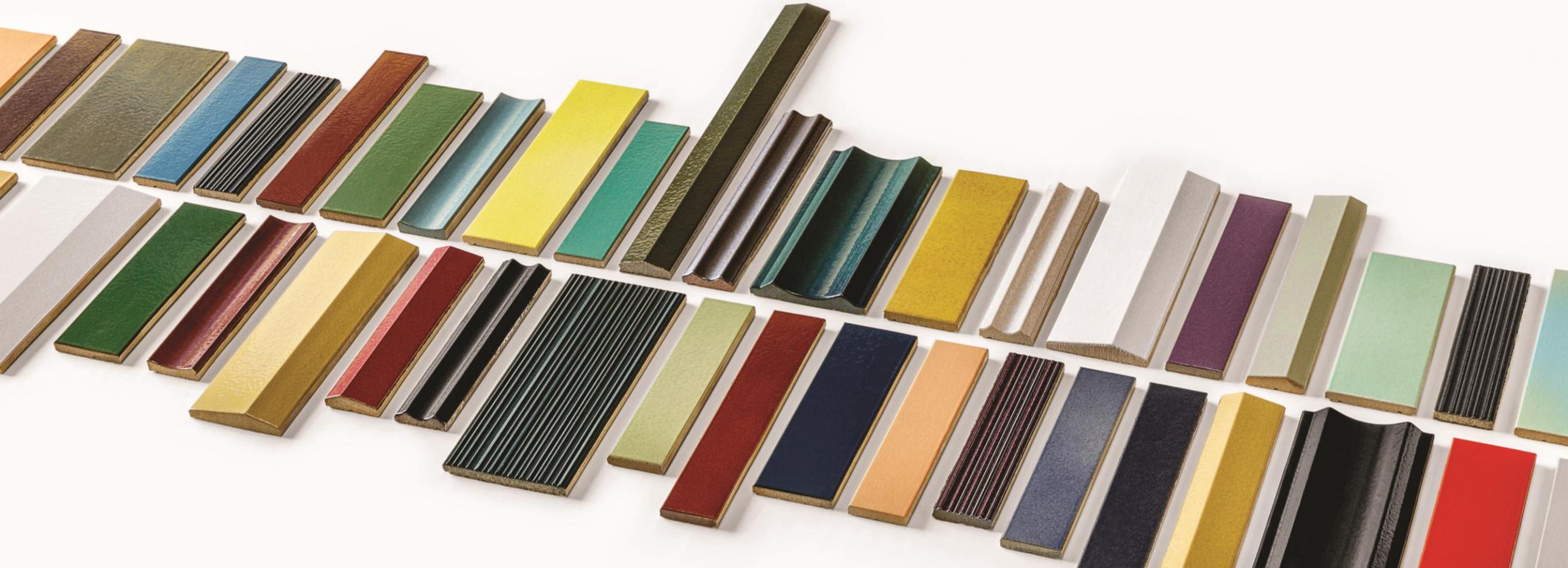




# Willkommen zur ordentlichen Hauptversammlung der Meta Wolf AG am 25.08.2025 in Frankfurt





**Annual General Meeting 2025**

# **Transforming the Ceramic Industry**

**From Traditional Manufacturing to Advanced Manufacturing**

**Ceramic Industry 5.0**

01

# Market & Vision

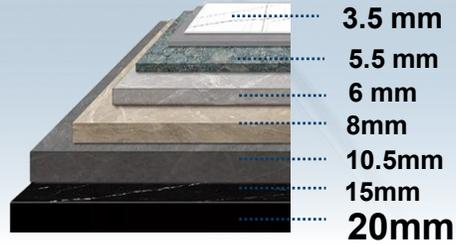
**Tom Wolf**  
Chairman

# Welcome to the World of Ceramic Tiles

## Format and Surface



## Thickness



## Functions



60 x 120 cm  
Wood

100 x 100 cm  
Concrete

60 x 60 cm  
Marble

Ø1 cm  
Mosaic

## Applications



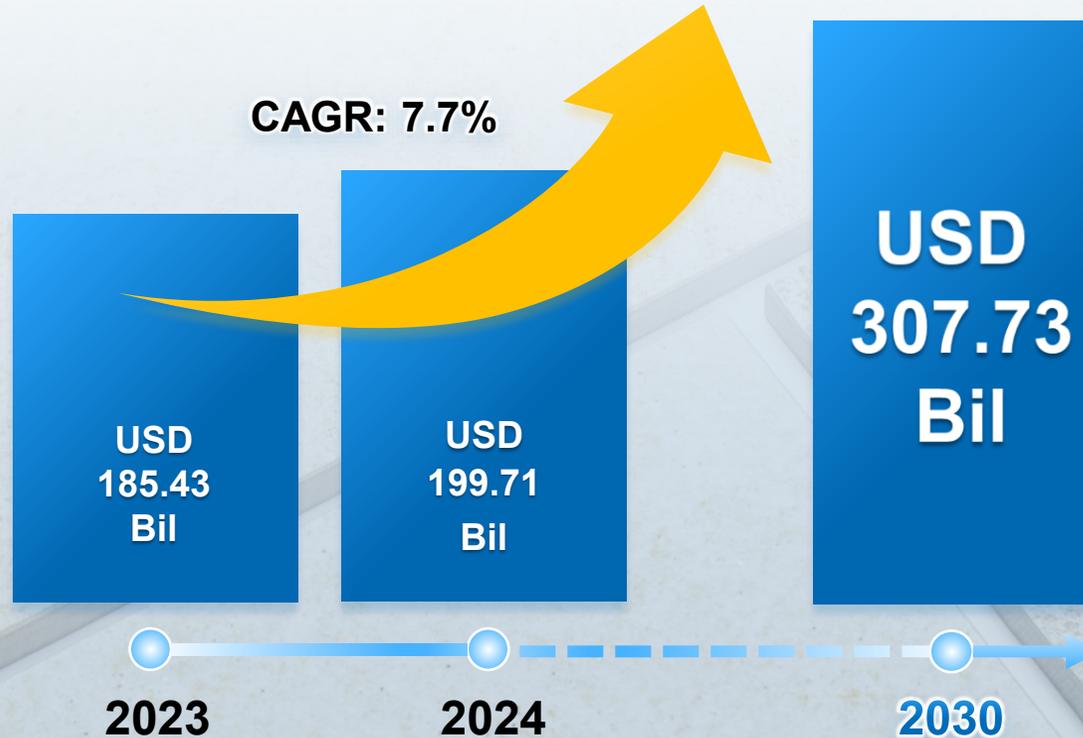
Staircase



 **AGROB BUCHTAL**

# The World's Ceramic Tile Market

## World Ceramic Tile Market Size and Trend



Notes: The numbers are combined from three sources, including [grandviewresearch.com](https://www.grandviewresearch.com), [fortunebusinessinsights.com](https://www.fortunebusinessinsights.com), and [verifiedmarketreports.com](https://www.verifiedmarketreports.com).

# Germany / DACH Tile Market

**2025  
DACH Tile  
Market**

**110M sqm**

Austria & Switzerland  
~ 20M sqm

Germany  
~ 90M sqm

**2030  
DACH Tile Market**

**140M sqm**

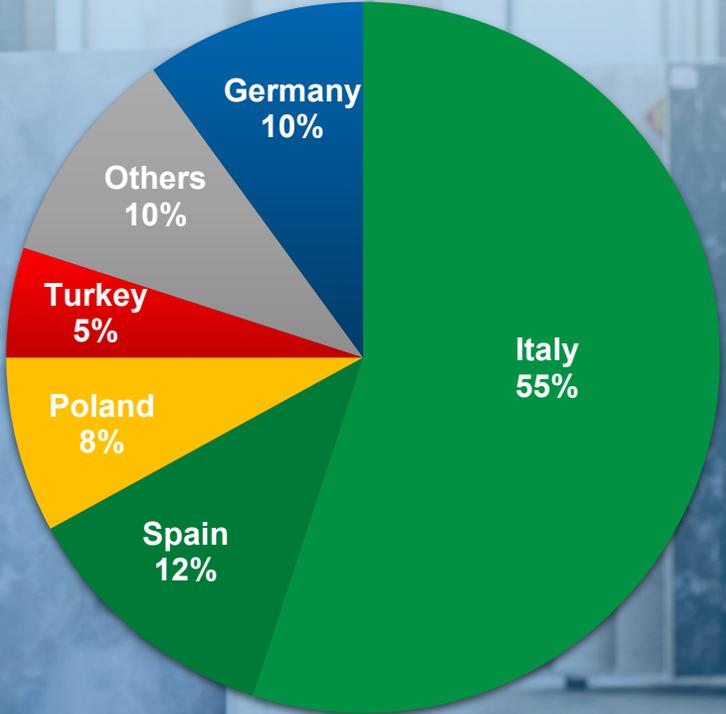
Growth by replacing  
other materials

up by  
~25%

Organic  
Growth

- Plastic (Vinyl)
- Wood
- Natural Stone
- Concrete
- Aluminum
- Steel

Sales (EUR) in % by Country\*



\*Based on market research on 2024.

