



ABOUT YOU[®]

**Q3 23/24
EARNINGS CALL PRESENTATION**

January 11, 2024

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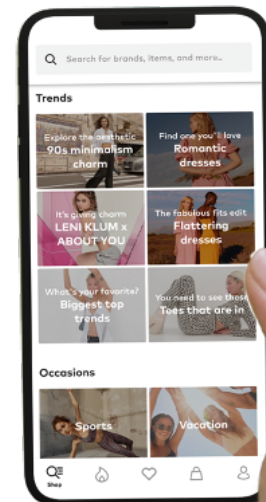


BUSINESS UPDATE



Q3 23/24 KEY TAKEAWAYS

- 01** Strong increase in profitability with an adjusted EBITDA¹ of EUR 19.8m in Q3 23/24 (Q3 22/23: EUR -43.1m), while revenue remained broadly flat at EUR 551.9m (Q3 22/23: EUR 554.9m) despite a challenging market environment
- 02** Gross margin increase of 490bp to 40.3% (Q3 2022/2023: 35.4%) supported by self-help profitability measures and an improved inventory composition
- 03** Profitability improvements across all segments: DACH delivers a 4.3% adjusted EBITDA margin (Q3 22/23: -1.6%), Rest of Europe (RoE) at -4.5% (Q3 22/23: -17.6%), and Tech, Media, and Enabling (TME) at 38.3% (Q3 22/23: 15.6%)
- 04** High free cash flow generation of EUR 93.1m (Q3 22/23: EUR -32.8m) driven by improved EBITDA and working capital dynamics
- 05** Reiterating guidance for reaching adjusted EBITDA break-even in FY 23/24, narrowing the guided range for revenue growth to around the lower end of +1% to +11% YoY due to a persistently volatile market environment

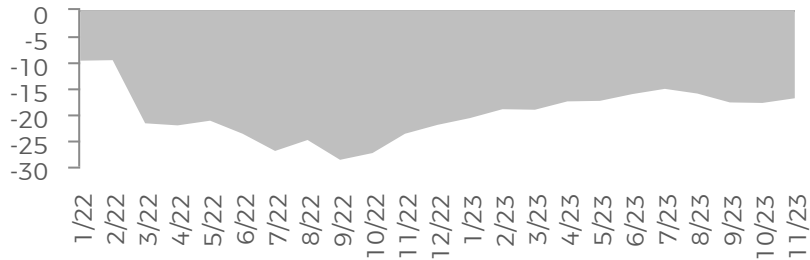


1. EBITDA adjusted for (i) equity-settled share-based compensation expenses, (ii) restructuring costs, and (iii) one-time effects; 2. LTM: last twelve months

