



**SHOP APOTHEKE**  
EUROPE

# Q1 2023 EARNINGS CALL PRESENTATION.

SEVENUM, 2 MAY 2023

Q1 2023  
EARNINGS  
CALL

LIVE FROM  
OUR HEADQUARTERS  
IN SEVENUM.

# TODAY'S AGENDA.



BUSINESS  
PERFORMANCE.



UPDATE ON  
BUSINESS AND STRATEGY.



# BUSINESS PERFORMANCE.

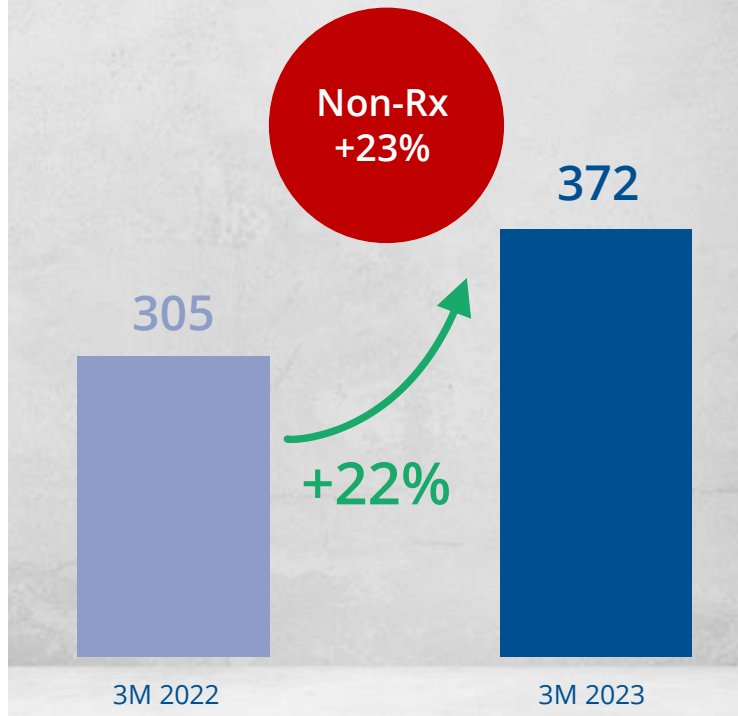
HIGHLIGHTS Q1 2023:

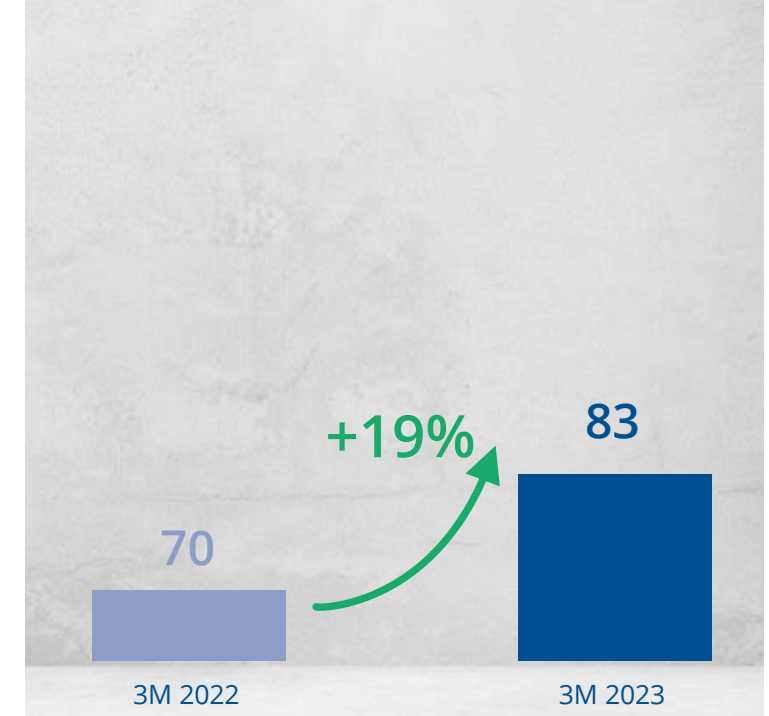
# STRONG Q1 WITH 22% SALES GROWTH AND EBITDA MARGIN UP 3.8PP VS. LAST YEAR TO +2.4%.