# Real AI is Accelerating Industry Evolution



## Industry 1.0

Marked by mechanization and powered by water and steam



## Industry 2.0

Assembly lines and electricity allow for mass production



## Industry 3.0

Computers and electronics make automation possible



## Industry 4.0

Advances in cyber-physical systems, IoT, and network communications



## Industry 5.0

Human-robot collaboration, customizations, sustainability



# Transformation Opportunities in Industry 4.0 & 5.0

## Automotives



The automotives Industry is almost there

- AI
- Metaverse
- Solar Energy

## Ceramics

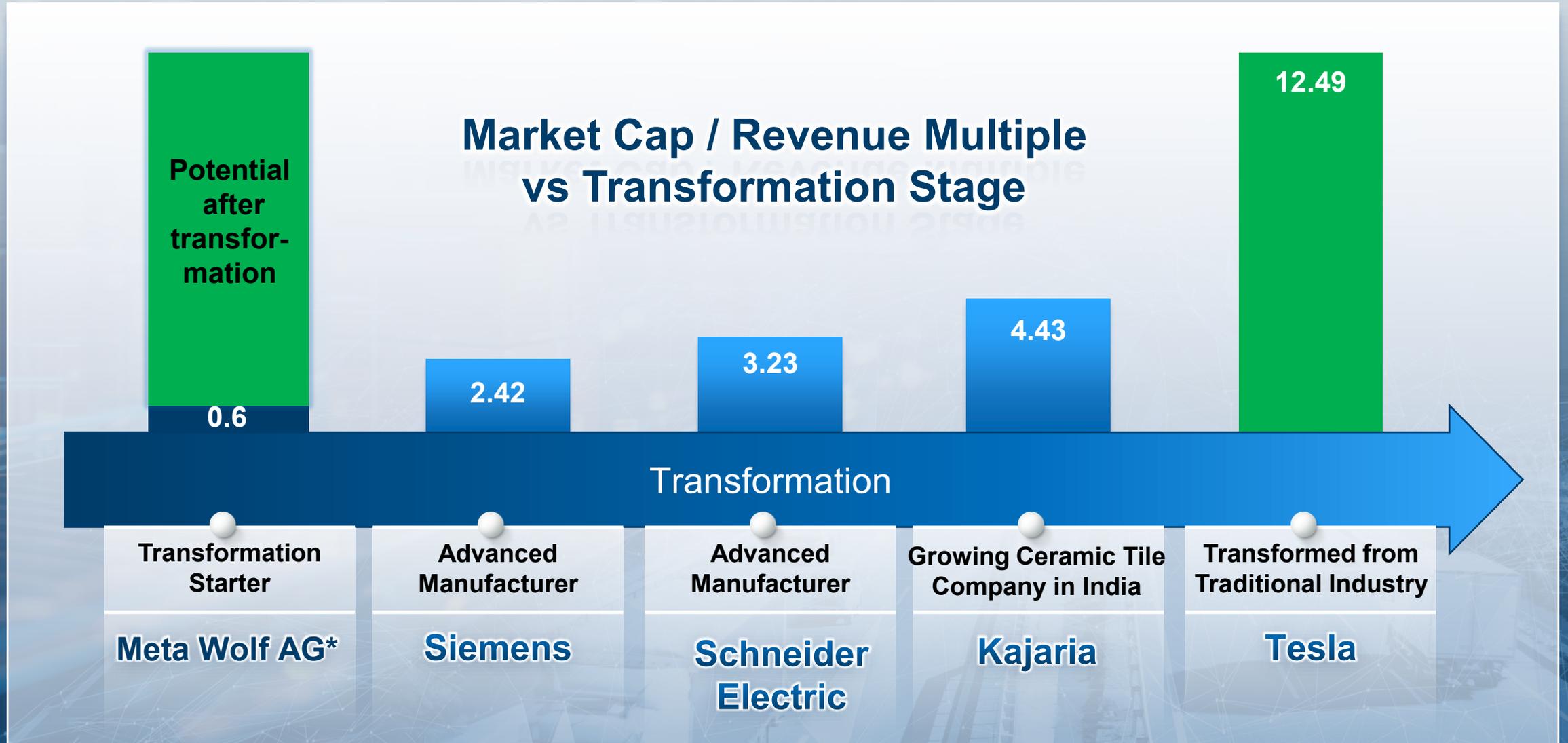


The ceramic industry has great opportunities

- AI
- Metaverse
- Solar Energy



# The Impact of Transformation on Company Valuation



\*Share price 3.80 EUR, revenue within guidance range.

# Metawolf Expansion in Ceramics

AGM 2025

Production across Germany & Leading Brand

 **AGROB BUCHTAL**

AGM 2024

Limited Capacity &  
No Brand



up to 15 million sqm





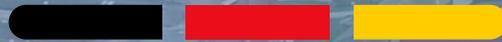
# About Agrob Buchtal



# AGROB BUCHTAL

A METAWOLF BRAND

Since 1755 (270 Years)



