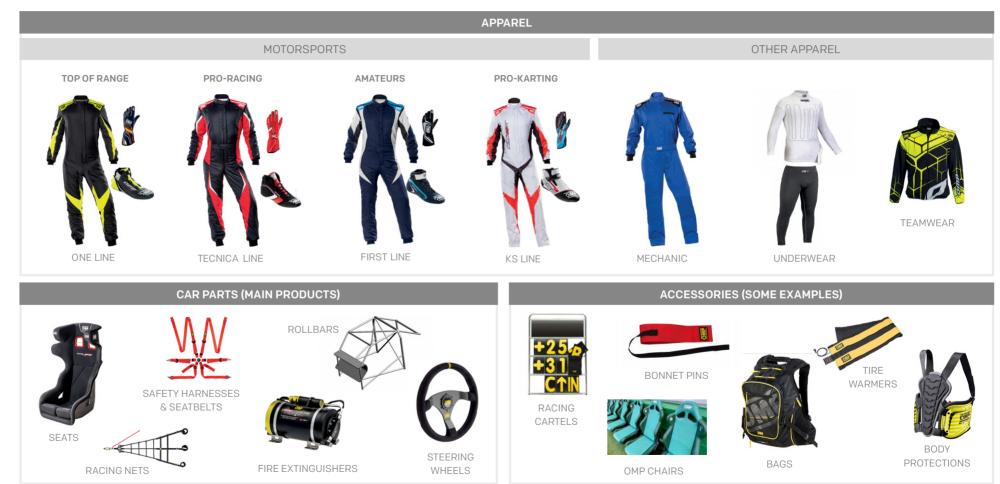
Ring Spint





## OVER 2,000 PRODUCTS IN ITS CATALOG

Over 2,000 products in its catalog with the majority homologated to industry standards including FIA, FIA Karting, SFI and Snell



Racing Spint

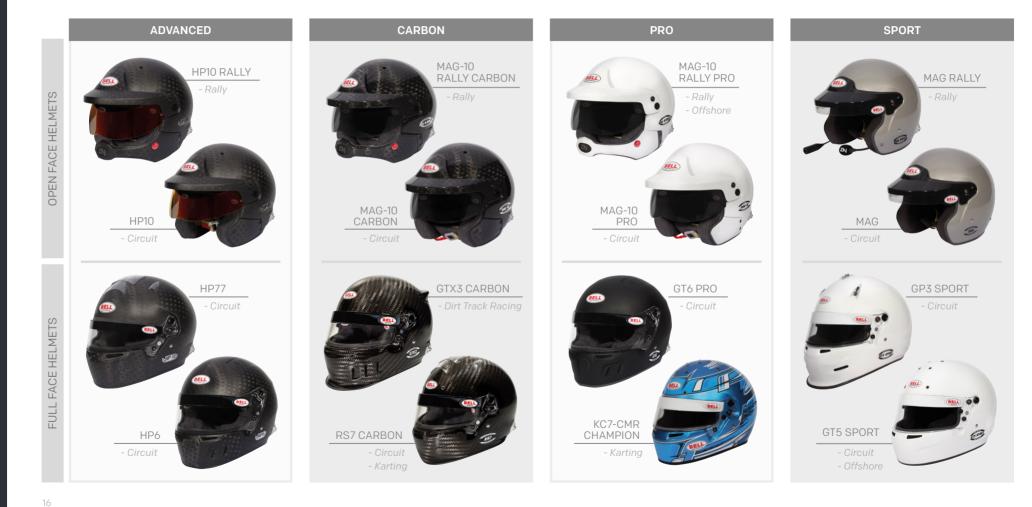
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A selection from our wide range of models



