

# Decentralizing for a better world

  
**Meta Wolf Group**

**Company  
Presentation  
2024**

# Meta Wolf at a Glance



**Listed**

on Frankfurt Stock  
Exchange

**30+**

Years Experience in  
IT and Construction

**since 1755**

Experts in Ceramic  
Production

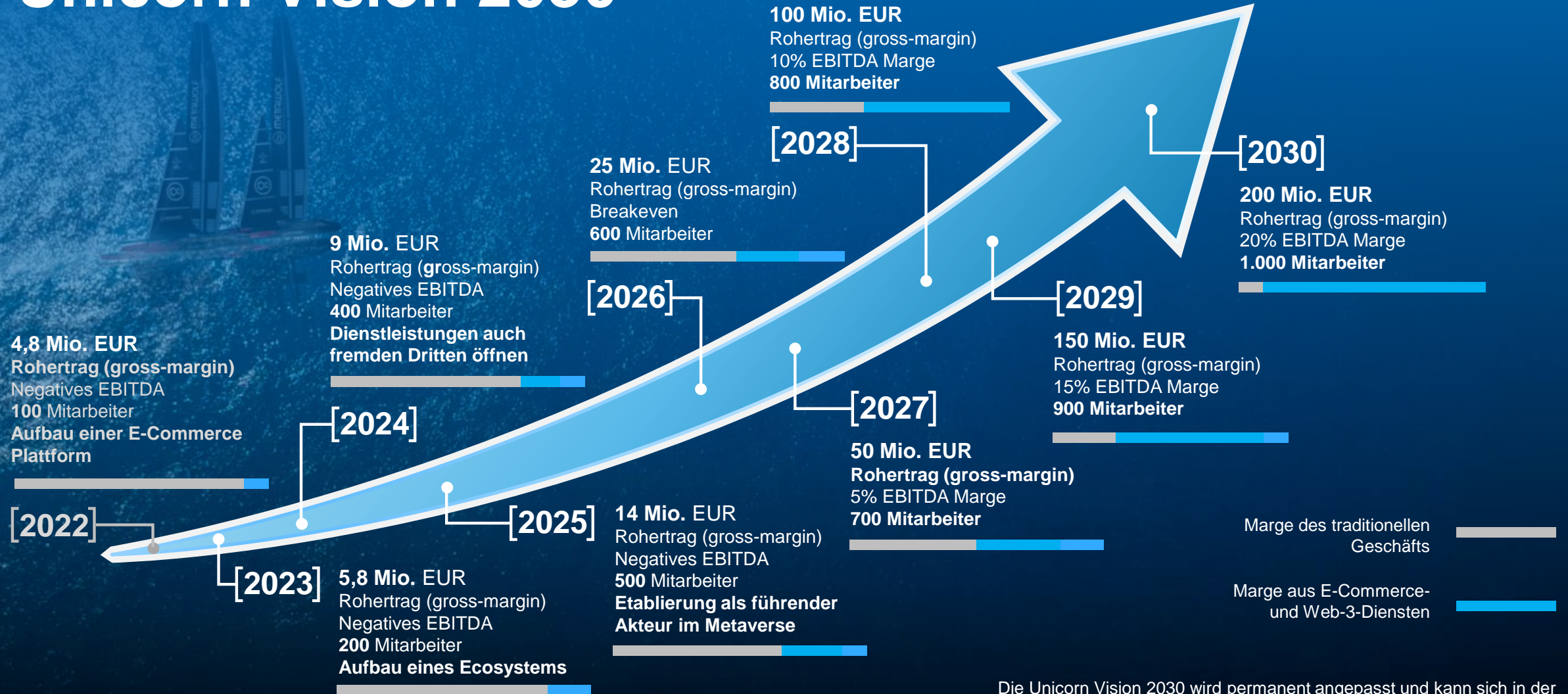
**1,000+**

Professionals in EU,  
US, SEA, China and  
India

**20+**

Countries & Regions  
Market Coverage

# Unicorn Vision 2030



Die Unicorn Vision 2030 wird permanent angepasst und kann sich in der Zukunft wesentlich verändern. Eine Haftung und Garantien sind ausgeschlossen. Annahme EUR/USD Parität

01

**META WOLF SET UP**

# Metawolves

# Story



# Meta Wolf Global Locations



**17**  
Locations

**1000+**  
Employees

# Meta Wolf Management Team (1/2)

## Executive Board



**Ralf Kretzschmar**  
(COO / Customer Relations)



**Sandy Möser**  
(CEO / HR, Legal, Capital Market)



**André Schütz**  
(CFO / IR)

## Supervisory Board Advisors



**Tom Wolf**  
(Chairman)



**Rachel Wolf**  
(Supervisory Board Member)

## Global Support Team



**Dr. Johannes Rostan**  
(CTO / Solar & Systems)



**Dieter Schäfer**  
(Chief Advisor)



**Song Yang**  
(Marketing Director)



**Colin Yang**  
(Creative Director)



**Lucy Cen**  
(IT Industrial Metaverse Director)



**Vibee Li**  
(Global HR Leader)



**Dr. Deyu Chen**  
(Advisor of Semiconductor)



**Vjay Gupta**  
(Strategic Partner of BuildTech)

# Meta Wolf Management Team (2/2)

## Meta Wolf Solar Ceramics

### Managing Directors



**Marion Buerger**  
(Marketing and Key  
Account Sales)



**Norbert Schäfer**  
(CFO)



**Peter Heinevetter**  
(COO)

### Factory Leaders



**Josef Messmann**  
(Schwarzenfeld)



**Stefan Panno**  
(Oetzingen)



**Bernd Mannheim**  
(Sinzig)



**Christian  
Lindner**  
(Witterschlick)



**Peter Jetz**  
(Bremerhaven)



**Rainer Beyer**  
(Boizenburg  
/Head of RND)

### Sales Leaders



**Uwe Reinking**  
(Project Business)



**Roland Alken**  
(Consumer Ceramics)



**Matthias Hansel**  
(Export)

## Meta Wolf M24

### Managing Directors



**Jochen Wilig**  
(Managing Director  
of M24)



**Markus Rasch**  
(Managing Director  
of M24)



**Amo Wang**  
(Head of Business  
Development)

### HR



**Thomas  
Dasbach**  
(Head of HR )

### Marketing



**Christoph  
Schulze**  
(Head of Marketing)



02

**META WOLF VISION**

# The Three Major Global Trends

## Decentralization



Tariffs are increasing by over 100% on various imported products between different countries.

## Green Transformation



**US\$ 200 trillion**

US\$ 6.2 trillion of climate finance is required annually between now and 2030, and US\$ 7.3tn by 2050, to deliver Net Zero – a total of almost US\$ 200tn.

Source: [Climate Policy Initiative](#)

## Solar Energy Boom

**87%**

Global solar PV installations grew by 87% in 2023.