- **DOUBLE-DIGIT SALES GROWTH – IN ALL SEVEN COUNTRIES.**  
 NON-RX SALES GROWTH 23%, TOTAL SALES GROWTH 22%.  
 ACTIVE CUSTOMER BASE UP 0.4M TO 9.7M.  
 CONTINUED HIGH CUSTOMER SATISFACTION; NPS ABOVE 70.
- **EFFICIENCY GAINS AND SCALE EFFECTS DRIVE MARGIN.**  
 Q1 ADJ. EBITDA MARGIN 2.4%, 3.8 PP BETTER THAN LAST YEAR'S Q1.
- **OPERATING CASH FLOW EUR +44M.**  
 EBITDA EUR 9M AND FAVOURABLE SEASONAL WORKING CAPITAL MOVEMENTS.
- **SUSTAINABILITY: MSCI ESG RATING UPGRADE TO TRIPLE-A.**  
 NOW SHOP APOTHEKE EUROPE IS AMONG LEADING TOP 4% GLOBALLY IN BENCHMARK.
- **STRATEGIC PARTNERSHIP WITH GALENICA, CREATING THE LEADING ONLINE PHARMACY IN SWITZERLAND.**  
 CLOSING EXPECTED THIS H1; MEDISERVICE NUMBERS FOR FULL YEAR 2023: SALES OF AROUND CHF 450 MILLION AND EBITDA MARGIN 2 TO 3%. CONSOLIDATED AS OF CLOSING.

## KEY FINANCIALS.

## DOUBLE-DIGIT TOTAL SALES GROWTH.

 3M TOTAL SHOP APOTHEKE EUROPE  
 sales | vs. prior year  
 in EUR million

 3M DACH  
 sales | vs. prior year  
 in EUR million

 3M INTERNATIONAL  
 sales | vs. prior year  
 in EUR million


# CONTINUOUSLY STRONG NET PROMOTER SCORE. ACTIVE CUSTOMER BASE CLOSE TO 10 MILLION.

Number of active customers in millions

+1.4M



NET PROMOTER SCORE (NPS). (Q1 2022: 73)

71



AVERAGE SHOPPING BASKET VALUE. (Q1 2022: EUR 56.79)

€ 57.94

MORE THAN 7 MILLION ORDERS IN ONE QUARTER.