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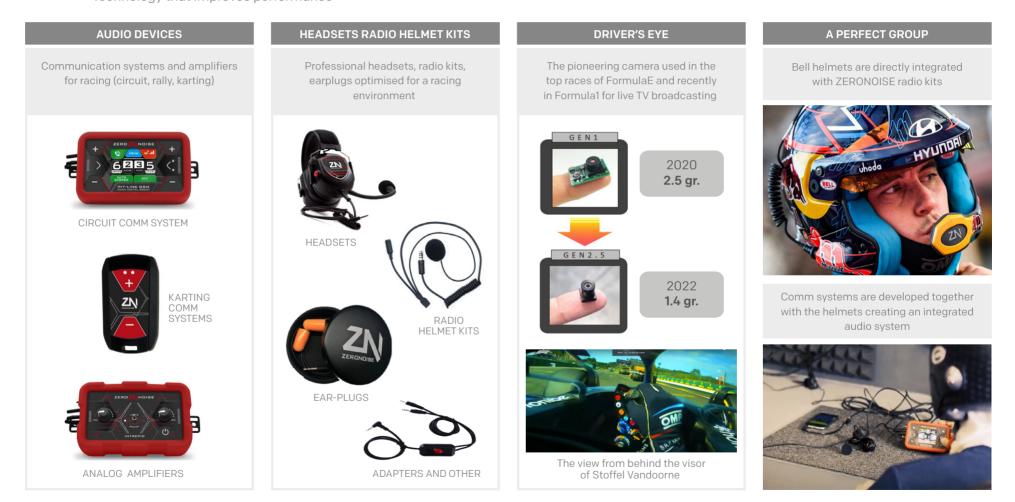
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ZERONDISE



Technology that improves performance



ZERONDISE

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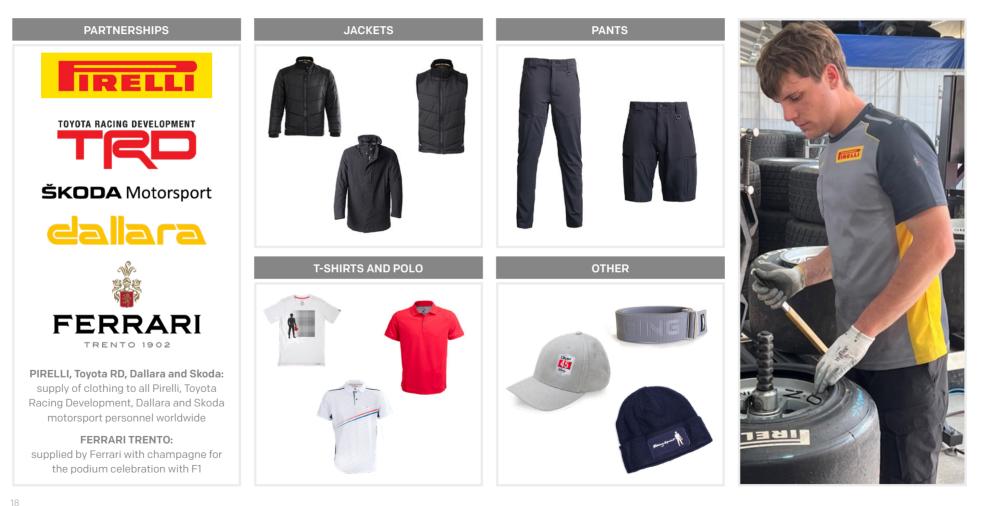
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Racing Spinit