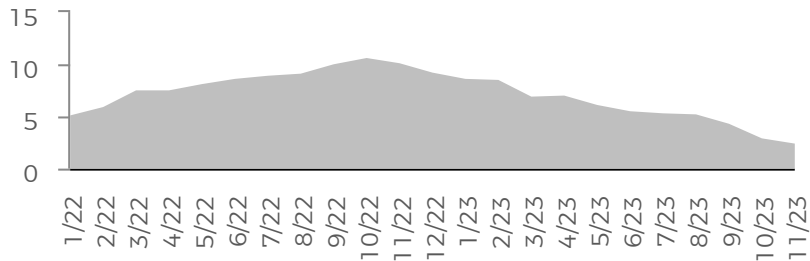
STRONG JUMP IN PROFITABILITY DESPITE MARKET HEADWINDS IN Q3 23/24

CONSUMER CONFIDENCE REMAINS LOW

Consumer Confidence Index in eurozone¹

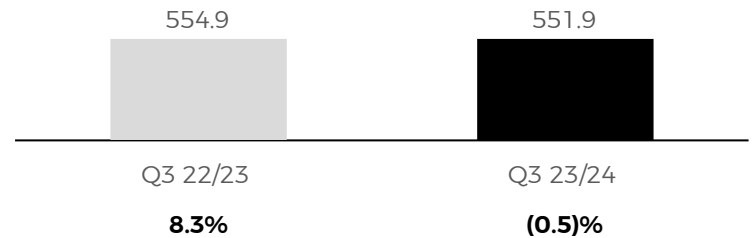


Inflation in % in eurozone²

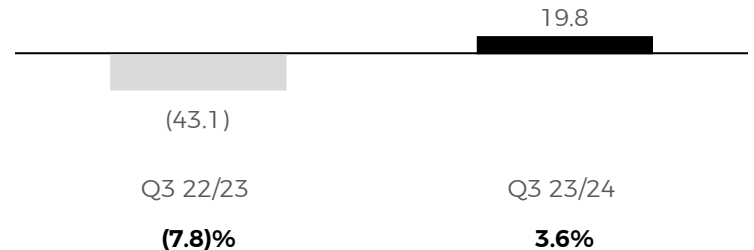


PROFITABILITY MEASURES ARE EFFECTIVE

Q3 23/24 revenue (EUR m - % growth YoY)



Q3 23/24 adjusted EBITDA (EUR m - % margin)