Source: [Solar Power Europe](#)

# Metawolf Focus

## 1 Industry



## 2 Goals



## 3 Businesses



## 4 Strategies



# Metawolf Business Pillars - Integrating Ceramics

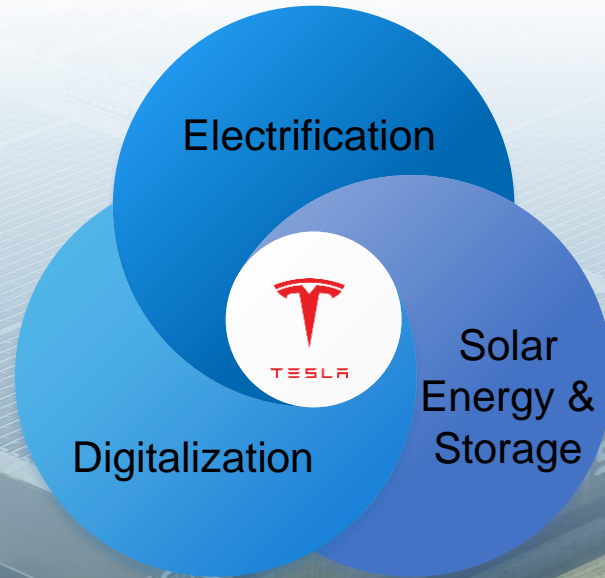


# The Capital Success of Tesla Transforming the Automotive Industry

**Disruptive** Technology Transformation



Track Record in IT



**TESLA**

**>\$600 Billion**

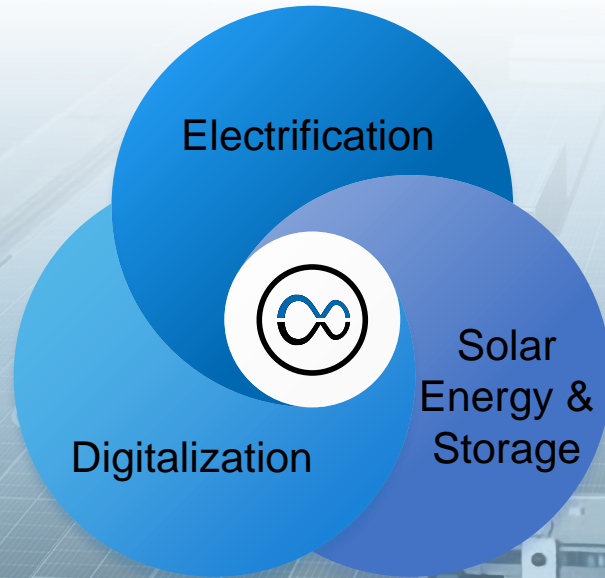
Market Cap

# The Potential of Metawolf Transforming the Ceramic Industry

Disruptive Technology Transformation



Track Record in IT



**METAWOLF**  
decentralizing for a better world

**~\$100 M**

Market Cap has a great potential to grow

# How Metawolf are Transforming the Ceramic Industry

## Traditional Ceramic Factory

**1,200 °C**

Production  
Temperature

**99%**

Reliance on  
Fossil Fuel

**39%**

Building industry accounts for 39% of  
the world's carbon emission



Gas Kiln

Electrification

**Metawolf  
Electric Kiln**



Gas & Coal  
Electricity

Decarbonization

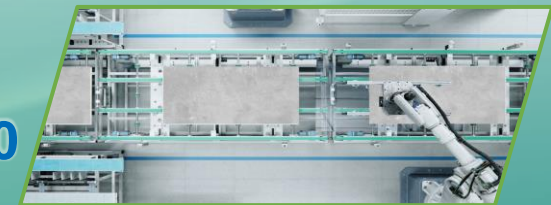
**Metawolf  
Solar Power**



Legacy  
System

Digitalization

**Metawolf  
Smart Factory 4.0**



## Green & Digital Ceramic Factory

**Carbon-Free**

# To Produce Solar Ceramics - the Natural Combination of the Sun & Earth



## Green Ceramics





# Metawolf Solar Ceramics Positioning

**Art**

**Affordable**

**Bauhaus 4.0  
Solar Ceramics**

**Functional**

**Eco-Friendly**

03

**META WOLF SOLAR  
CERAMICS**

# A New Chapter in German Ceramic Industry



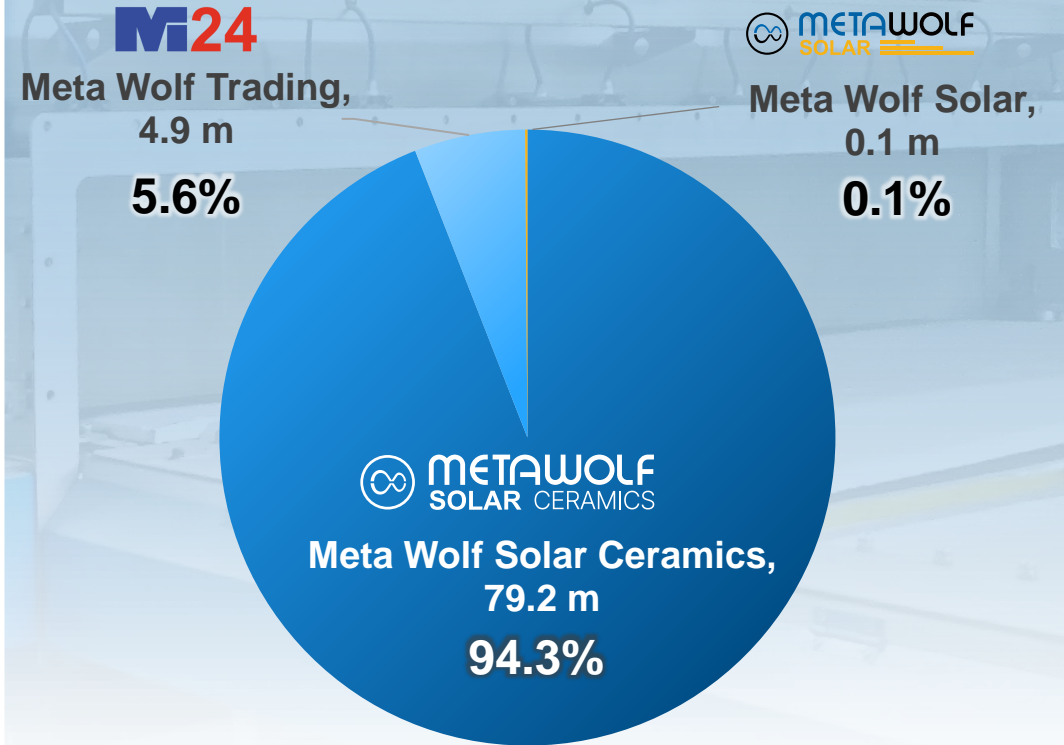
No.	Company	Top Ceramic Tile Factories in Germany	Production Capacity (m <sup>2</sup> )
1	METAWOLF	Bremerhaven	6.0 mil
1	METAWOLF	Boizenburg	6.0 mil
3	METAWOLF	Alfter-Witterschlick	4.2 mil
4	interbau blink	Ransbach-Baumbach	4.0 mil
5	METAWOLF	Sinzig	3.4 mil
6	METAWOLF	Schwarzenfeld	2.4 mil
7	engers	Engers	2.3 mil
8	METAWOLF	Oettingen	0.7 mil