## RACING SPIRIT. "RACING DNA" 365 DAYS A YEAR

We stole (borrowed) the spirit of racing



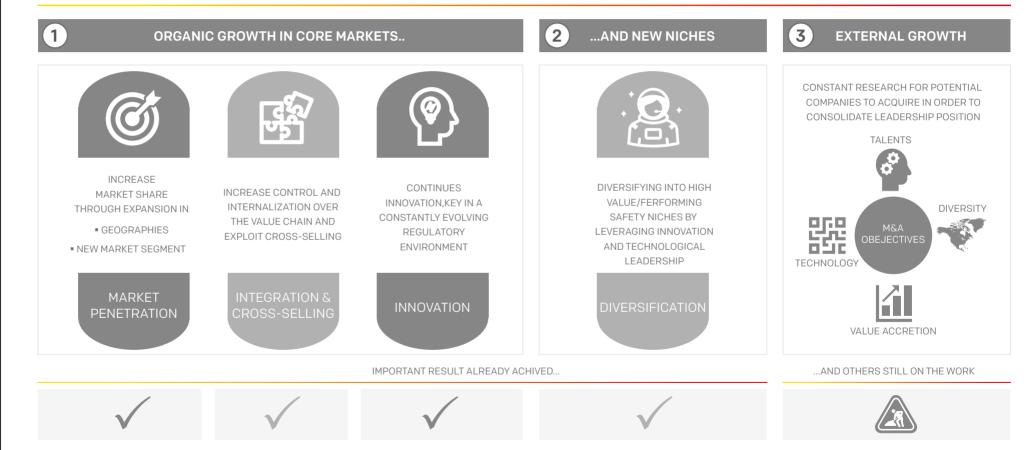
ING FORCE GROUP

# UPDATE ON STRATEGY SECTION

### **3 CLEAR MAIN PILLARS FOR FURTHER GROWTH**

SOLID GROWTH OPPORTUNITIES IN CORE MARKETS AND NEW TECHNOLOGY / HIGH PERFORMANCE SAFETY NICHES

#### **KEY DRIVERS AT IPO**



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### PILLAR 1 - ORGANIC GROWTH IN CORE MARKETS

#### CONSOLIDATING RACING FORCE'S LEADERSHIP IN LESS PENETRATED GEOGRAPHIES AND PRODUCT SEGMENTS

#### AMERICAS

KEY UPDATES



✓ Brad Kselowski becomes the first NASCAR driver to wear OMP Apparel together with his team

🗸 Some products have already been SFI homologated and more are underway

#### ✓ Signed partnership agreements with:

- Nascar (OMP & BELL)
- IMSA (OMP & BELL)
- F4/FR (OMP & BELL)
- USF 2000 (BELL)
- Indy Pro 2000 (BELL)
- SVRA (BELL)

FOUNDATION

**NELL** 

• Trans Am (OMP)