1. Bloomberg (2023) - Consumer Confidence Index eurozone; 2. Bloomberg (2023) - Inflation data eurozone

HIGHLY SUCCESSFUL BLACK WEEKS CAMPAIGNS

~120M
USER SESSIONS

~2M ORDERS

ALL-TIME HIGH IN REVENUE AND PROFITABILITY

>50M
REACHED SOCIAL
MEDIA USERS¹

~750M PAGE VIEWS

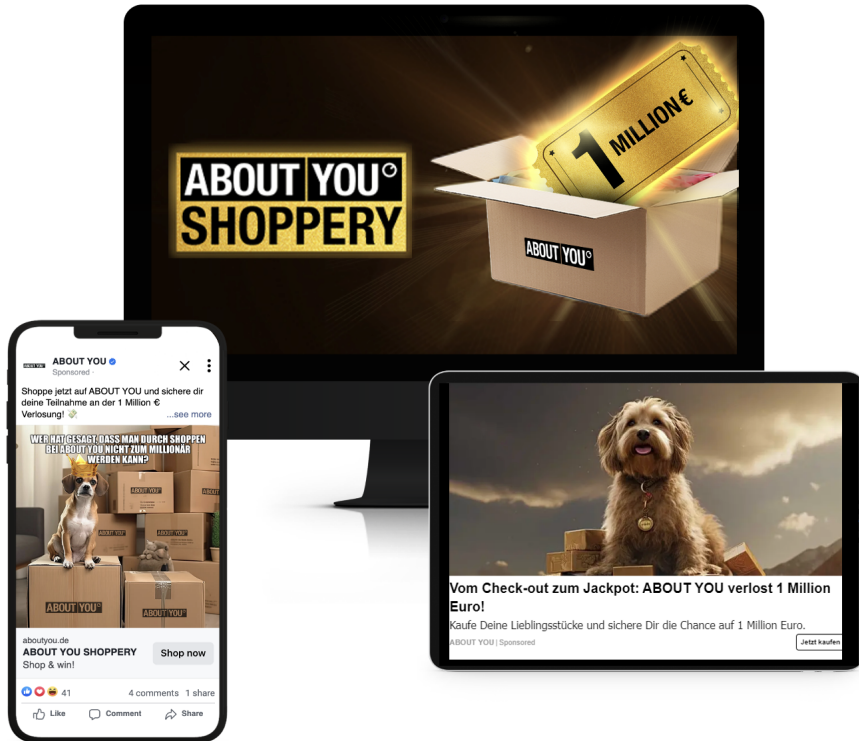


Note: All data refers to the timeframe of October 31, 2023 to November 27, 2023

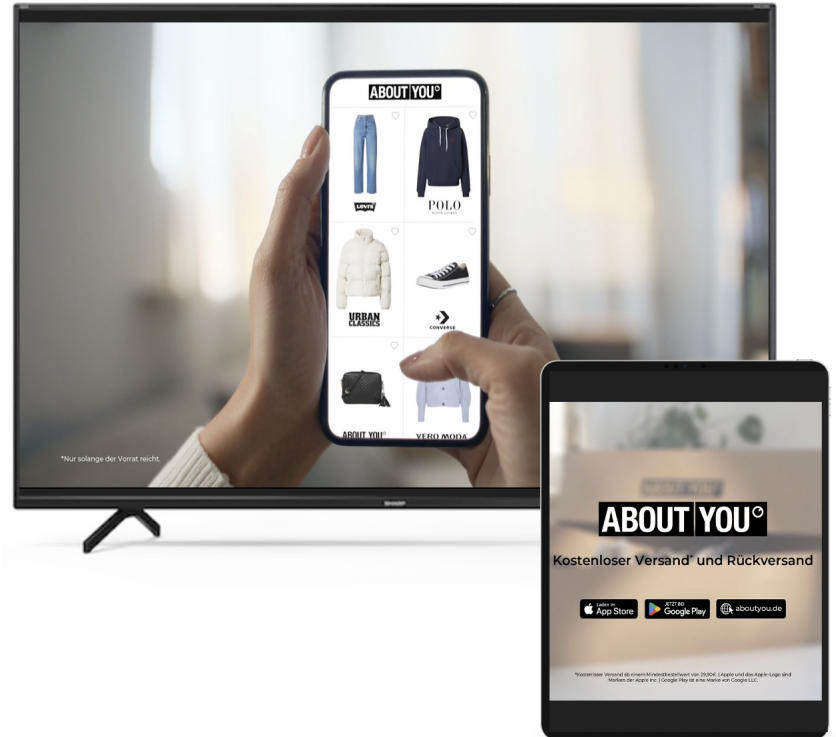
1. Unique reach generated through performance marketing ads, i.e. Facebook and Instagram