# A New Chapter in Meta Wolf AG - Gross Margin

## Gross Margin 2023



## Gross Margin 2025<sup>2</sup>

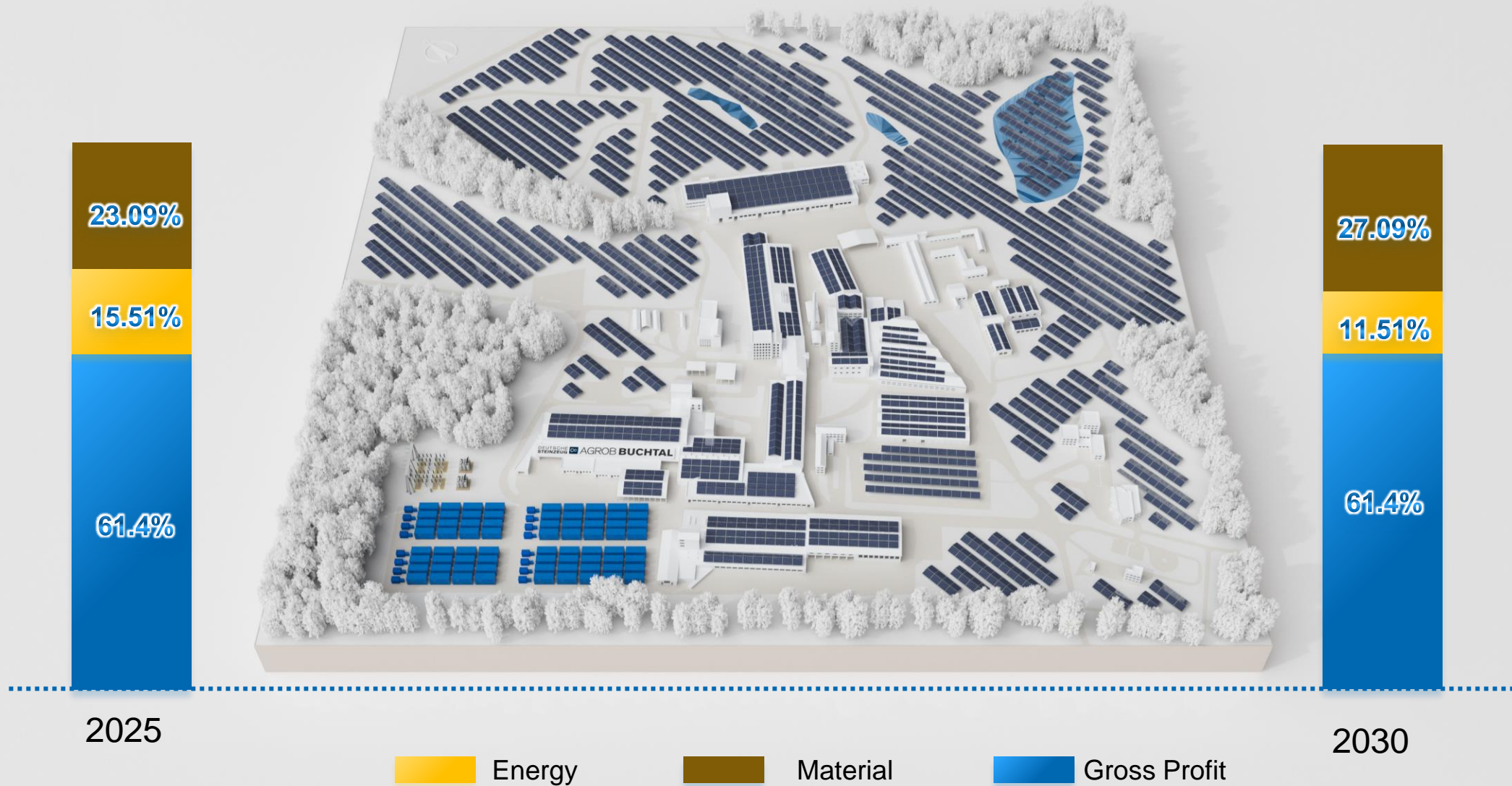


Notes:

1. It includes the gross margin of both traditional trading and e-commerce businesses.
2. The 2025 numbers are assumptions by Meta Wolf. The numbers will be shared to external independent analysts who will develop the official research report, where the number could be different for various reasons.
3. Gross Margin assumptions in %: Meta Wolf Solar Ceramics 61.4%, Meta Wolf Solar 11.0% and Meta Wolf Trading 22.4%

# Meta Wolf Solar Ceramics

## COGS & Gross Profit 2025e – 2030e

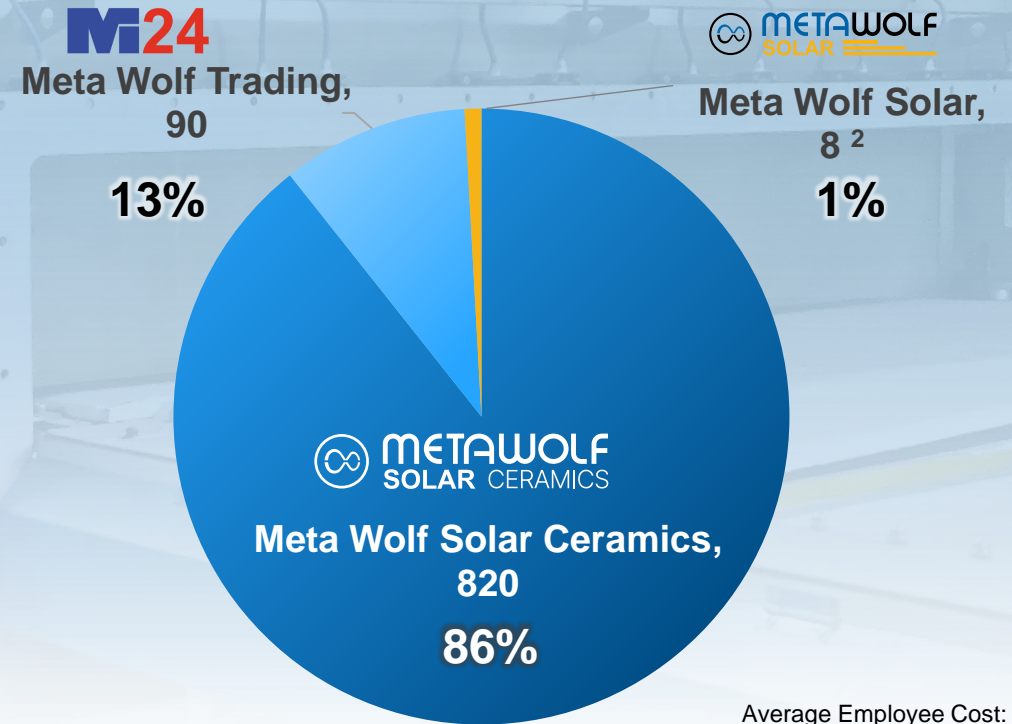


# A New Chapter in Meta Wolf AG - Employees

## Employees 2023



## Employees 2025<sup>1</sup>

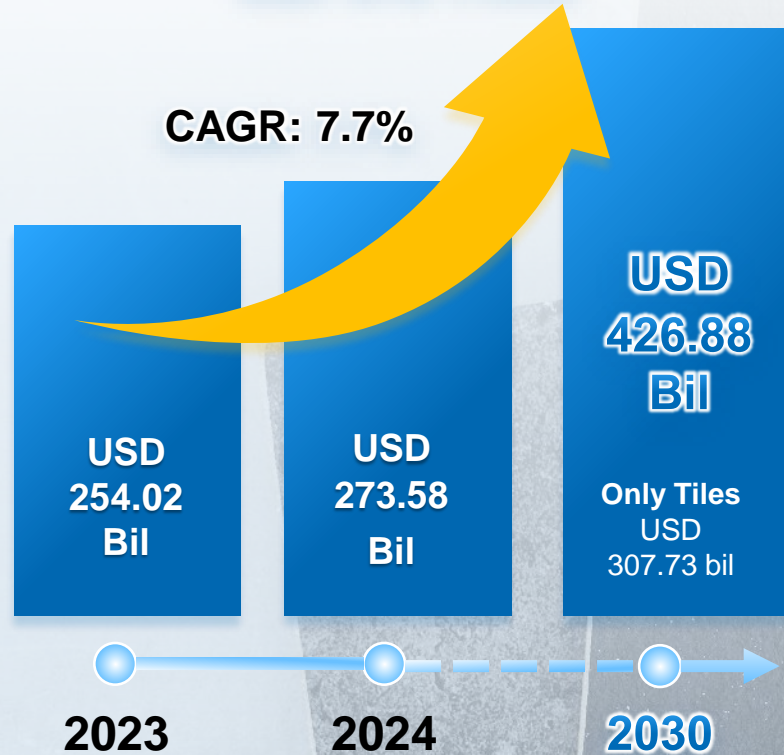


Notes:

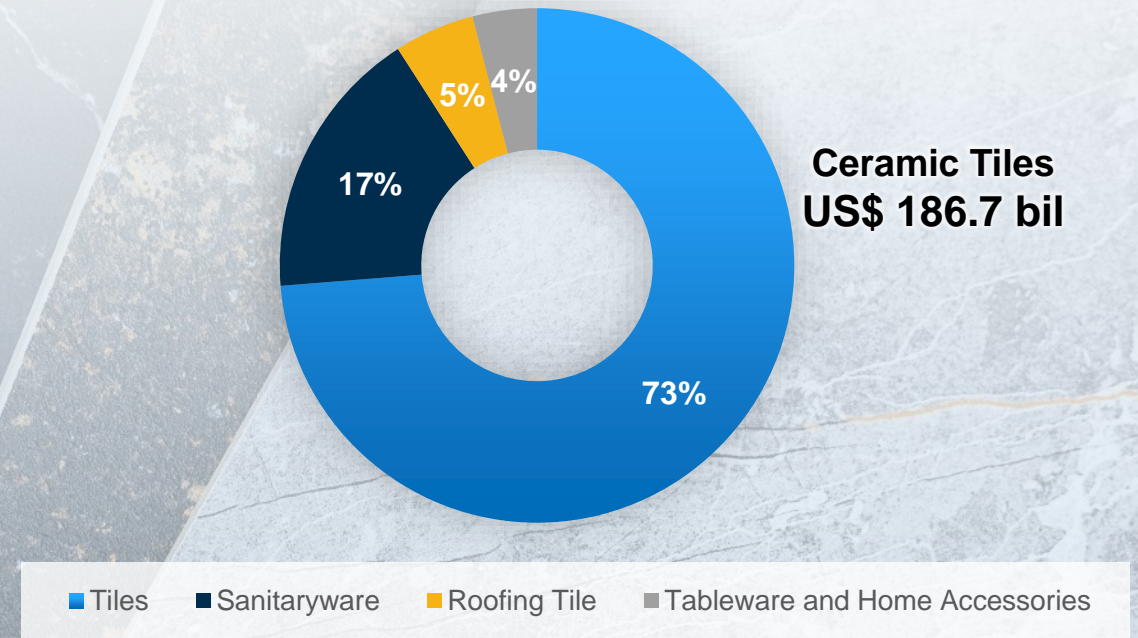
1. The 2025 numbers are assumptions by Meta Wolf. The numbers will be shared to external independent analysts who will develop the official research report, where the number could be different for various reasons.
2. Meta Wolf Solar employees are estimated part-time employees who are already enrolled in Meta Wolf M24 or other subsidiaries under the Meta Wolf AG umbrella.

# The World Ceramic Market

## World Ceramics Market Size and Trend



## Global Ceramics Market Share, By Application, 2023



Notes: The numbers are combined from three sources, including grandviewresearch.com, fortunebusinessinsights.com, and verifiedmarketreports.com.

# The Metawolf Strategy – Technology



## Green Tech

1<sup>st</sup>

Carbon-Free Ceramics  
Powered by Solar Technology

Electrification

Decarbonization



## Build Tech

1<sup>st</sup>

Ceramic Metaverse Factory Powered  
by Metaverse, AI, E-commerce, etc.

Digitalization

Decentralization



# Meta Wolf Solar Ceramics Success Drivers

Famous Brand

AGROB  
BUCHTAL

20 Euro / sqm

Sizable Market

~ US\$ 300 bil  
(in 2030)

Strong Customer Relations

> 10,000  
Architects

Internationalization

~ 40% Export Rate

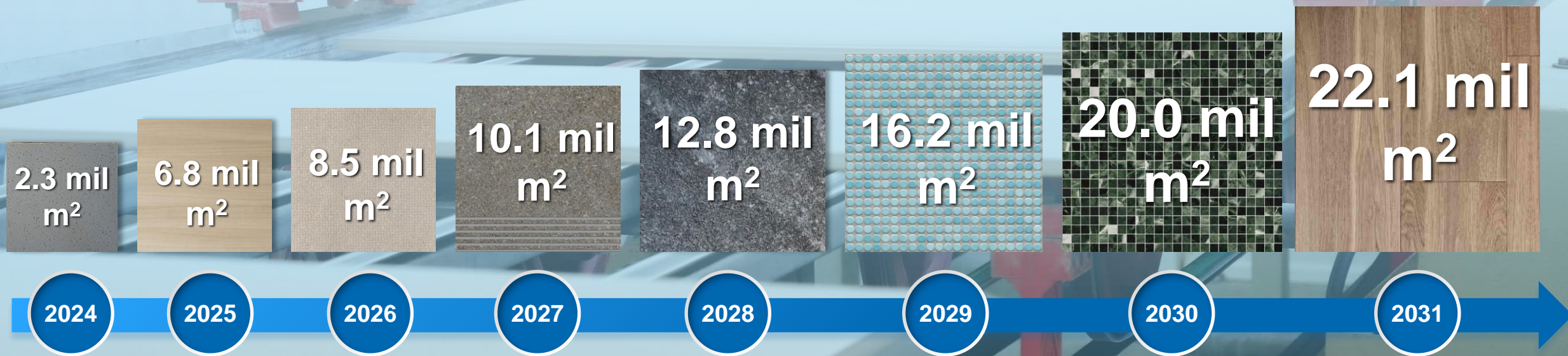
Production Capacity

> 20 mil sqm

World Green Trend

CO<sub>2</sub> net zero  
emissions  
2050

# Meta Wolf Solar Ceramics Production Forecast



Note: These are assumptions by Meta Wolf. The numbers will be shared to external independent analysts who will develop the official research report, where the number could be different for various reasons.

# Make Germany Leader in the Green Ceramic Era



# Deutsche Steinzeug

DEUTSCHE  
STEINZEUG

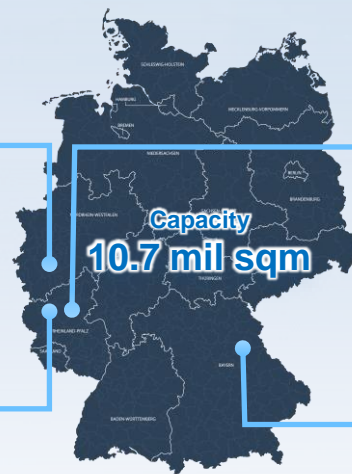


Largest German tile producer with market share in Germany of c. 14%\*

Alfter-Witterschlick



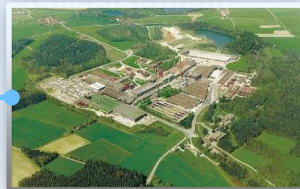
Sinzig



Oettingen



Schwarzenfeld



AGROB BUCHTAL  
Architecture & home ceramics



Jasba  
High quality mosaics



DRYLILE  
DRY tiles



hytect®  
clever clean  
The hygiene tiles

\*As of Aug 2022

# High Value Assets



\*This overview is just an extract of the parts of the Purchase Price

# Product Specialty - Pool



# Product Specialty - Facade



# Deutsche Steinzeug Solar Ceramics - Alfter-Witterschlick



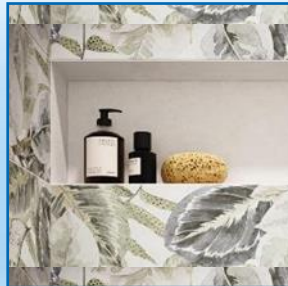
## Facts & Figures

- 1890 established
- 4,200 k sqm capacity
- 123 production headcount

## Products



Porcelain Stoneware  
(Feinsteinzeug)