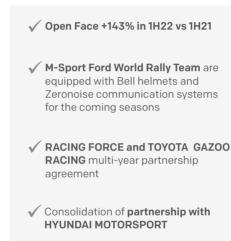
DEVELOPMENT OF DEDICATED AMERICAN PRODUCTS COMPLIANT TO SFI STANDARDS

HOMOLOGATION OF A FULL RANGE OF PRODUCTS IN COMPLIANCE WITH SFI STANDARDS WITHIN 2022

STRONG BRAND SYNERGIES THAT FIND THEIR ROOTS IN THE LONG-LASTING POPULARITY OF BELL IN THE US

#### **OPEN FACE HELMETS**

**KEY UPDATES** 







HYUNDA MOTORSPORT

#### A ONE STOP-SHOP OFFERING

#### **DEALERS AND DISTRIBUTORS**

#### PROFESSIONAL TEAMS





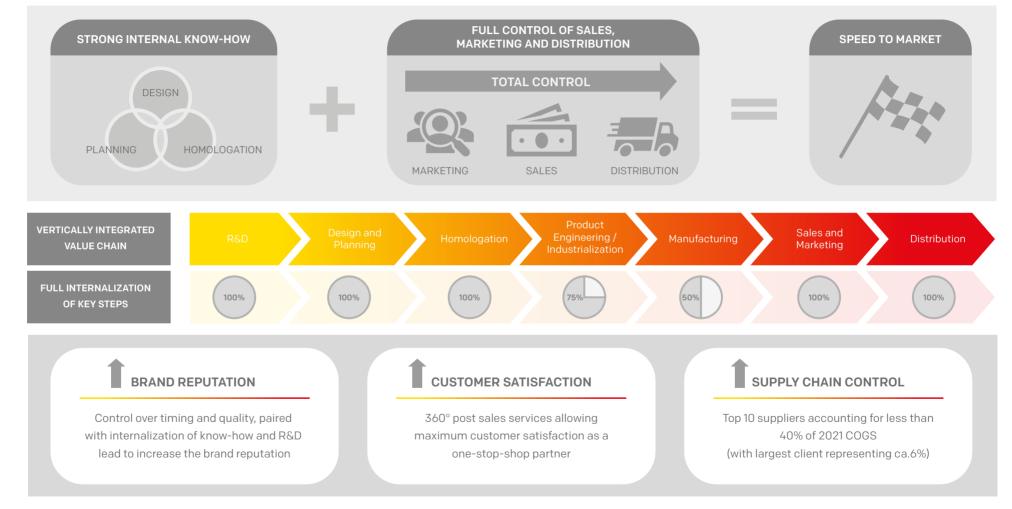


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# RACING FORCE GROUP

# TIGHTLY AND CONTROLLED VALUE CHAIN DELIVERING SPEED, RELIABILITY AND CUSTOMER SATISFACTION



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## MAIN INVESTMENTS TO SUPPORT THE GROWTH

In September RFG signed a lease agreement (starting

Mooresville has a racing DNA, being the NASCAR's

The new plant will be functional to the diversification

become the main logistics hub for the US.

building.

November, 2022) for a building in Mooresville of around

than 4,600 sgm. RFG also has a purchase option on the

headquarter and hosting the main motorsport's teams.

projects (such as jet pilot helmets production for LIFT) and will also integrate some production activities to

serve the American market directly. Mooresville will also

1,900 sgm with the possibility to increase up to more

RACING FORCE IS EXPERIENCING SIGNIFICANT GROWTH, BOTH IN CORE BUSINESS AND IN DIVERSIFICATION PROJECTS. TO KEEP THE PACE AND CONTINUE TO INNOVATE RFG IS PLANNING INVESTMENTS IN A NEW PLANT AND IN INCREASING ITS OVERALL PRODUCTION CAPACITY



- Racing Force has approved the expansion project of Ronco Scrivia headquarter of around 1.600 sqm. The target is to increase production capacity, logistics and office spaces, to support future growth of the business.
- It includes the installation of solar panels (230 kW) and the optimization of energy-saving façades, as well as green areas and car parks, with the installation of car recharging stations.
- Racing Force is also expanding the factory in Bahrain to increase production capacity by adding around 5.000 sqm. To be completed by the end of 2023.