MADE IN GERMANY

**18,000**

Tile Products

**10,000**

Clients

**12,000**

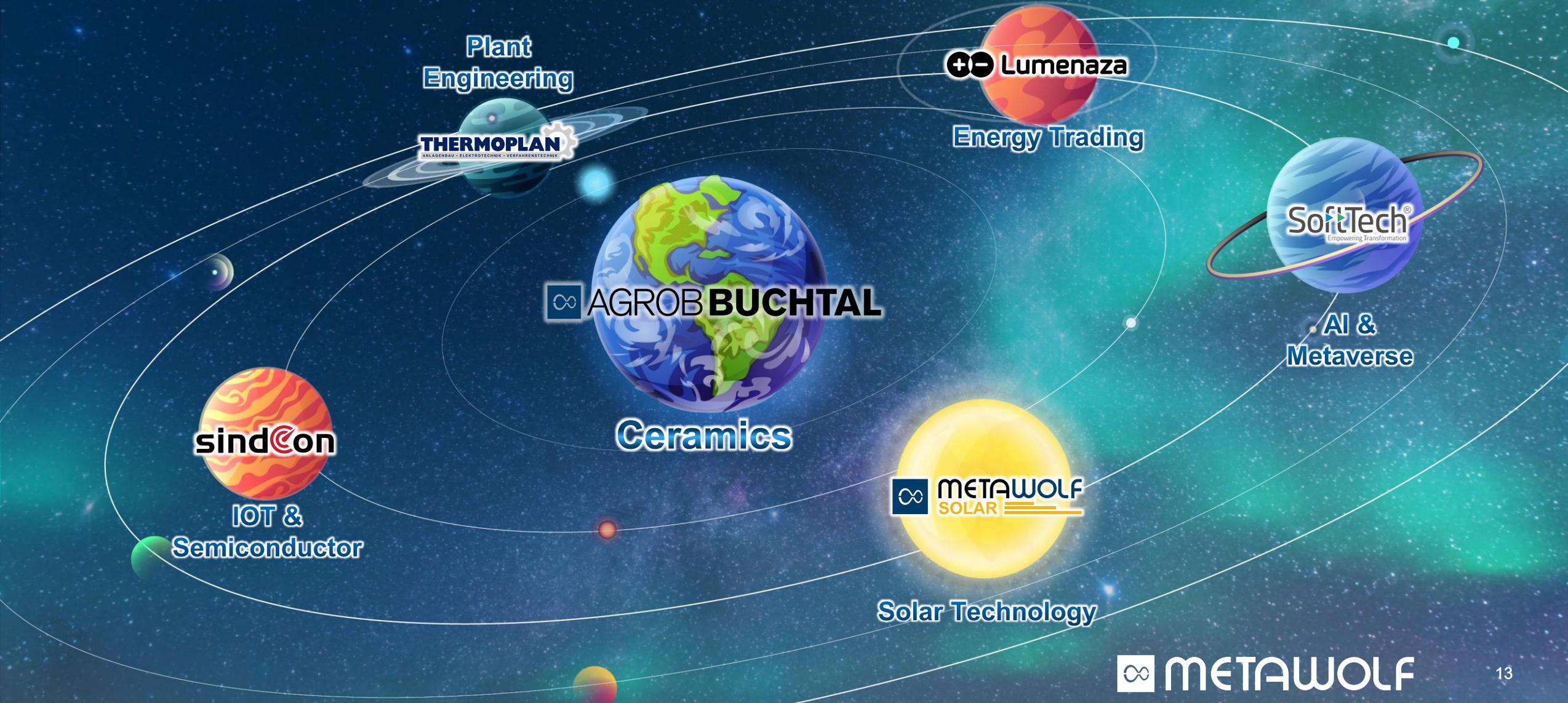
Architects

**~ 1,000**

Ceramic Employees

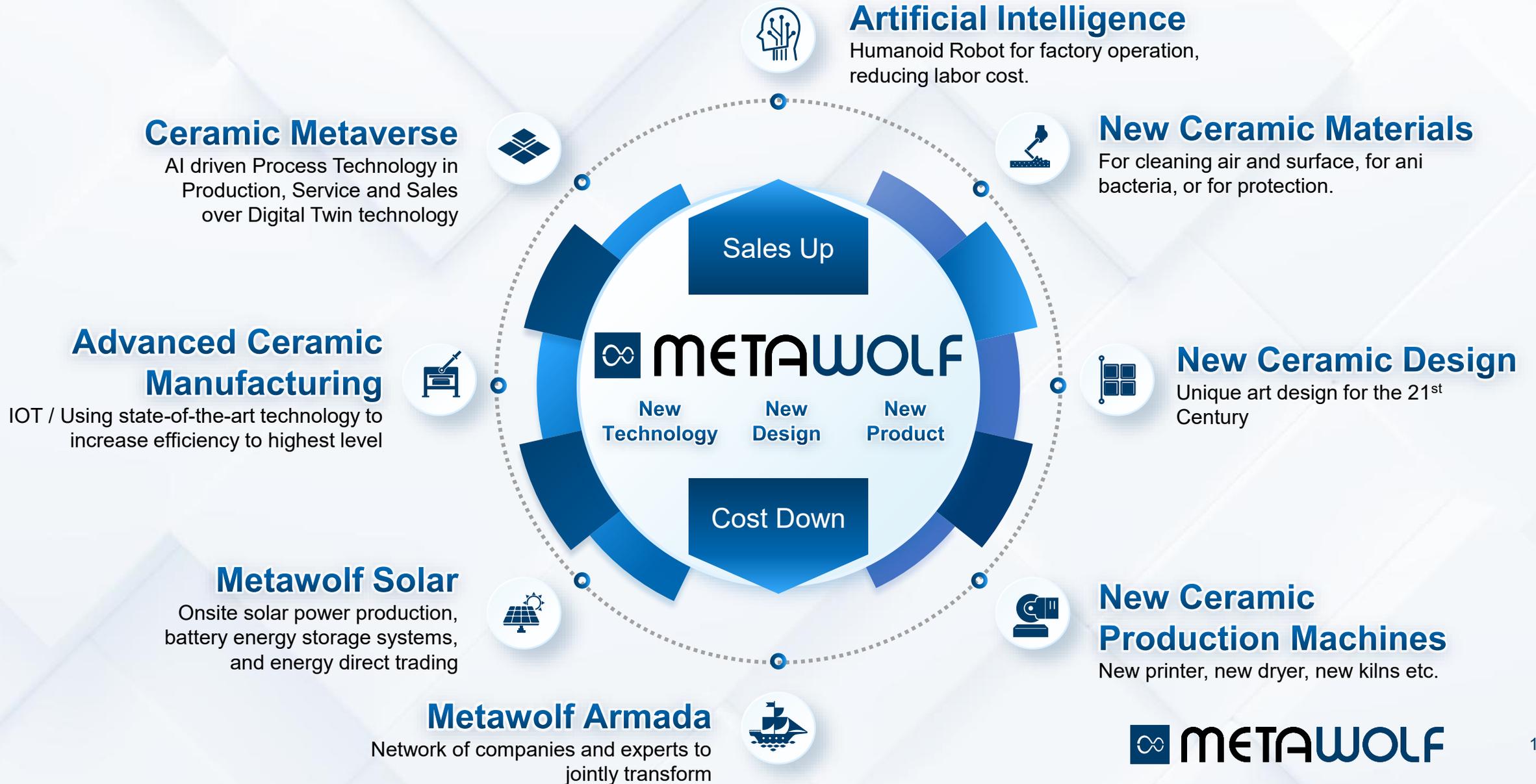


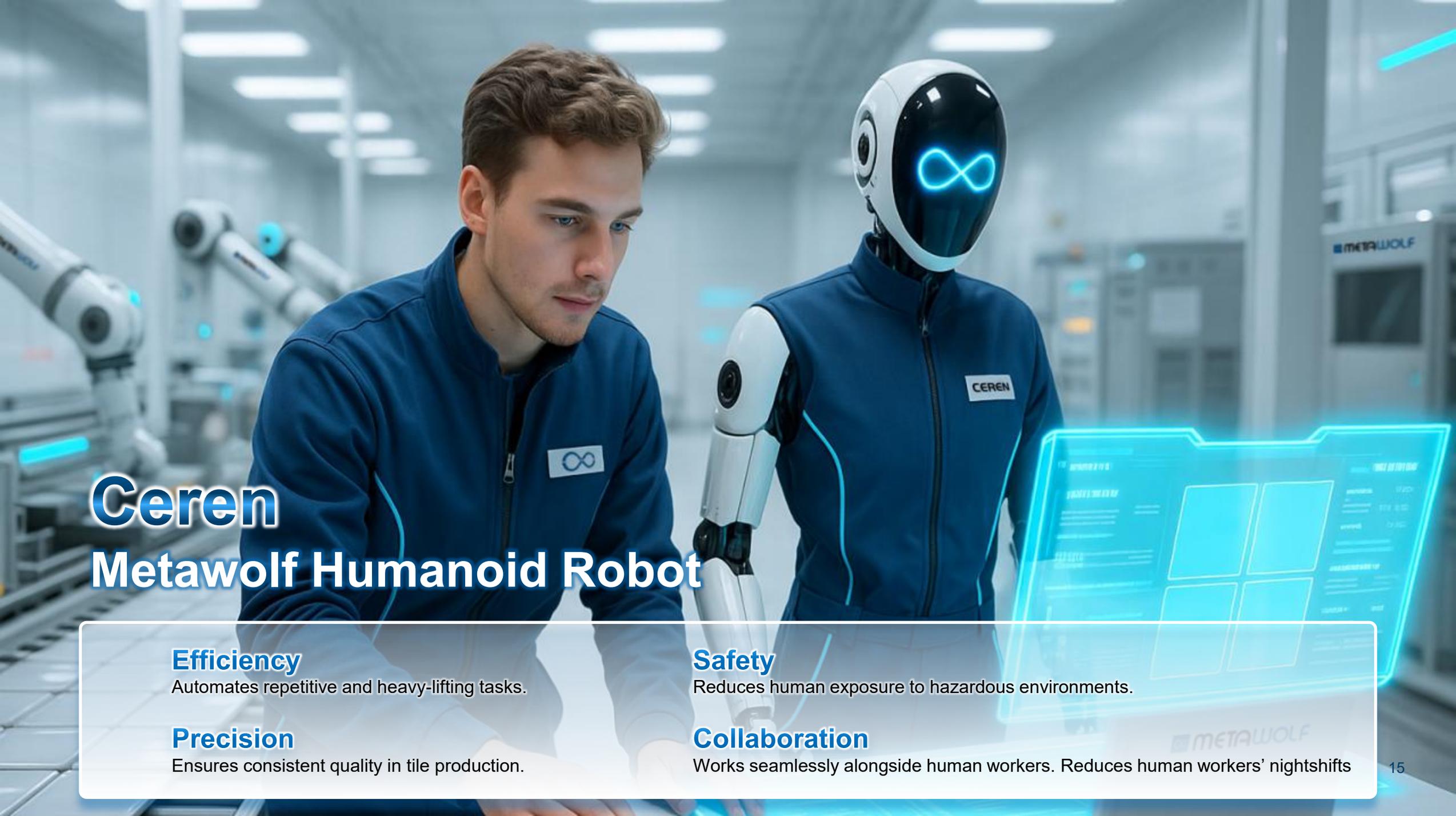
# Building the Ceramics Focused Solar System





# Metawolf Vision – 8 Drivers for the Transformation of Ceramics





# Ceren

## Metawolf Humanoid Robot

### Efficiency

Automates repetitive and heavy-lifting tasks.

### Precision

Ensures consistent quality in tile production.

### Safety

Reduces human exposure to hazardous environments.

### Collaboration

Works seamlessly alongside human workers. Reduces human workers' nightshifts

← Back AI Recommendations

View Used Products

Ocean

Tiles Pattern Grout

Search tiles...

Applied Filters Clear All

Anti-slip

Available Tiles (24) Sort by: Popularity

- Ocean Mosaic**  
2.5 x 2.5 cm | seaside beige  
Art. 436220H  
€45/m<sup>2</sup>
- Ocean Mosaic**  
2.5 x 2.5 cm | ocean green  
Art. 436221H  
€45/m<sup>2</sup>
- Ocean Mosaic**  
2.5 x 2.5 cm | caribic blue  
Art. 436222H  
€45/m<sup>2</sup>
- Ocean Mosaic**  
2.5 x 2.5 cm | deep sea blue  