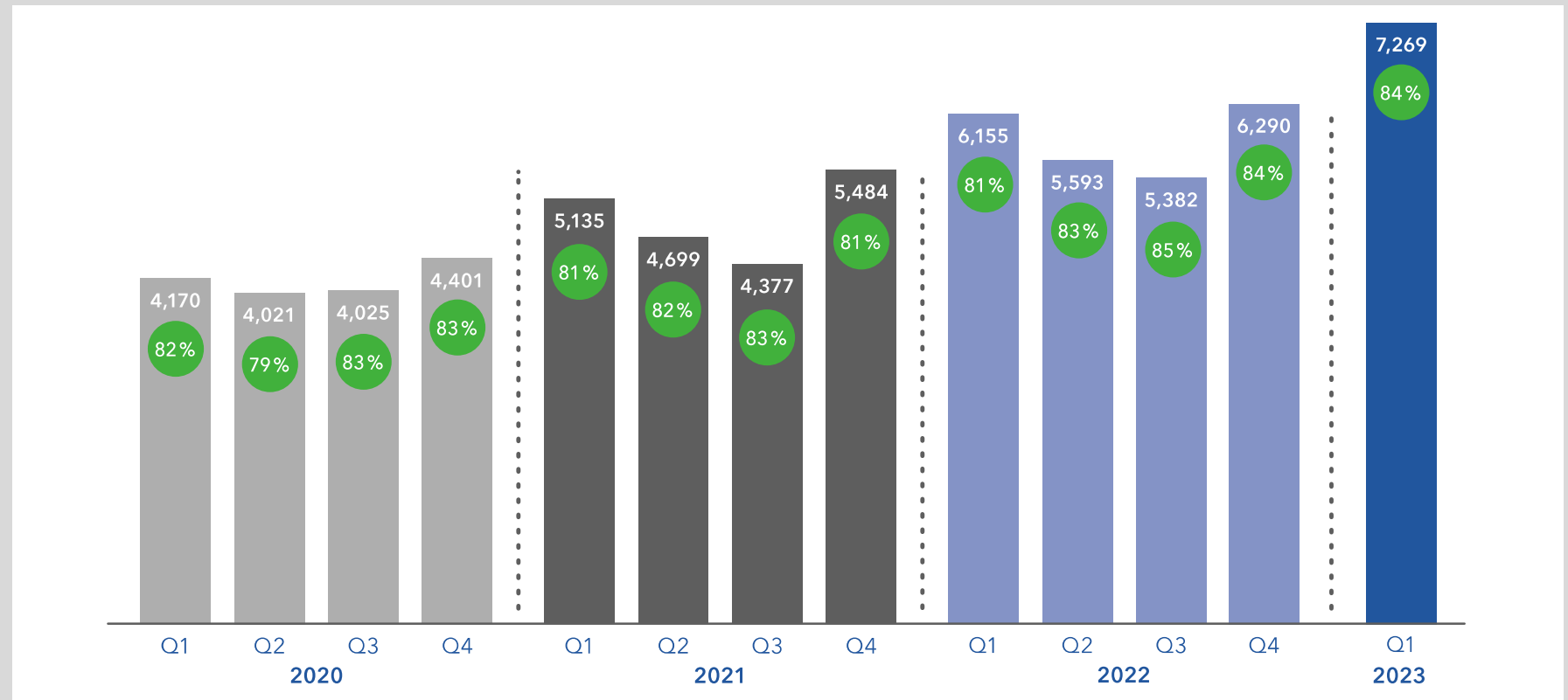
# SHARE FROM RETURNING CUSTOMERS CONTINUOUSLY HIGH.

Number of orders  
in thousands



Share of repeat orders  
in percentage of total

Source:  
SHOP APOTHEKE EUROPE.