CONTINUED INVESTMENTS IN BRAND BUILDING

ABOUT YOU SHOPPERY



TV CAMPAIGNS

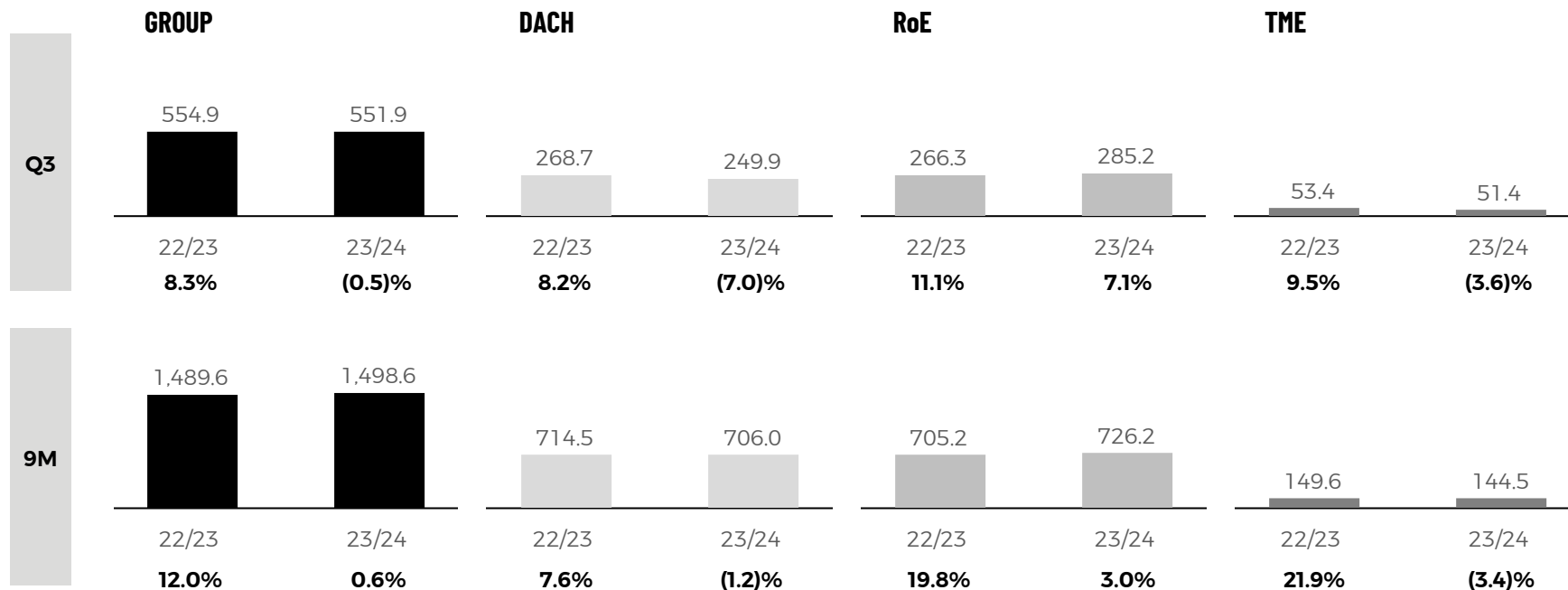


A woman with dark curly hair, wearing a white knit cap and a long-sleeved, floor-length sweater with horizontal stripes in green, orange, red, and white, stands in a grassy mountain landscape. She has her hands on her hips and is looking towards the camera. The background features snow-capped mountains under a cloudy sky. The text "FINANCIAL UPDATE" is overlaid in a black box with white text across the middle of the image.

FINANCIAL UPDATE

REVENUE GROWTH IN ROE OFFSETS DECLINE IN DACH

REVENUE¹ (EUR M) - % GROWTH YOY



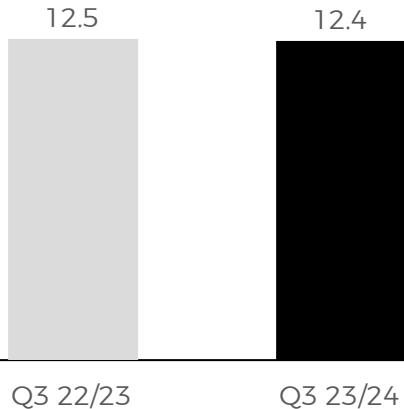
Note: Q3 23/24 ending on November 30, 2023; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR -34.7m for Q3 23/24 and EUR -33.5m for Q3 22/23; EUR -78.0m for 9M 23/24 and EUR -79.7m for 9M 22/23

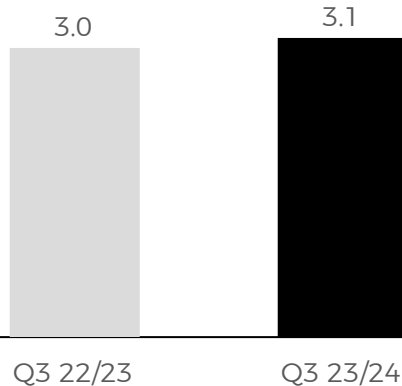
INCREASES IN AOF AND AOV COMPENSATE FOR SLIGHT DECLINE IN LTM ACTIVE CUSTOMERS

ABOUT YOU COMMERCE (ABOUT YOU DACH + ROE), Q3 23/24 (LTM)

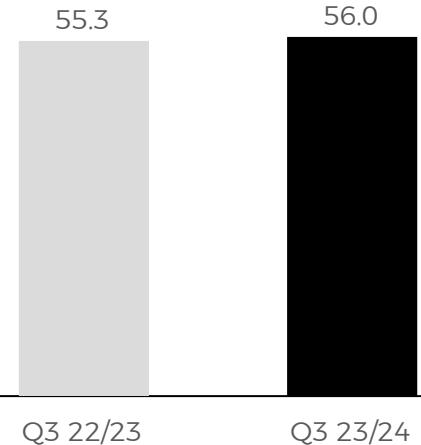
TOTAL ACTIVE CUSTOMERS¹
(M)



AVERAGE ORDER FREQUENCY²
(#)



AVERAGE ORDER VALUE³
(EUR)



% growth YoY

17.4%

(0.9)%

5.5%

1.6%

(6.0)%

1.2%

1. Defined as customers who made at least one purchase through our apps and websites within the last twelve months; 2. Defined as the total number of all orders divided by the total number of all active customers; 3. Defined as the value of all merchandise sold to customers in the Commerce business; after cancellations and returns and including VAT, divided by the number of orders

STRONG MARGIN IMPROVEMENT ACROSS ALL SEGMENTS

ADJUSTED EBITDA¹ (EUR M) - % MARGIN

	GROUP		DACH		RoE		TME	
Q3		19.8		10.8			8.3	19.7
			(4.2)		(46.8)	(12.8)		
		(43.1)						
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
	(7.8)%	3.6%	(1.6)%	4.3%	(17.6)%	(4.5)%	15.6%	38.3%
9M		11.0	6.5	27.8			19.3	38.9
		(114.7)			(132.2)	(47.3)		
	22/23	23/24	22/23	23/24	22/23	23/24	22/23	23/24
	(7.7)%	0.7%	0.9%	3.9%	(18.7)%	(6.5)%	12.9%	26.9%