Stoneware  
(Steingut)

## Key-Site-Highlights



High-quality design  
for the ceramic tiles



Refined surface for  
the ceramic tiles



Hytect finishing  
expertise



# Deutsche Steinzeug Solar Ceramics - Oetzingen



## Facts & Figures

- 1964 established
- 700 k sqm capacity
- 80 production headcount

## Products

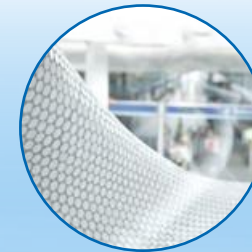


Mosaic

## Key-Site-Highlights



DryTile technology competence



Non-cut mosaic expertise



Hytect non-slip surface finishing

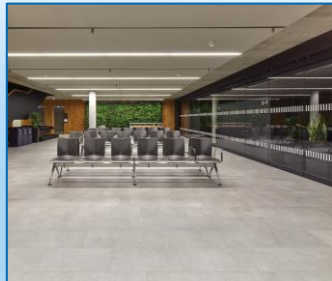
# Deutsche Steinzeug Solar Ceramics - Sinzig



## Facts & Figures

- 1870 established
- 3,400 k sqm capacity
- 151 production headcount

## Products



Floor Tiles



Porcelain  
Stoneware

## Key Site Highlights



Protecta coating  
technology

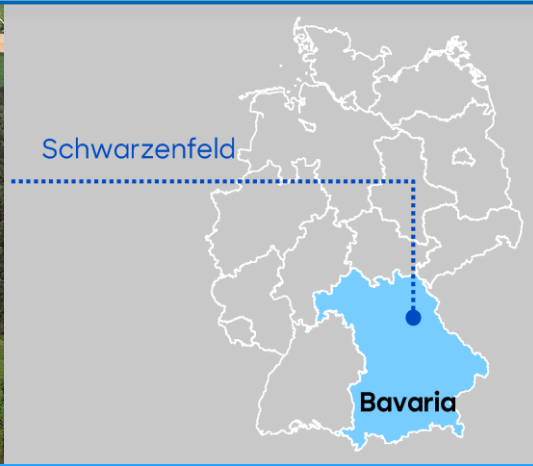


Hytect finishing  
capabilities



Dry Tile technology  
expertise

# Deutsche Steinzeug Solar Ceramics - Schwarzenfeld



## Facts & Figures

- 1937 established
- 2,400 k sqm capacity
- 216 production headcount

## Products



Swimming Pool



Facade

## Key Site Highlights



Complex shaping process via extrusion

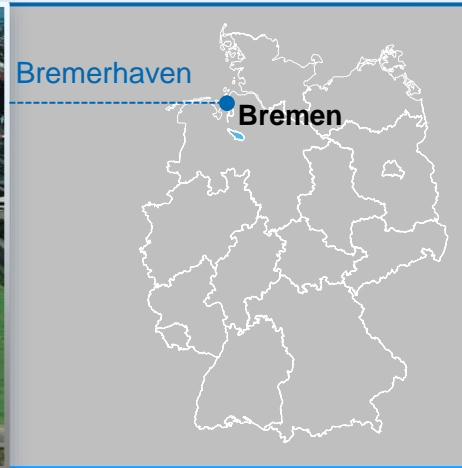


Four separate operating areas



Hytect finishing expertise

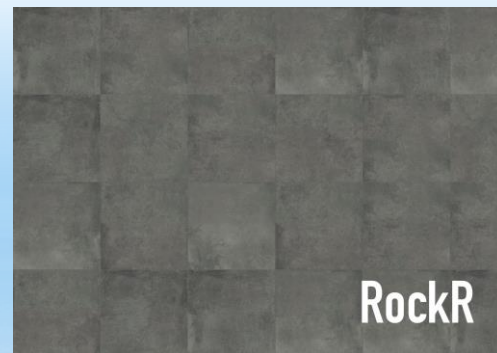
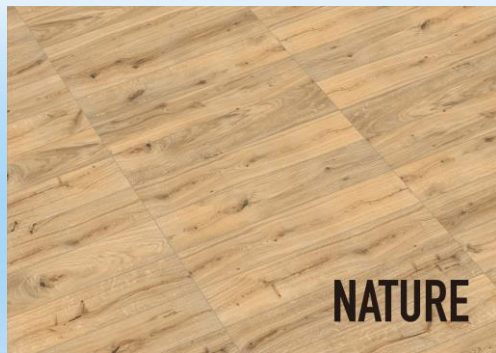
# Deutsche Steinzeug Solar Ceramics - Bremerhaven



## Facts & Figures

- 2002 established
- 6,000 k sqm capacity
- 80 production headcount

## Products



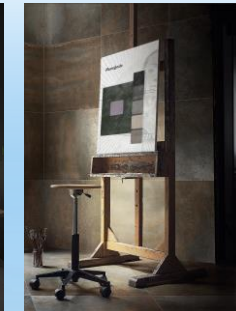
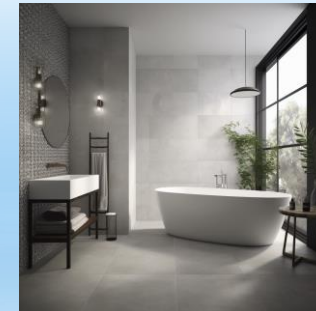
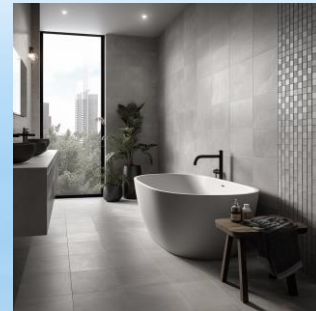
# Deutsche Steinzeug Solar Ceramics - Boizenburg



## Facts & Figures

- 1903 established
- 6,000 k sqm capacity
- Currently no production

## Products



# Our Flagship Brand

German  
Ceramic  
Brand



AGROB  
BUCHTAL 

SINCE 1755  
(269 Years)



MADE IN GERMANY



Carbon-Free  
(Vision)

# Our Marketing Strategy

## Brand Positioning



## Key Approaches

- Maintain relationship with the top 10,000 Architects
- Maintain our participation in project tenders
- Maintain our relationship with key accounts