## KEY FINANCIALS: PROFIT & LOSS.

# EFFICIENCY GAINS AND SCALE EFFECTS DRIVE EBITDA.

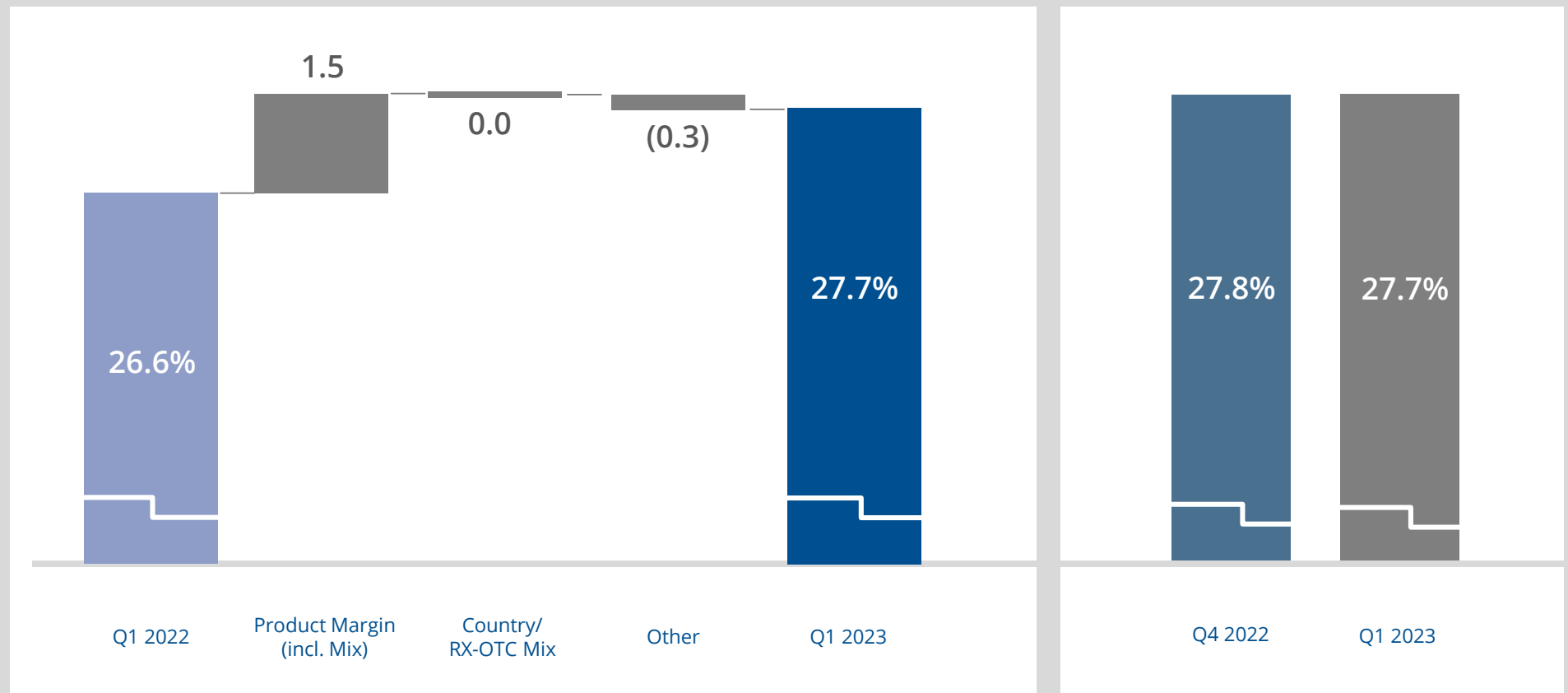
<b>IN MILLIONS OF EUROS.</b> ADJUSTED NUMBERS.	Q1 2022	Q1 2023	Better / (Worse) than Q1 2022	Q4 2022	Q1 2023	Better / (Worse) than Q4 2022
<b>Sales</b>	<b>305</b>	<b>372</b>	<b>22.1%</b>	<b>328</b>	<b>372</b>	
Gross profit margin	26.6%	27.7%	1.1 pp	27.8%	27.7%	(0.1) pp
Selling & distribution margin	(25.0)%	(22.5)%	2.5 pp	(23.8)%	(22.5)%	1.3 pp
Administrative costs margin	(2.9)%	(2.9)%	0.0 pp	(3.7)%	(2.9)%	1.2 pp
<b>Adj. EBITDA margin</b>	<b>(1.4)%</b>	<b>2.4%</b>	<b>3.8 pp</b>	<b>0.3%</b>	<b>2.4%</b>	<b>2.1 pp</b>
<b>Adj. EBITDA</b>	<b>(4)</b>	<b>9</b>	<b>13</b>	<b>1</b>	<b>9</b>	<b>8</b>
EBITDA	(10)	5	15	(1)	5	6

Adjustments in Q1 2023 EUR 4.2M (Q1 2022: EUR 6.2M): EUR 2.2M (non-cash) from non applicability of IFRS 3 accounting of the 2022 business acquisitions, remainder are costs of the employee stock options programme (non-cash) and one-off external costs related to projects including acquisitions.