Note: Q3 23/24 ending on November 30, 2023; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group adjusted EBITDA of EUR 2.0m for Q3 23/24 and EUR -0.4m for Q3 22/23; EUR -8.4m for 9M 23/24 and EUR -8.4m for 9M 22/23; EBITDA adjusted for (i) equity-settled share-based compensation expenses (Q3 23/24: EUR -4.5m) and (ii) one-time effects (Q3 23/24: EUR -5.6m)

EXPANSION IN GROSS MARGIN AND STRICT COST DISCIPLINE DRIVE ADJUSTED EBITDA INCREASE

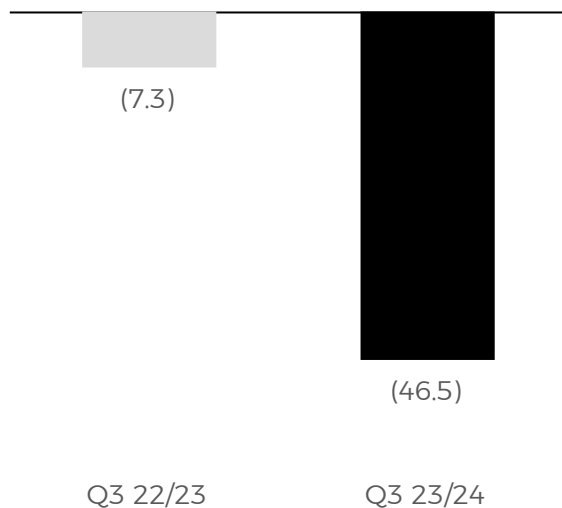
ABOUT YOU GROUP'S KEY MARGIN AND COST LINES

% of revenue	Q3			9M		
	22/23	23/24	YoY delta	22/23	23/24	YoY delta
Gross margin¹	35.4%	40.3%	4.9pp	38.9%	38.5%	(0.4)pp
(-) Fulfillment costs¹	23.4%	20.4%	(3.0)pp	24.3%	22.5%	(1.8)pp
(-) Marketing costs¹	16.4%	12.4%	(3.9)pp	17.7%	10.6%	(7.1)pp
(-) Admin. expenses¹	3.4%	4.0%	0.5pp	4.6%	4.6%	0.0pp
Adjusted EBITDA margin	(7.8)%	3.6%	11.4pp	(7.7)%	0.7%	8.4pp

1. Defined as Alternative Performance Measures (APM) and not recognized under IFRS

NET WORKING CAPITAL RETURNS TO NEGATIVE TERRITORY REFLECTING OPTIMIZATION MEASURES

NET WORKING CAPITAL¹ (EUR M)

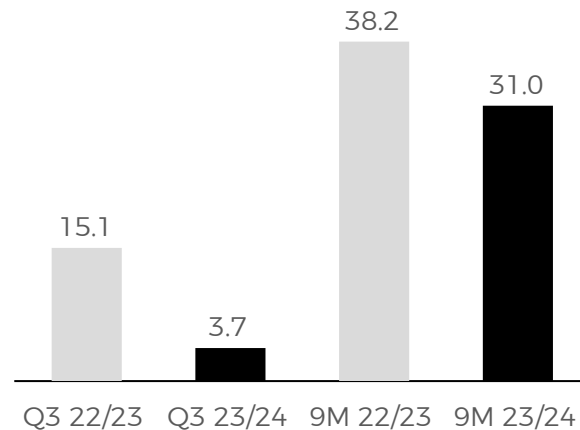


% of revenue LTM

(0.4)%

(2.4)%

CAPITAL EXPENDITURES² (EUR M)