04

**META WOLF SOLAR**



# Metawolf Solar Smart Energy Systems Development Update



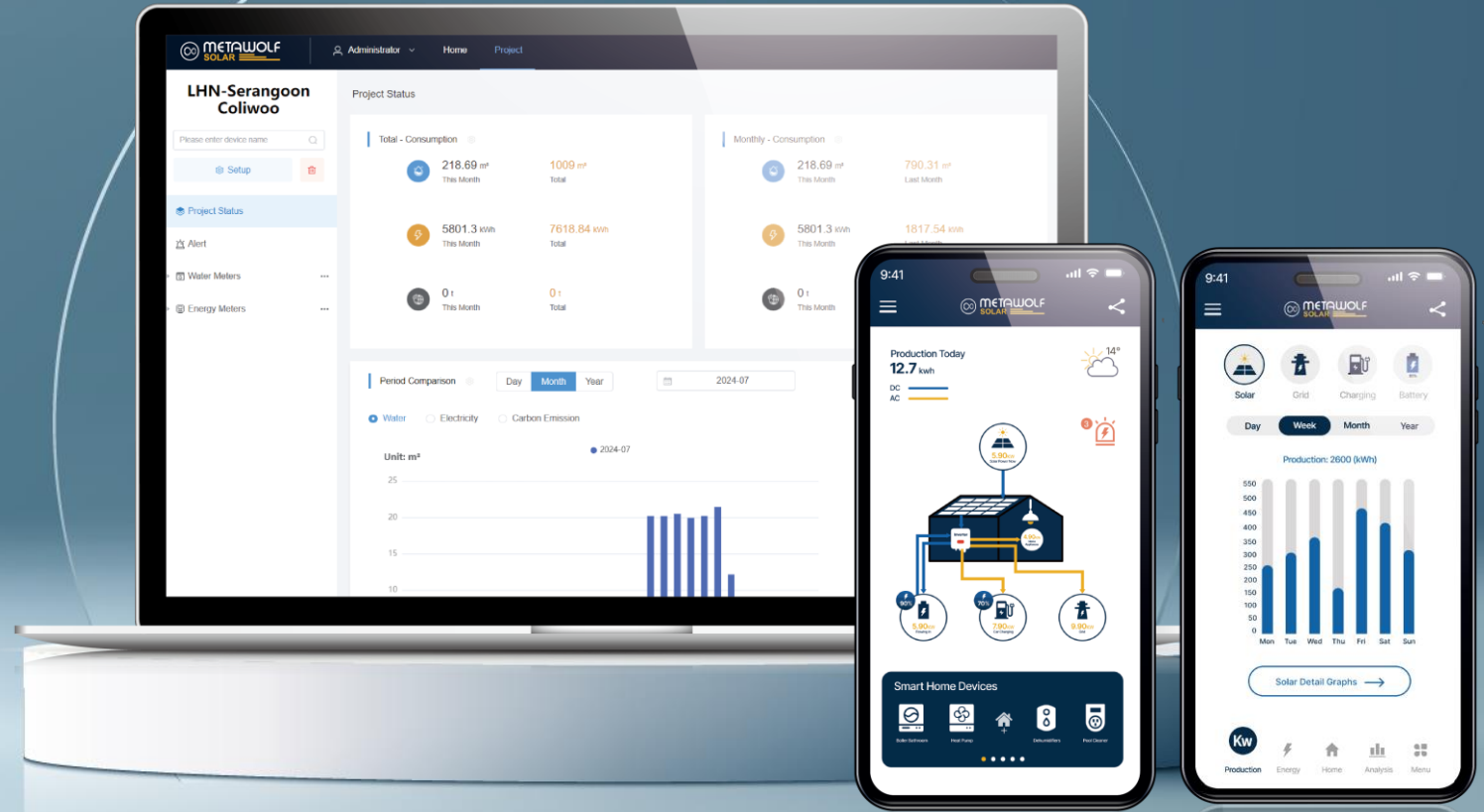
# Metawolf Solar EnMS Applications

 **Energy Consumption Optimization**

 **Performance Analytics and Reports**

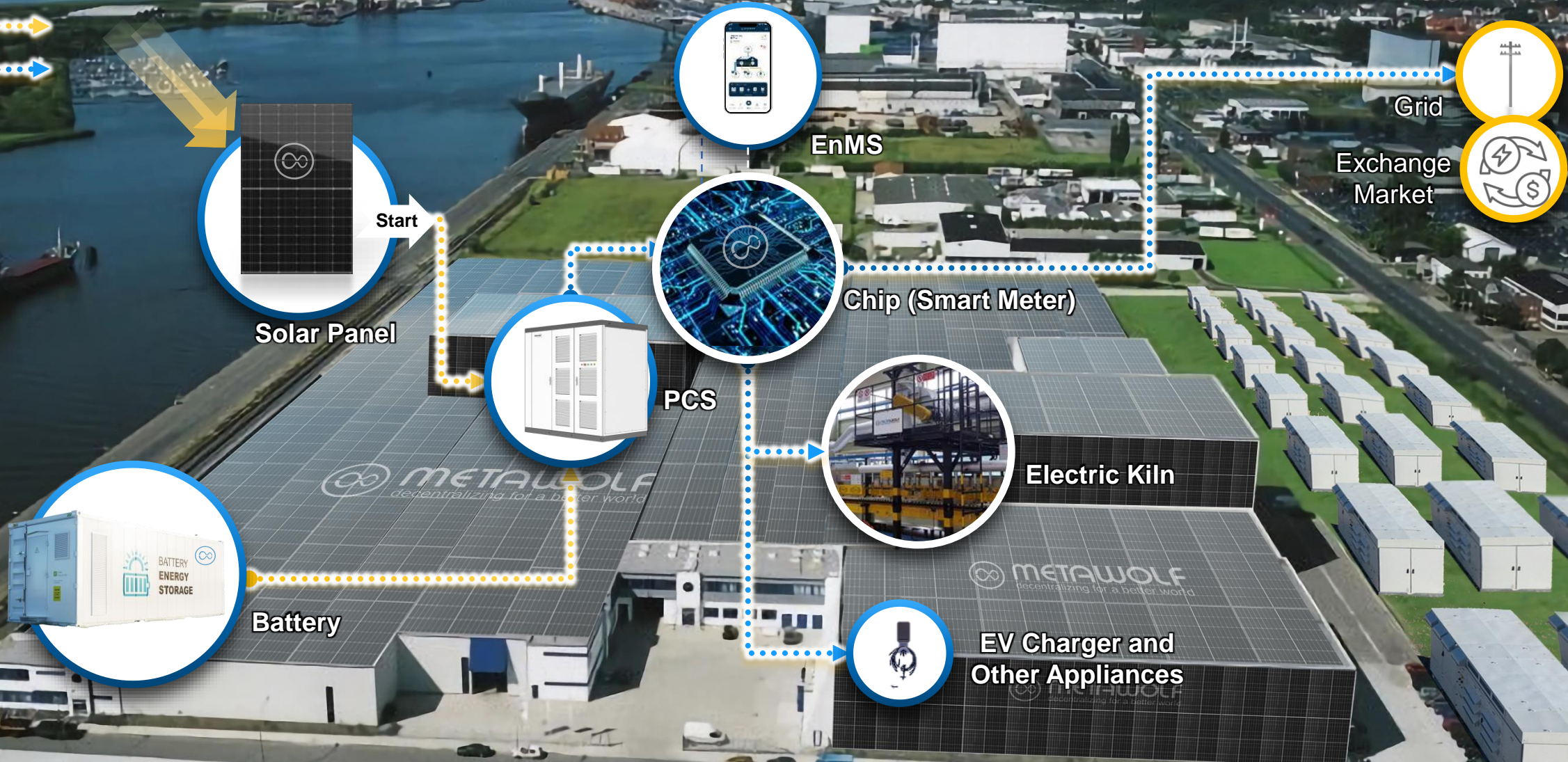
 **Alert and Notices for Security Issues**