Art. 436223H  
€45/m<sup>2</sup>
- Ocean Wall tile**  
12.5 x 25 cm | wave blue  
Art. 436240H  
€45/m<sup>2</sup>
- Ocean Wall tile**  
12.5 x 25 cm | crystal green  
Art. 436240H  
€45/m<sup>2</sup>

# Customer Metaverse Experience

Want to explore more about the Blue Mosaic Tile

[View More Details](#)

**Visual Search & Recommendation**

Want to explore more about the Pool Edge System

**Dynamic Product Suggestions**

[View More Details](#)

**Custom Tile Design**

**System / Solution Recommendations**



# Ceramic Metaverse Demo

# CERAMIC METAVERSE

# Bremerhaven

 METAWOLF

 DEUTSCHE  
STEINZEUG

 AGROB **BUCHTAL**

## Metawolf Solar Energy System, ~550 EUR / kWp (45% less than average)



Solar Panel



Inverter



Semiconductor /  
Smart Meter



EnMS



Battery  
(POC in Schwarzenfeld)



EV Charger  
(POC in Schwarzenfeld)



# Agrob Buchtal Outlook – Winning Back DACH Market Share

**INDUSTRY 3.0**



**INDUSTRY 4.0**



**INDUSTRY 5.0**





# Transforming the Ceramic Industry



02

# Operation & Status

**Sandy Möser**

Chief Executive Officer

# Metawolves

# Story



# Supervisory Board Members

## Executive Board



**Ralf Kretzschmar**  
COO / Customer  
Relations

Over 30 years in the German construction industry with extensive customer network.



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

Over 30 years experience in HR, organization, law and finance in the construction industry.



**André Schütz**  
CFO / IR

Master in Accounting.  
Over 15 years in financial industry including a management role at PwC.

## Supervisory Board Advisors



**Tom Wolf**  
Chairman

Entrepreneur and Evangelist of digital transformation. Had built a multi-billion business in construction IT.



**Rachel Wolf**  
Supervisory Board  
Member

Master of Global Management at London School of Economics. Experience in Marketing and AI.



# Managing Directors of Solar Ceramics

## Managing Directors



**Marion Buerger**

**Marketing and Key  
Account Sales**

Over 15 years of experience in the ceramic tile industry, specializing in sales strategy, key account management, and market development.



**Norbert Schäfer**

**Chair / CFO**

Over 20 years of experience in finance, accounting, and controlling, with deep expertise in corporate financial management and strategic planning.