# KEY FINANCIALS: GROSS PROFIT MARGIN.

## INCREASED GROSS MARGINS.

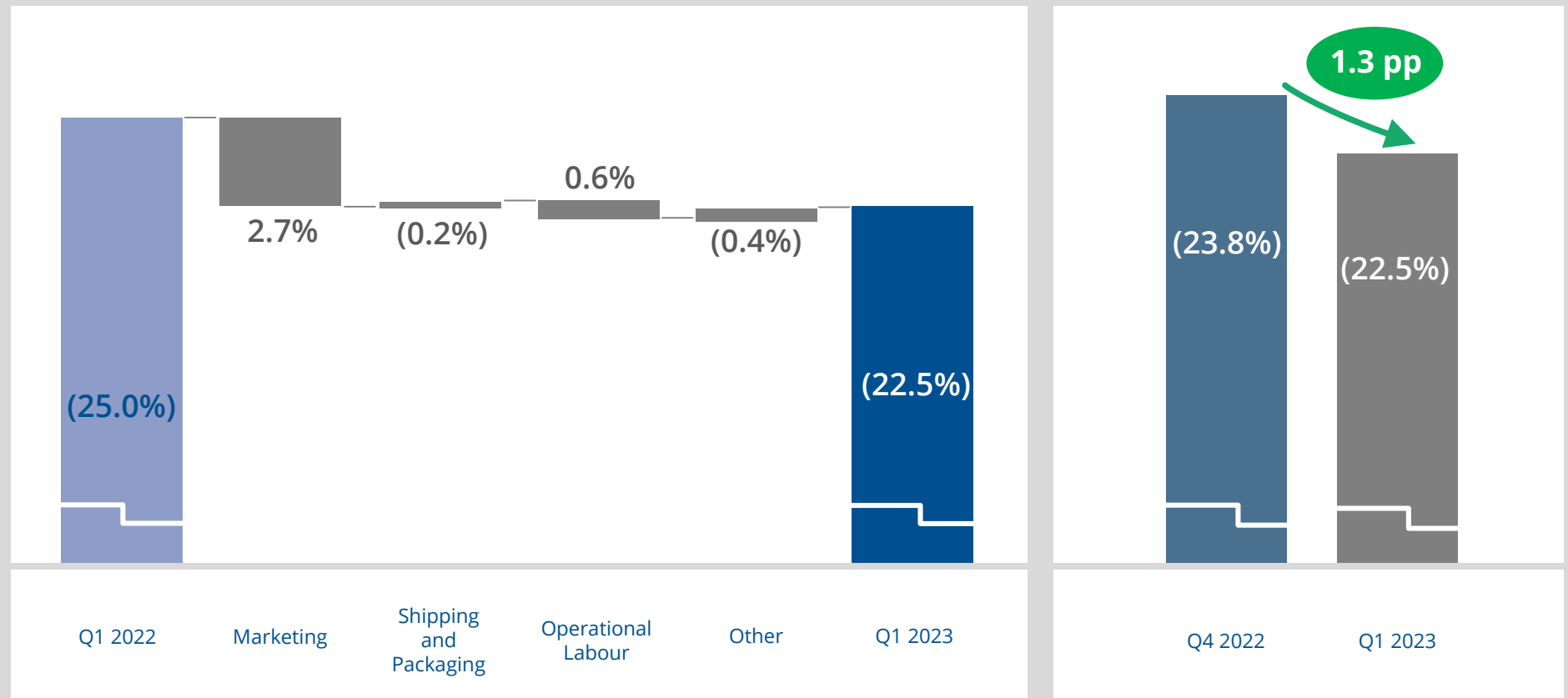
ADJ. GROSS PROFIT MARGIN  
in percentage  
of sales



KEY FINANCIALS: SELLING & DISTRIBUTION RATIO.