% of revenue

2.7%

0.7%

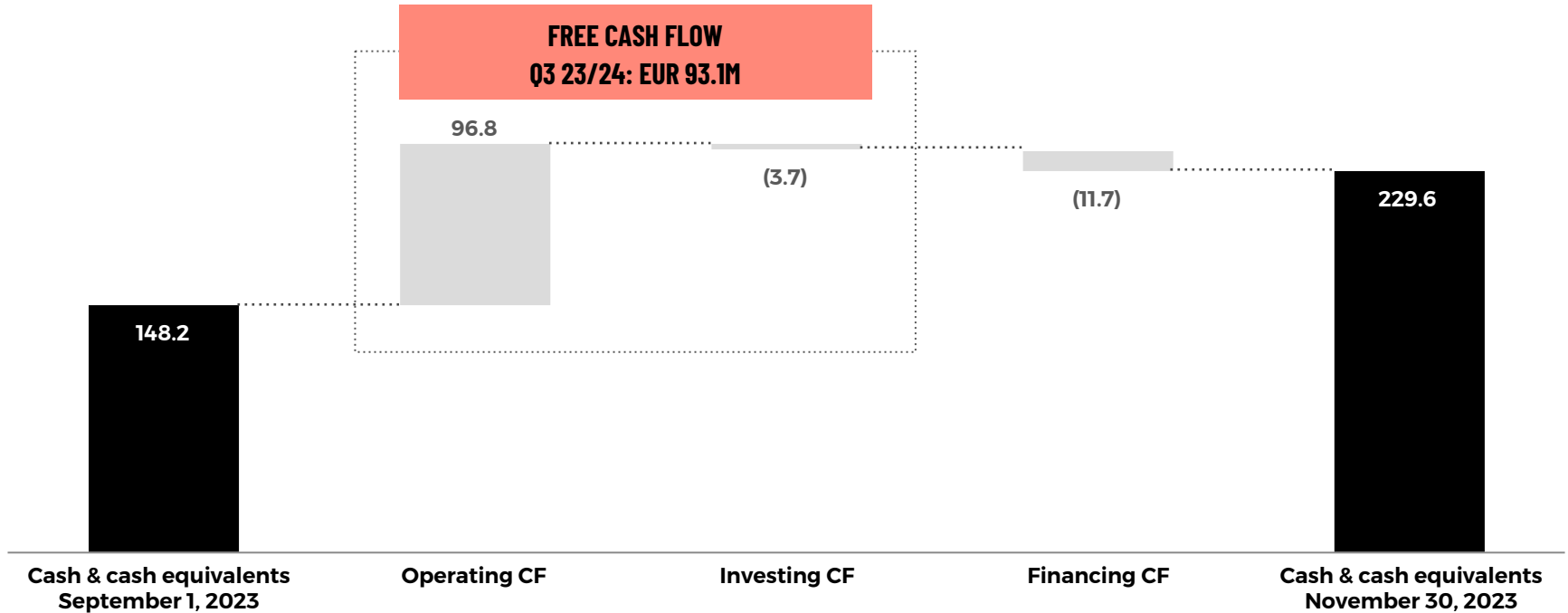
2.6%

2.1%

1. Net working capital is defined as inventories plus receivables (includes trade receivables and other current assets) minus liabilities (includes trade payables, other payables, and return provisions); 2. Includes acquisition of intangible assets and PPE (Q3 23/24: EUR -8.6m; Q3 22/23: EUR -11.3m), acquisition of company shares (Q3 23/24: EUR 0.0m; Q3 22/23: EUR 0.0m), and working capital loans for holdings in influencer brands and incubators (Q3 23/24: EUR 4.9m; Q3 22/23: EUR -3.7m)

STRONG FREE CASH FLOW GENERATION DRIVEN BY EBITDA AND NET WORKING CAPITAL DYNAMICS

LIQUIDITY POSITION - NOVEMBER 30, 2023 (EUR M)



ABOUT YOU®

OUTLOOK



NARROWED FY 23/24 REVENUE GUIDANCE

GUIDANCE FOR FY 23/24

REVENUE	Around lower end of +1% to +11% YoY range
ADJUSTED EBITDA	Break-even
CAPEX¹ & NET WORKING CAPITAL	CAPEX of EUR 30m to 50m and net working capital around FY 22/23 levels

The current guidance is partially dependent on the duration, intensity, and outcome of external events.

1. Excluding potential M&A activities

Q&A



APPENDIX



UPCOMING EVENTS

5/7/2024

ANNUAL REPORT FY 23/24

6/28/2024

ANNUAL GENERAL MEETING 2024



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