**Peter Heinevetter**

**COO**

More than 20 years of expertise in ceramic tile manufacturing, with deep knowledge of production processes, quality control, and factory optimization.

# Ceramic Production Leaders

## Ceramic Production Leaders

Our factory leaders all have over 20 years experience and strong track record in running large size ceramic factories.



**Peter Jetz**  
Bremerhaven



**Rainer Beyer**  
Boizenburg



**Josef Messmann**  
Schwarzenfeld



**Stefan Panno**  
Ötzingen



**Bernd Mannheim**  
Sinzig



**Christian Lindner**  
Witterschlick



# Expert Panel

## Solar Technology



**Dr. Johannes Rostan**

**CTO / Products & Systems**

Ph.D. in Electrical Engineering. Scholar and practitioner in solar technology and manufacturing.

## Plant Engineering



**Christian Nether**

**Advisor of Plant Engineering**

Management Director of Thermoplan. Master of Electrical Engineering. Over 30 years experience in ceramic plant engineering.

## IoT & Semiconductor



**Dr. Deyu Chen**

**Advisor of Semiconductor**

Ph.D. in Semiconductor. Principal Scientist in creating the "BCM43" series SoC, supporting iPhone and Samsung.

## AI & Metaverse



**Vijay Gupta**

**Advisor of AI & Metaverse**

CEO of SoftTech Engineers. Has led SoftTech to success through award-winning AI powered solutions that automate complex AEC processes.

# Transformational Projects

## Ceramic Metaverse

Efficiency & Customer Experience



## Metawolf Solar

Cost Reduction & Sustainability



## AgrobXL

B2B Digital Platform for Sales Growth



## Metawolf United

Team Building & Community Service



New Technology

New Design

New Product

# AgrobXL – Sales Growth Engine

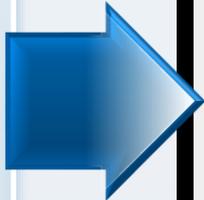
Factories

Value Added Partners

 **AGROB BUCHTAL**  
Made in Germany

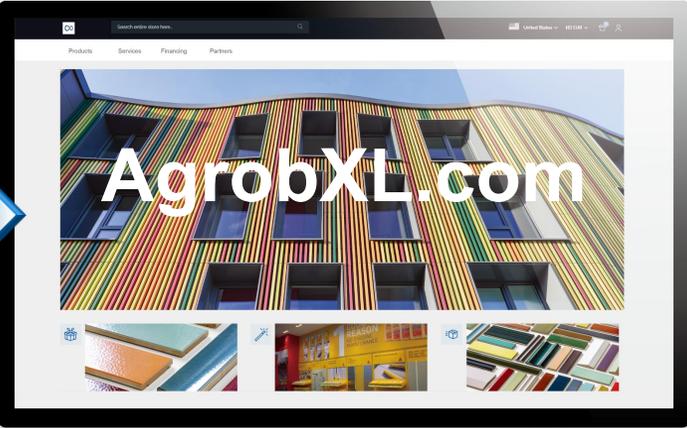
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 **AGROB BUCHTAL**  
Factory as a Service



## AgrobXL Platform

AI-Powered B2B Online Platform



# AgrobXL Platform Products & Features



-  AI Powered Experience
-  Virtual Showrooms / References
-  Process Integration
-  AgrobXL Store Locator

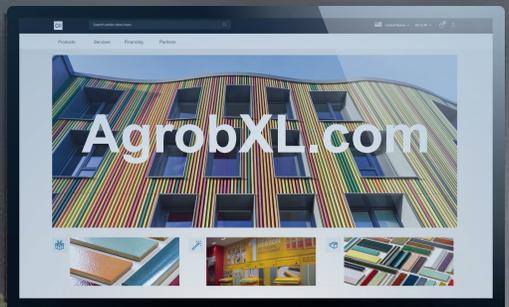


# AgrobXL Store

Explore the world of ceramics



Product Touch & Feel



Experience of Custom Design



The Advantage of Ceramics



Visiting the factory in the ceramic metaverse



# Ceramic Metaverse – Digital throughout the Value Chain





# Metawolf Solar – Ongoing Pilot Projects

## Bremerhaven

### Otzingen



### Schwarzenfeld



### Use

#### Solar Panels System

Generate solar energy to power our ceramic factories

### Save

#### Battery behind the Meter

Store energy at valley price and use it at peak price.

### Trade

#### Arbitrage

– Battery before the Meter

Buy and sell energy at EEX.

# Metawolf World Conference

BUILDING THE METAWOLF STAKEHOLDER COMMUNITY



November 26-28, 2025  
Berlin





# Metawolf United – Our Corporate Culture

## Business is the science of human services



Service Above Self

### Four-Way Test

of things we think, say or do.

1.  Ist es **WAHR**?
2.  Ist es **FAIR** für alle Beteiligten?
3.  Wird es **FREUNDSCHAFT** und **GUTEN WILLEN** fördern?
4.  Wird es dem **WOHL** aller Beteiligten dienen?