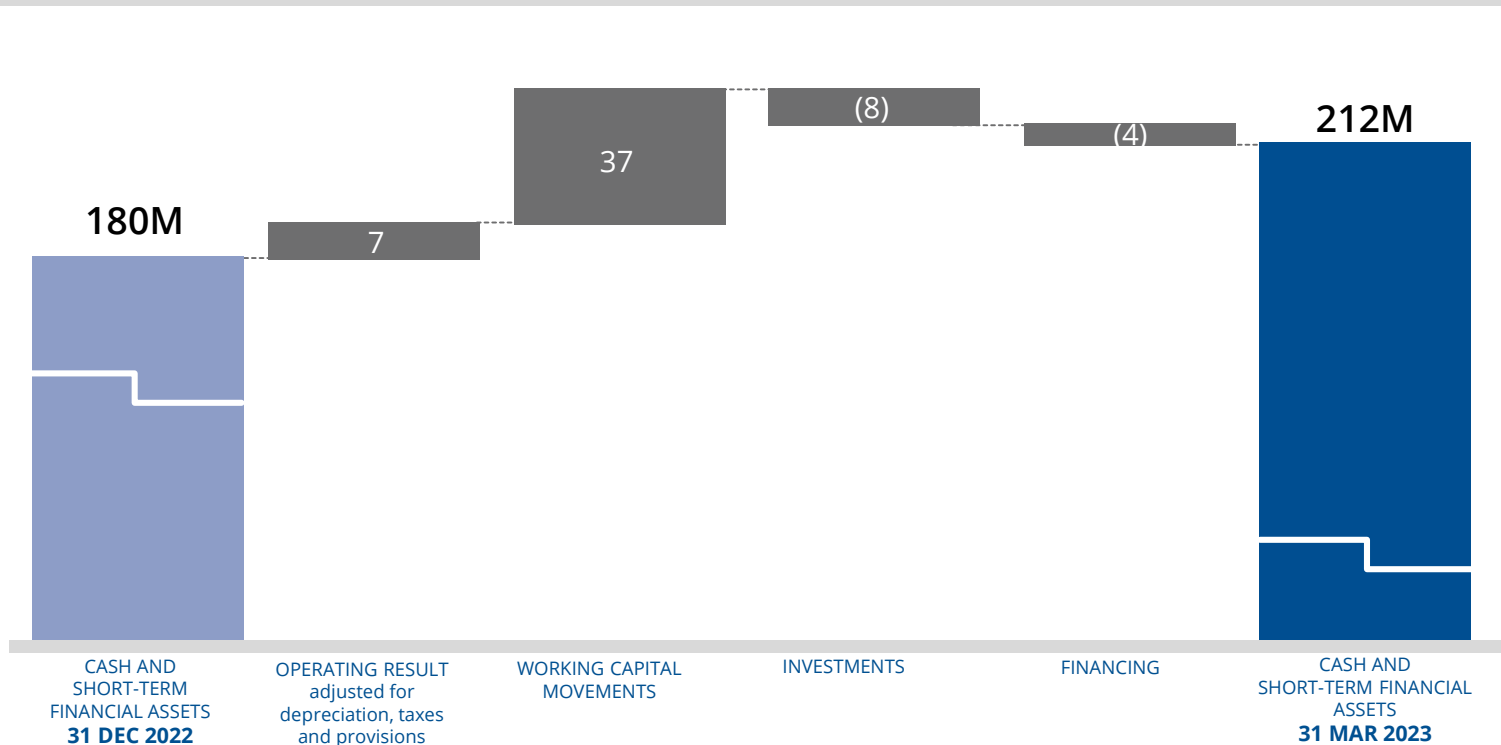
# IMPROVED MARKETING AND OPERATIONAL EFFICIENCY.

ADJ. SELLING & DISTRIBUTION COSTS in percentage of sales



# KEY FINANCIALS: CASH FLOW.

## CASH BALANCE UP 32M.



**OPERATING CASH: EUR +44M.**  
Positive operating result and favourable working capital movements.

**INVESTMENTS: EUR 8M.**  
Mainly IT.

**FINANCING: EUR -4M.**  
Includes operating lease payments.

# OUR STRONG COMMITMENT TO SUSTAINABILITY PAID OFF.

- RECENTLY AWARDED **MSCI AAA RATING**.
- **AMONG THE TOP 4 PERCENT** IN OUR INDUSTRY GLOBALLY.
- **UPGRADED** FROM AA.





# UPDATE ON STRATEGY AND BUSINESS.

## UPDATE ON E-RX. READY FOR MORE.

- THE NUMBER OF PRESCRIPTIONS REDEEMED KEEPS RISING - OVER **1.7 MILLION** BY THE END OF APRIL 2023.
- ON AVERAGE **7,500 TO 8,000** E-PRESCRIPTIONS ARE REDEEMED DAILY.
- E-RX OBLIGATION PROBABLY BY 2024. AWAITING DETAILS FROM THE MINISTRY.