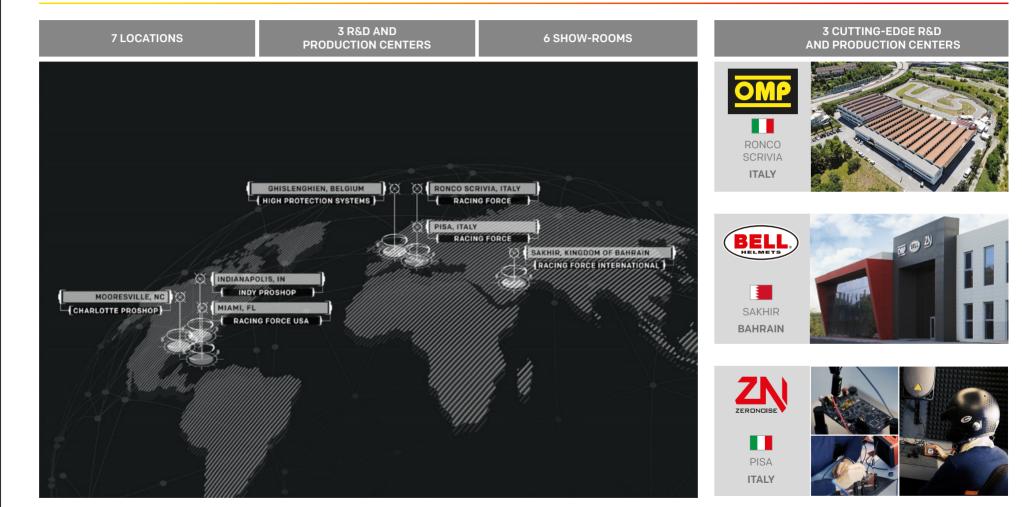






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## OUR LOCATIONS IN 3 DIFFERENT CONTINENTS



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### PILLAR 2 - GROWTH IN NEW NICHES

#### **CUTTING-EDGE TECHNOLOGY**

FEEDING LIVE TY FROM BEHIND THE VISOR SCREEN

#### DRIVER'S EYE

#### **KEY UPDATES**

- Driver's Eye consolidates and expand its footprint in motorsport with a proven high profitable business model
- The technology successfully completed its first season in F1 and extended the homologation to the other helmet manufacturer
- RFG signed a multi-year agreement for the Driver's Eye technology with Supercars Series in Australia
- NASCAR successfully runs the Driver's Eye during Play-offs in Virginia - link to footage: https://youtu.be/ddYhZNzVmas
- Generation 2.5 of the technology begins its roll-out starting with F1

#### F1 IS JUST THE BEGINNING





#### LIVE TV BROACASTING FROM BEHIND THE HELMET VISOR

TECHNOLOGY PROVIDED AS SERVICE WITH HIGH PROFITABILITY

WORLD SMALLEST & LIGHTEST CAMERA FOR LIVE TV BROADCASTING

#### FIRST MOVER ADVANTAGE WITH A PATENT PROTECTED TECHNOLOGY

#### HOMOLOGATION

THE WORLD FIRST AND ONLY FIA HOMOLOGATED TECHNOLOGY TO BE INTEGRATED INSIDE A RACING HELMET

**2023** F1 COMMISSION MADE THE DRIVER'S EYE MANDATORY FOR ALL F1 DRIVERS



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### PILLAR 2 - GROWTH IN NEW NICHES (Cont'd)

JET PILOT HELMET

#### JET PILOT HELMETS (TECHNICAL PARTNERSHIP WITH LIFT AIRBORNE)



#### **KEY UPDATES**





- Lift Airborne is awarded as the winner of the Successfully presented at the Bahrain Airshow in November 2022
  - Extension of the partnership with LIFT Airborne for helicopter helmets, in military (ballistic) and civil version
  - Civil version mockup shown by Lift at EAA AirVenture Oshkosh in July 2022

#### NEXT MILESTONES

helmet production

tender for the US AirForce

**RFG** sings an MoU with Lift Airborne for the

The helmet is available to US allied countries

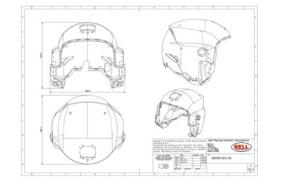
2023 2024 Final Definition of the Product and First Main Production batch first deliveries

2025 Main Production in full swing

#### Press Release (05/09/2022):

Kyle Kietzmann, Chief Commercial Officer of Racing Force USA, Inc. said "Racing Force is proud to participate as a technology partner of LIFT to develop the ultralightweight carbon shell for the LIFT AV2.2, leveraging the technical innovation, advanced composite materials, and manufacturing techniques used to produce Formula 1 auto racing helmets under the BELL Helmets brand"

Guido Rietdyk, President and CEO of LIFT Airborne stated: "We would like to thank Racing Force for their expertise, and never-ending energy and drive to develop the carbon shell and help us bring the NGFWH project to the finish line. Our Company wouldn't have had this much success if it wasn't for the incredible work of Racing Force and our other technology partners to make the vision of the NGFWH a reality for both LIFT and our USAF customer. We look forward to a longterm partnership with Racing Force Group."