# Agrob Buchtal Showcased Innovation at Leading Exhibitions

*Won the Red Dot Design Award for Fair Stand Design at BAU 2025!*



03

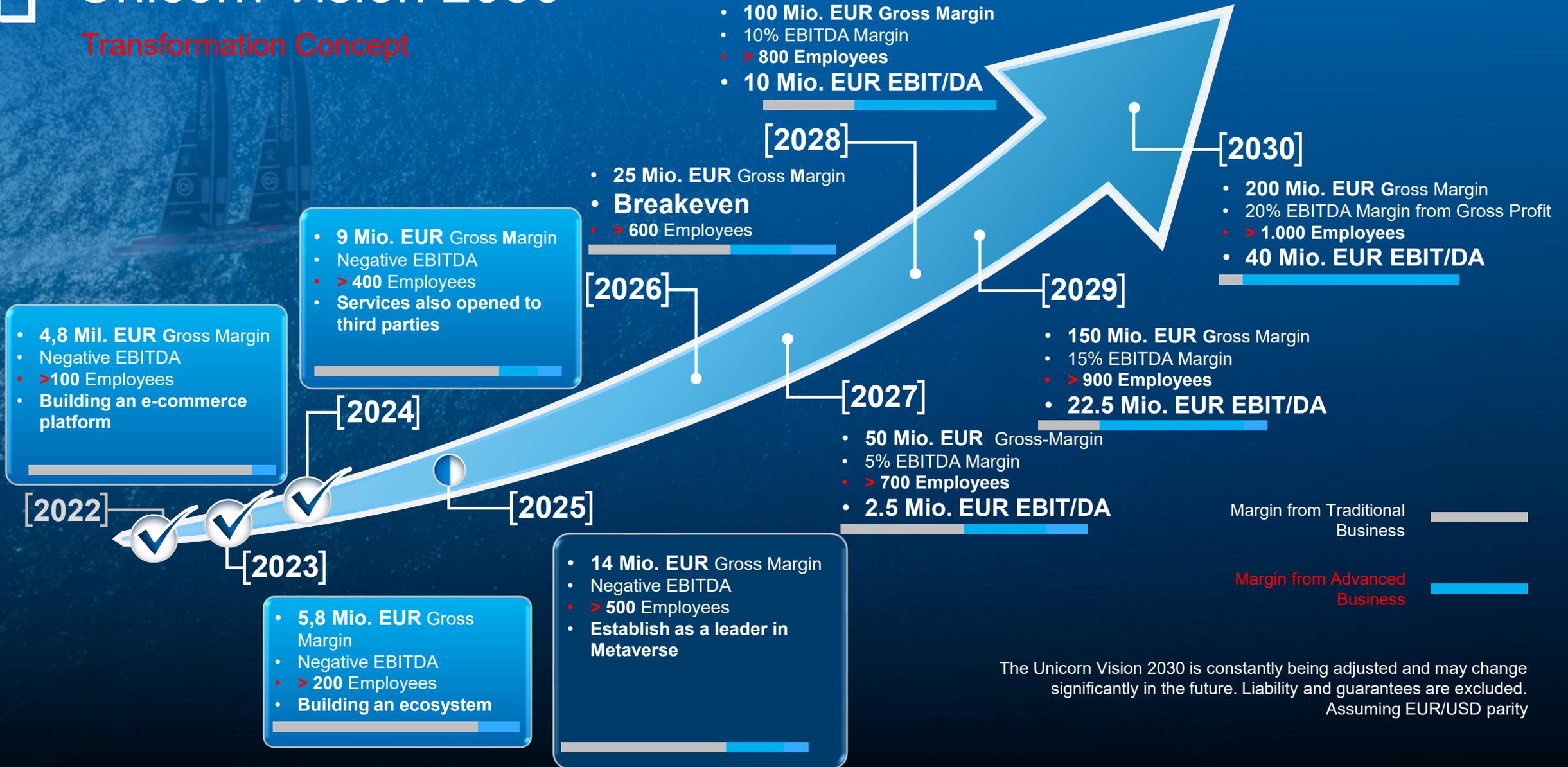
# Financials

**André Schütz**  
Chief Financial Officer



# Unicorn Vision 2030

## Transformation Concept



The Unicorn Vision 2030 is constantly being adjusted and may change significantly in the future. Liability and guarantees are excluded. Assuming EUR/USD parity