READY FOR A FUTURE WITH E-PRESCRIPTIONS.



**STRATEGIC PARTNERSHIP WITH GALENICA.**  
**AIM: CREATION OF THE  
LEADING ONLINE PHARMACY  
IN SWITZERLAND.**

- **COMBINING THE BUSINESS ACTIVITIES OF MEDISERVICE AND SHOP-APOTHEKE.CH IN ONE COMPANY.**
- **MERGING OF MEDISERVICE'S SPECIALTY PHARMACY EXPERTISE WITH SHOP APOTHEKE'S E-COMMERCE PROFICIENCY.**
- **RESULTING IN A MORE COMPREHENSIVE RANGE OF PRODUCTS AND SERVICES FOR AN EVEN BETTER CUSTOMER PROPOSITION AND EXPERIENCE.**

**THE BEST ONLINE B2C PROPOSITION.**





## STRATEGIC PARTNERSHIP WITH GALENICA. THE TRANSACTION.

- MEDISERVICE TO **TAKE OVER THE BUSINESS ACTIVITIES** OF SHOP-APOTHEKE.CH.
- SHOP APOTHEKE EUROPE WILL HOLD **51%** AND GALENICA **49%** OF THE JOINT-VENTURE MEDISERVICE.
- SHOP APOTHEKE EUROPE PAYS WITH A **6% SHARE CAPITAL INCREASE**. IN ADDITION, GALENICA ACQUIRES **2% SHARES**. AFTER THE CAPITAL INCREASE **GALENICA WILL HOLD 8% IN SAE**.

STRATEGIC ALLIANCE OF LEADERS IN THEIR FIELD.

## POST TRANSACTION. FINANCIAL REPORTING.

- IN ACCORDANCE WITH IFRS10,  
**FULL CONSOLIDATION OF MEDISERVICE AG FIGURES AS OF DEAL CLOSING DATE.**
- **CURRENT MEDISERVICE BUSINESS EXPECTED NUMBERS FOR FULL YEAR 2023:**  
SALES AROUND CHF 450 MILLION AND EBITDA MARGIN 2 TO 3%. ALL SALES ARE PRESCRIPTION MEDICATION (RX) SALES.
- E.G. IF CLOSING OF TRANSACTION IN MAY, IN 2023 SHOP APOTHEKE EUROPE'S **SALES WILL INCREASE BY EUR 270 TO 300 MILLION AND EBITDA BY EUR 5 TO 10 MILLION.**
- **ONE-OFF CASH-IN** OF EUR 29 MILLION, FOR 0.4 MILLION SHARES.

*Corporate*  
**REBRANDING**  
**APPROVED.**



It is all about our corporate brand  
and our intention to rename the N.V.



While keeping the names of our successful local hero brands, today.





# New corporate brand

1

**One corporate vision:** Redcare Pharmacy, positioning us best for future long-term growth and value creation.

2

We are keeping our local hero brands, today.

3

No extraordinary costs.

# What's next ?

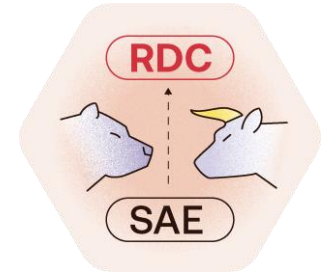
**MARCH**  
Inform our stakeholders



**26<sup>TH</sup> APRIL**

**AGM**  
formalise  
name change

**10<sup>TH</sup> JUNE**  
Celebrate  
name change with  
all Employees



**13<sup>TH</sup> JUNE**

Change ticker symbol  
from  
SAE to **RDC**



## GUIDANCE FOR FY 2023 RECONFIRMED.

Excluding impact from a potential surge in e-prescriptions (E-RX) in Germany.

### **10% TO 20% GROWTH IN NON-RX SALES.**

- NON-RX ACCOUNTED FOR EUR 1.1 BILLION (90%) OF SALES IN 2022.

### **FREE CASH FLOW ZERO; BETWEEN EUR -20M AND +20M.**

- FCF AS PER THE MOST COMMONLY USED DEFINITION, I.E. CASH FLOW FROM OPERATING ACTIVITIES PLUS INVESTING ACTIVITIES.