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SPECIAL FORCE AND POLICE RIOT HEAD PROTECTION

SPECIAL FORCE HEAD PROTECTION						
KEY UPDATES		NEXT MILESTONES				
	The first samples have been produced and are now in the testing phase for the Special Police Forces (project "Gladiator") in collaboration with Fraunhofer Institute (GER)	First Certification and prototypes of SPF helmets and Riot helmets are expected by 2023				
V	Extension of the Project to the Police Riot Helmets, R&D activities currently in progress.	2024 – Start of commercialization activities for both SPF & Riot Helmets				

#### **GLADIATOR MAIN TECHNICAL FEATURES**

SWAT helmet developed according to TR 2010 Ballistic Helmet, **VPAM and NATO standards** 

**Hybrid material** produced with advanced press technology and high-end quality control

Optimized **shell design** for full compatibility with headset and chemical, biological, radiological, and nuclear protection mask (CBRN) and improved night vision shroud design

Visor with improved **pivoting system** for optimized balance

F1 racing helmet chinstrap, anti-fog and anti-scratch technologies





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### PILLAR 3 – EXTERNAL GROWTH THROUGH M&A



# **2021** ECONOMIC AND FINANCIAL DATA



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## 2021 AT A GLANCE

SALES	ADJ. EBITDA <sup>1</sup>	ADJ. NET INCOME <sup>1</sup>
€ 46.7m	€ 9.0m	€ 4.9m
<b>+38.4%</b> vs 2020 <b>+14.2%</b> 2014-2021 CAGR	<b>+19.2%</b> EBITDA Margin <b>+67.0%</b> vs 2020	<b>+10.6%</b> NI Margin <b>+242.9%</b> vs 2020
ADJ. CASH FLOW <sup>1</sup>	NET DEBT	DIVIDEND
€ 5.5m	~€ 1.0m	€ 1.7m
+61.5% Cash Conversion vs <b>€ 2.4m</b> in 2020	<b>0.1x</b> Leverage <b>-€ 16m</b> vs 2020	€ 0.07ps

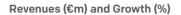
CE GROUP

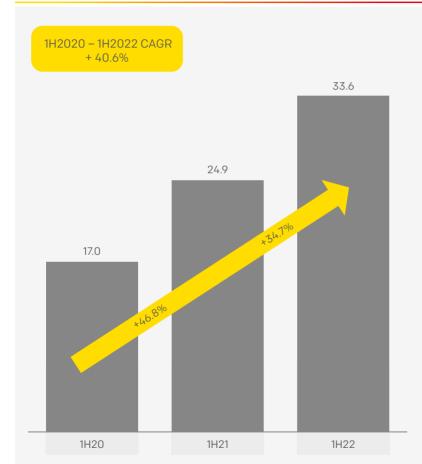
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1. Net of 1.1 m IPO costs booked through the Profit Loss

# 1H 2022

### CONSOLIDATED P&L





#### 1H 2022 Revenues Breakdown and Growth 1H2022 – 1H2021



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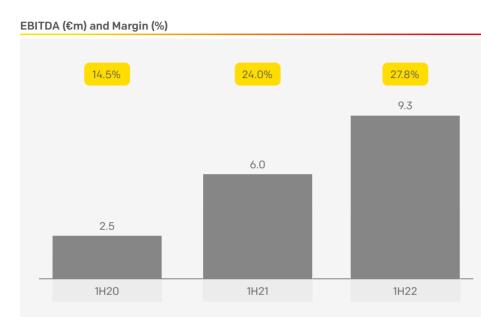
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## CONSOLIDATED P&L (cont'd)



The increase of EBITDA is due to i) higher gross margin, mainly due to a different composition of the sales mix, and ii) the increase in efficiency and strong operating leverage, following higher volumes of production and turnover.

Gross margin passed from 59.3% in 1H21 to 62.7% in 1H22.