 **Weather Data Integration**



# Apply the Metawolf Solar System to Solar Ceramics

DC   
AC 



# Metawolf Solar USP - Integrated System



# HJT Solar Panel – Lowest Carbon Footprint



N-Type  
HJT Solar Panel

150 Tons Less CO<sub>2</sub> per MW



## Fewer Cell Production Steps



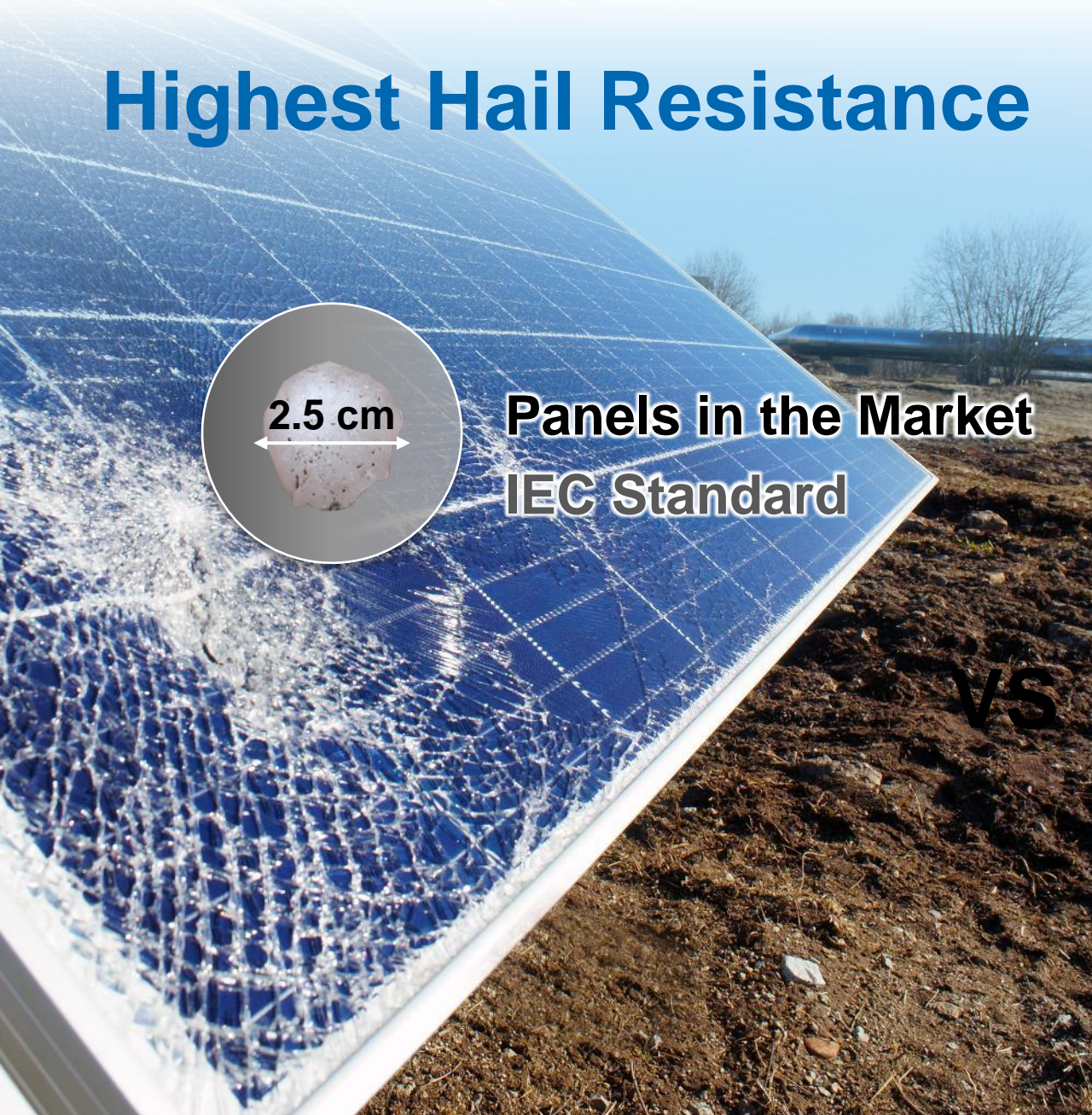
## Lower Production Temperature



## Thinner and Using Less Silicon



# Highest Hail Resistance



2.5 cm

**Panels in the Market**  
**IEC Standard**

VS



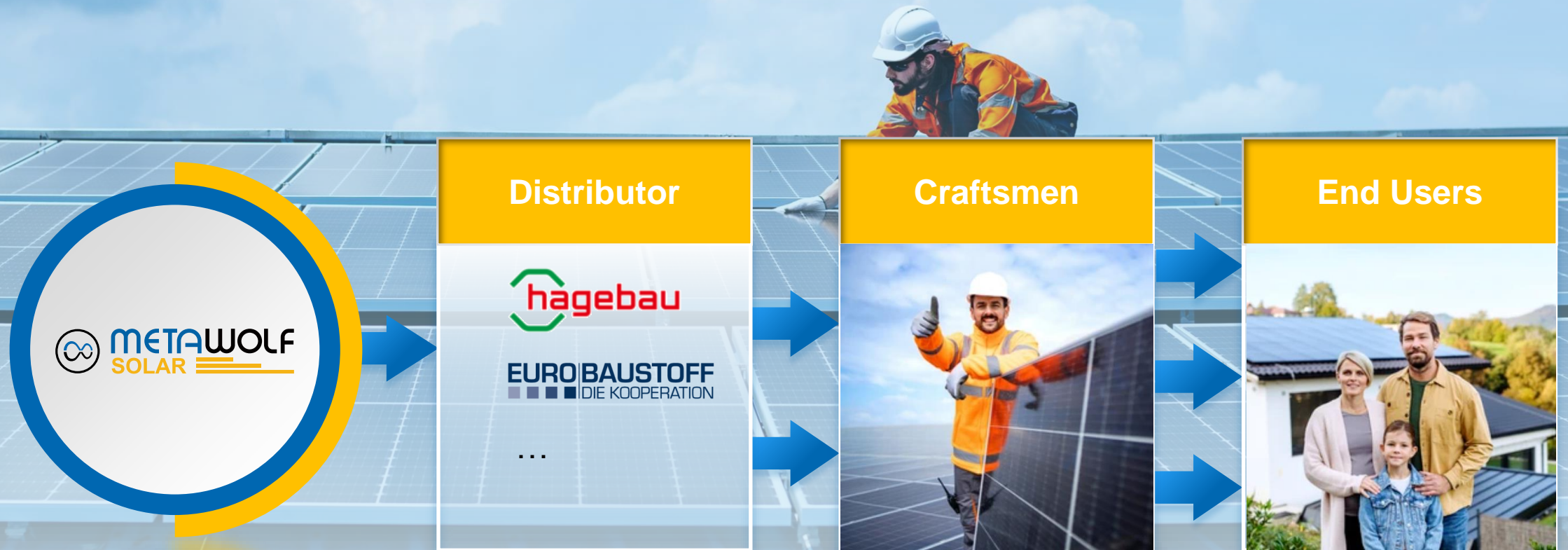
4.5 cm

**METAWOLF**  
**SOLAR**

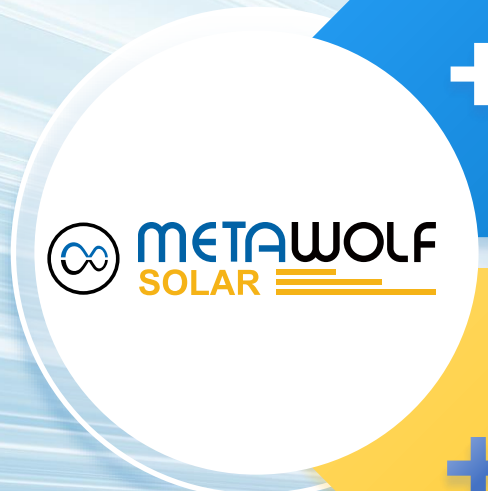
**Surpass IEC Standard**  
**More Durable**  
**Stronger**



# Metawolf Solar 3-Tier Distribution



# Metawolf Solar Listing in Hagebau & Eurobaustoff



+



Hagebaumärkte in Germany	Hagebau kompakt locations in Germany and Luxembourg
330	115
Hagebaumärkte in Austria	Building materials retail locations throughout Europe
40	770

+



<b>EUROBAUSTOFF Locations in Europe</b>
<b>1,655</b> (Germany, France, Italy, Liechtenstein, Luxembourg, the Netherlands, Austria, Sweden, Switzerland)
<b>EUROBAUSTOFF Associates</b>
<b>463</b>