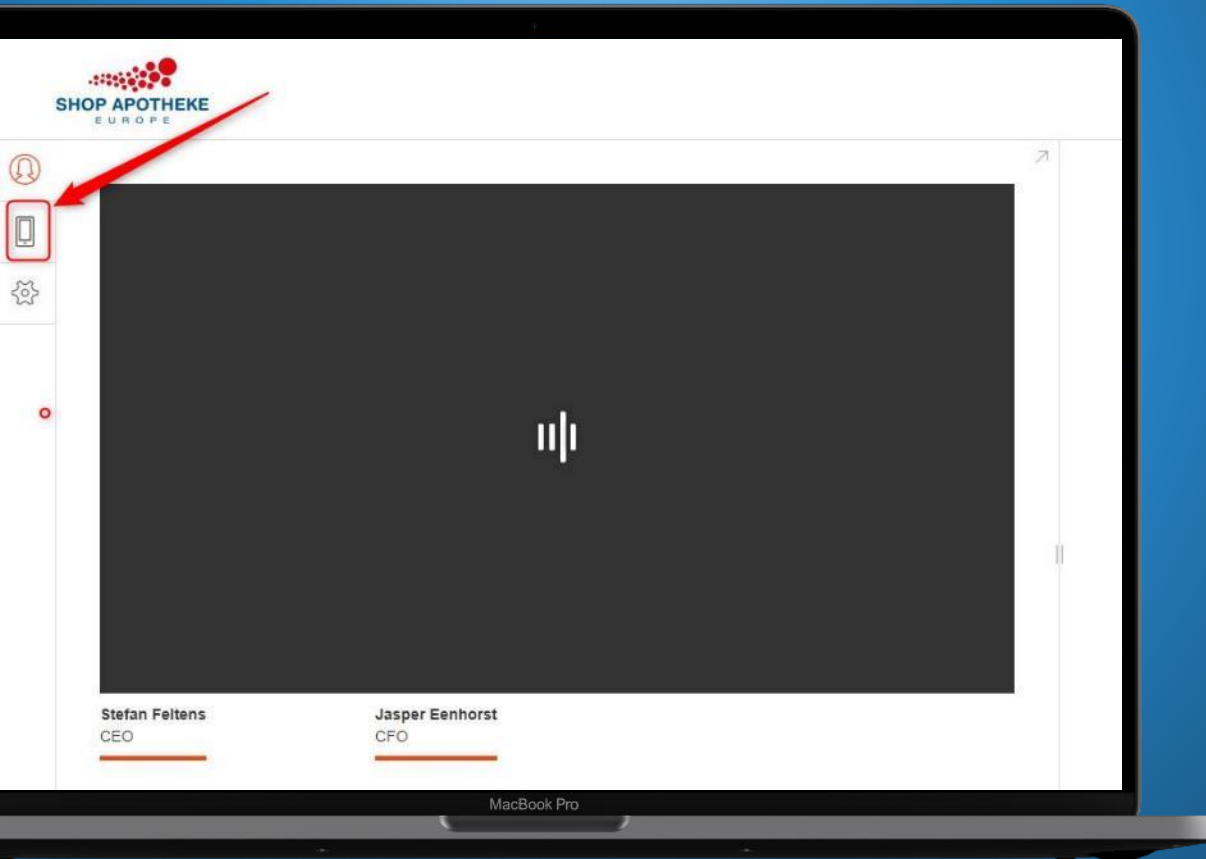
### **0.5% TO 2.5% ADJ. EBITDA MARGIN.**

- YEAR-OVER-YEAR IMPROVEMENTS IN BOTH EFFICIENCIES AND INCOME.

**IN ADDITION, SALES AND EBITDA WILL INCREASE FROM THE TRANSACTION.**



# TIME TO ASK QUESTIONS.





# PRESENTATION & INTERIM REPORT FOR DOWNLOAD ON [shop-apotheke-europe.com](http://shop-apotheke-europe.com)