Personnel costs increased from 4.1 ml Euro in 1H21 to 5.5 ml Euro in 1H22, due to +99 employees, while the weight on sales reduced from 16.5% to 16.4%

Selling & distribution expenses passed from 3.3 ml Euro in 1H21 to 4.3 ml Euro in 1H22, while the weight on sales reduced from 13.3 % to 12.8%



Net income increased by 3.3 ml Euro compared to 2021 first half, with a 20.7% net income margin in 1H22

The increase is due to higher EBIT and 0.4 ml Euro higher net financial income, mainly due higher FX gains recognized in 1H22

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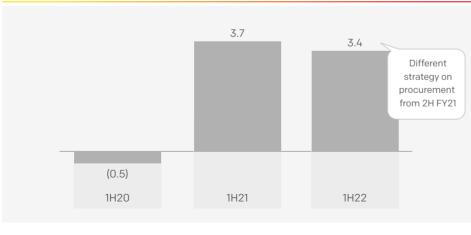
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# RACING Force Group

### CONSOLIDATED BALANCE SHEET



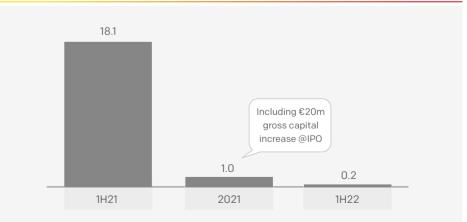
#### CASH FLOW from Operations (€m)



#### NET WORKING CAPITAL (€m)



#### NET FINANCIAL DEBT (€m)



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# RFG's ECM PATH



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## RFG on Stock Exchange Markets

RFG UN SLUCK EXCHANGE MARKELS				
ISSUER	Racing Force S.p.A.			
LISTING VENUE	Euronext Growth Milan (RFG) and Euronext Growth Paris (ALRFG)			
MARKET CAP	Market capitalization ≈ € 125mio			
OWNERSHIP STRUCTURE	23.757.450 shares SAYE (57.01%), GMP Investments Holding Limited (5.40%), Managers (7.48%), Market (30.11%)			
ANALYST COVERAGE	Equita ➡ BUY   Target: €6.7 TP-ICAP MIDCAP ➡ BUY   Target: €6.1			

# THANKYOU

#### **Racing Force Group**

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## RFG in action



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# APPENDIX

# RACING Force Group

### ESG PROJECT - KEY GOALS

ON SEMPTEMBER 10, 2021 RACING FORCE GROUP STARTED THE ESG PROJECT, WITH THE APPROVAL OF THE SUSTAINABILITY PLAN. ALL THE GOALS WILL BE RECAHED WITHIN 2023.



#### SOCIAL RESPONSIBILITY

#### Social cohesion

The Group encourages youth employment and with an average age of 37 years old, combined with the expertise of professionals with decades of experience in the motorsport industry



#### Gender equality

Racing Force grants the same opportunities, rewards and resources for all the employees. The female to man ratio in the Group is 0.56x above the industry standards of 0.33x



#### A truly multi-ethnic workforce

The group counts more than 480 human resources of 34 different nationalities.

#### A ROBUST AND INTERNATIONAL CORPORATE GOVERNANCE STRUCTURE

#### International management

An international and multi-cultural management team with global network and expertise in the fields of safety equipments and regulations, strategy and entrepreneurship is in the position to seize opportunities unseen by competitors

#### Internal procedures

Racing Force is well-establishing internal procedures to ensure the highest customer satisfaction and the quality of the BoD and prevent from frauds and lobbying, conflicts of interest

#### ENVIRONMENTAL SUSTAINABILIT

(Expected 2022/2023) (Expected 2023) Racing Force moves in the direction of strict compliance with global standard and best practices.
1. First sustainability report published in October 2022.
2. Installation of renewable energy sources in Racing Force plants e
3. First analysis on the company's carbon footprint

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