# Meta Wolf Solar Success Drivers

Brand



Expected Revenue 2025

~ 1.0 m EUR

Margin Estimation

~ 10%

Expected Growth Rate

~ 40%

High Quality Products

N-Type  
HJT Solar Panel

World Green Trend



Notes:

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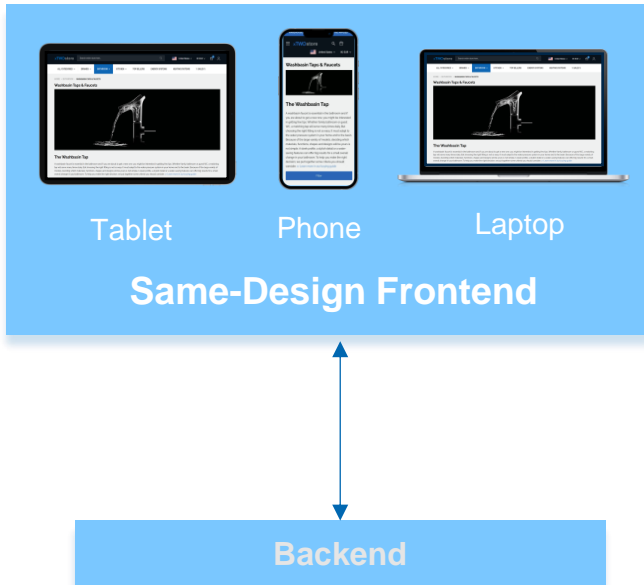
05

**META WOLF  
TRADING**

# M24 E-commerce Tech Upgrade – Headless Architecture

Before

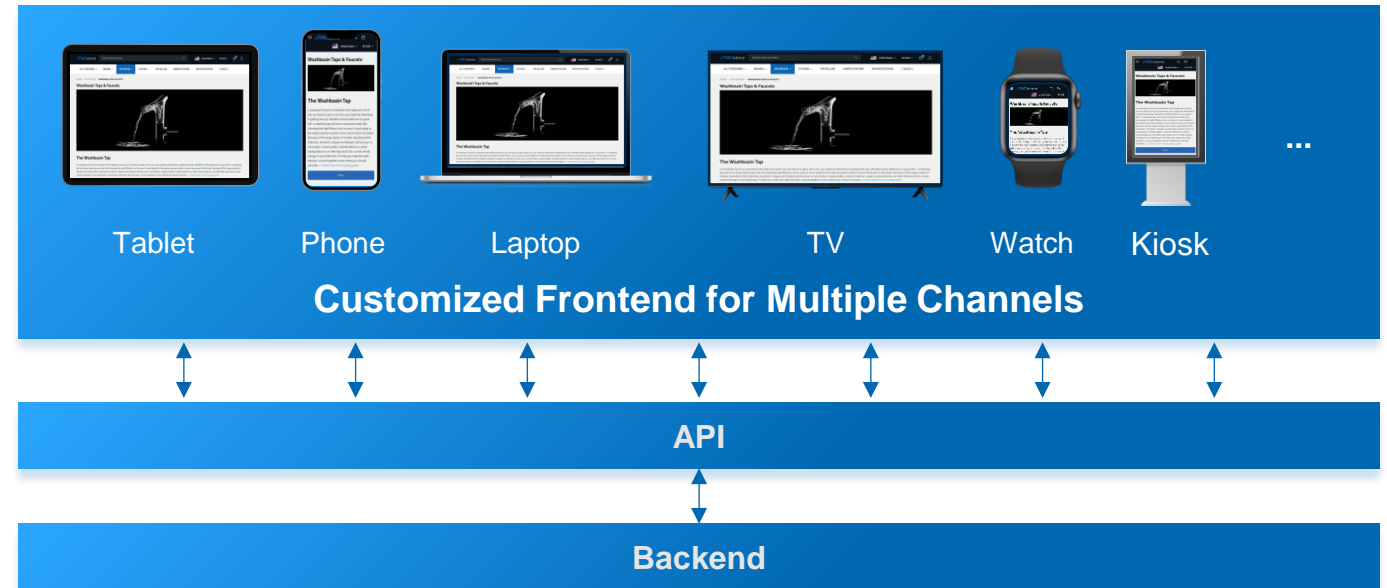
## Traditional Architecture



Now

## Metawolf Headless Architecture Beta Version

- Better multichannel experience
- More flexible customization
- Better personalization & localization



# M24 xTWO – Optimize SKU for Efficiency and Profitability

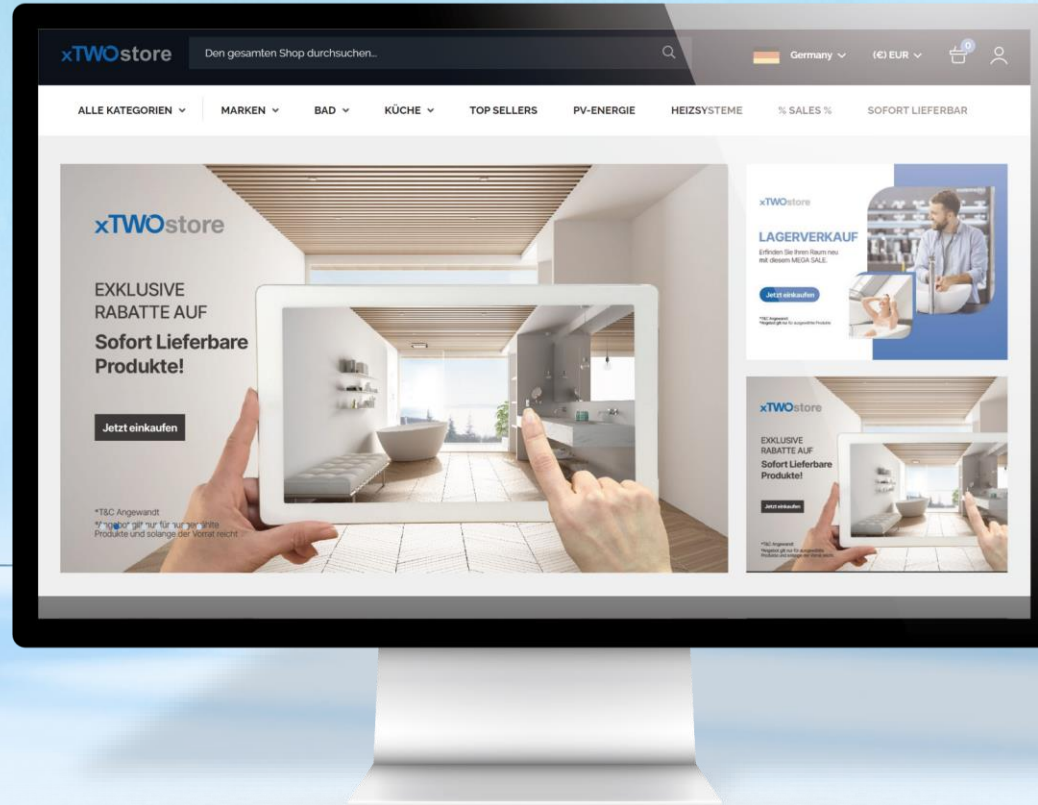
Reduce No. of Items by 30%

58%



Average Order Value

€ 3258 → € 5138



16.68%



Gross Margin

7.84% → 9.41%

\*Jan to Jun 2024

# Meta Wolf Trading Success Drivers

Brand



Expected Revenue 2025



Expected Growth Rate



Technology Driven



Strong Physical Presence in



World Green Trend



Notes:

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**METAWOLF**  
decentralizing for a better world