# 2024 Highlights – Meta Wolf AG

Positive MW AG Result  
Net profit

**€0.3 M**

Employees

**5\***

 **METAWOLF**

 **METAWOLF  
SOLAR**

 **DEUTSCHE  
STEINZEUG**  
 **AGROB BUCHTAL**

 **M24**

**Employees: 920**

\* from 2025 onwards

# 2024 Highlights – Meta Wolf Group

Revenue  
**€66.3 M**

Revenue Growth  
**159%**

Specialists  
**~1000**

Operating Cashflow  
**€16.8 M**

Net Profit of Segment MW  
Solar Ceramics  
**€5.4 M**

Positive Adjusted EBT  
**€5.9 M**



# 2024 - Unicorn Vision 2030 Target Achieved





# 2025 - Unicorn Vision 2030 On Track



# Successful 2026 Ahead



**One Off Cost  
Down**



**Energy Cost  
Down**



**Industry Touched  
Ground**



**Revenue  
Growth**

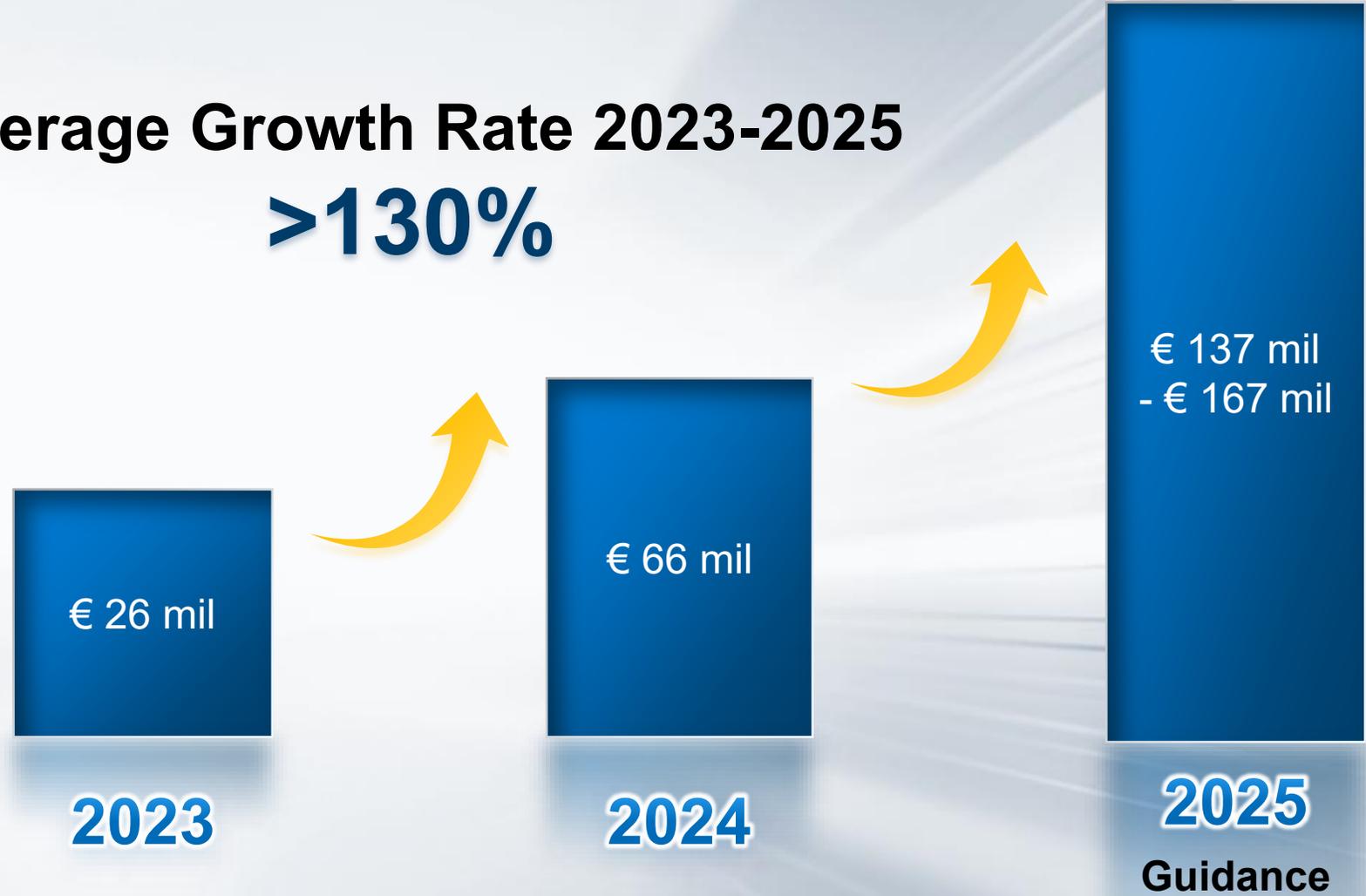


**500 Billion EUR  
Government Fund**



# Strong Revenue Growth

**Average Growth Rate 2023-2025**  
**>130%**



# Shareholders and Share Price



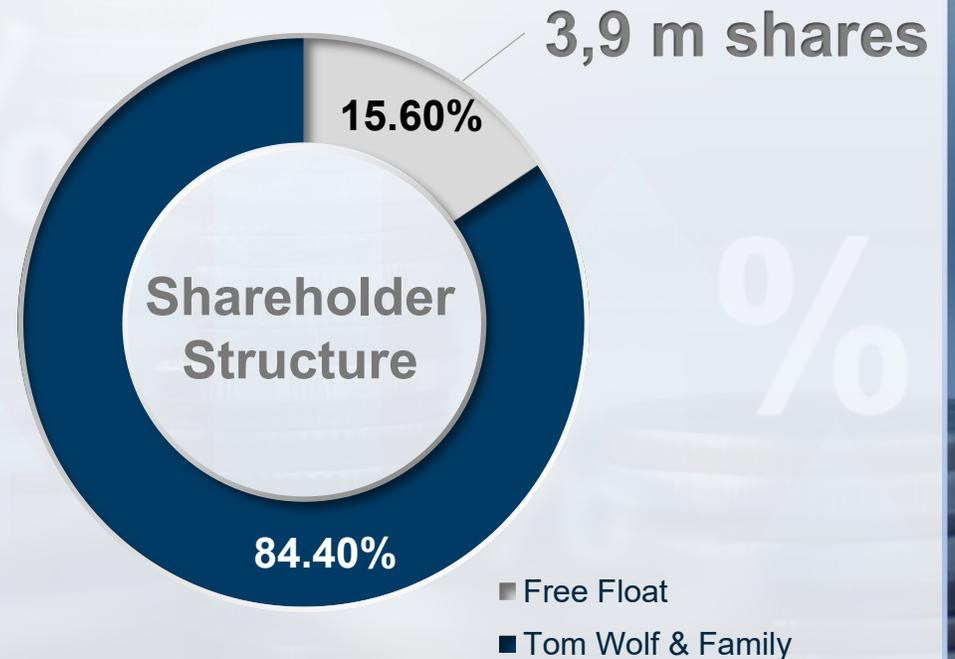
## Meta Wolf AG

XETRA: WOLF

> **3,80** EUR

August 25, 11:00 AM CEST, 2025

- Market Cap: ~ **€ 95 m**
- No. of Shares: **24,91 m**
- ▲ 2025 YTD Growth: **> 5%**





# Metawolf Guidance 2025



## Meta Wolf Group Guidance 2025

### Revenue

**€ 137 ~ € 167 m**

(Guidance 2024: € 60 ~ € 80 m)

### Result

**€ 1 to ~ € 6 m\***

(\*Adjusted EBITDA: Result after Tax, adjusted by (i) Income Tax, (ii) Financial Result, (iii) Depreciation and Amortisation and (iv) before extraordinary Non-Operational costs and One-Off costs (e.g. M&A-Consulting and Corporate Actions))

Investments in the execution of the Metawolf growth strategy

**30**  
years



**METAWOLF**



**AGROBUCHTAL**



**Wind of Change.  
Fleet of the Future.**



# The Metawolf Armada





THANK  
YOU