

home to go_

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Corporate Finance**



April 2024

home
to go_

HomeToGo

The AI-powered marketplace with the world's largest selection of vacation rentals

B2C

Marketplace with largest selection of vacation rentals



Offers
15M+

IFRS Revenues Share
70%

B2B

Software & Service Solutions focusing on SaaS for the Supply side



Paid Accounts
~58K

Inventory on HomeToGo_PRO
190K+

IFRS Revenues Share
30%



Founded in 2014, IPO 2021



600+ employees globally



Reached Adjusted EBITDA break-even in 2023



Agriturismo.it



e-damizil

EscapadaRural

kurz-mal-weg.de
#1 für Kurzreisen

Kurzurlaub.de



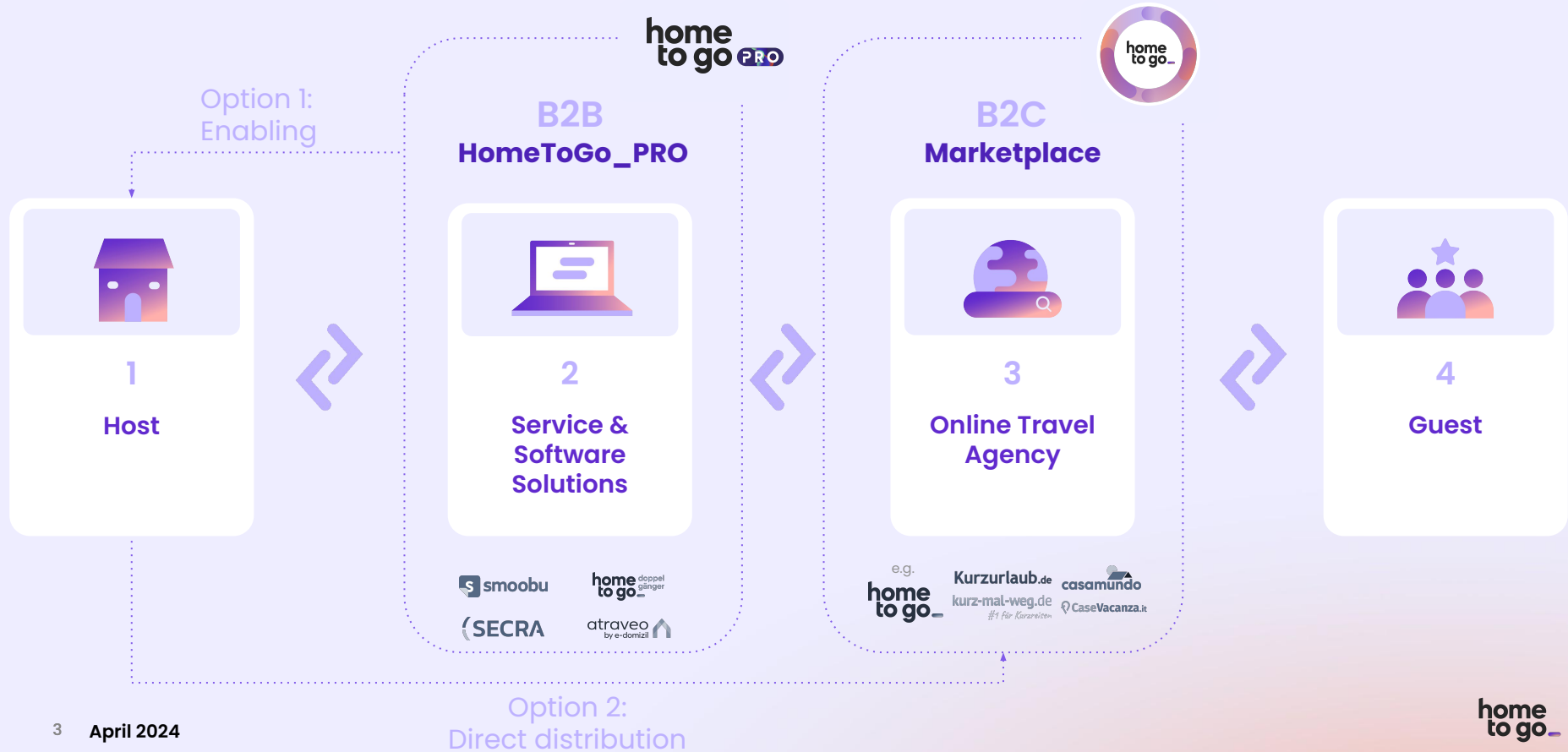
smoobu

tripping

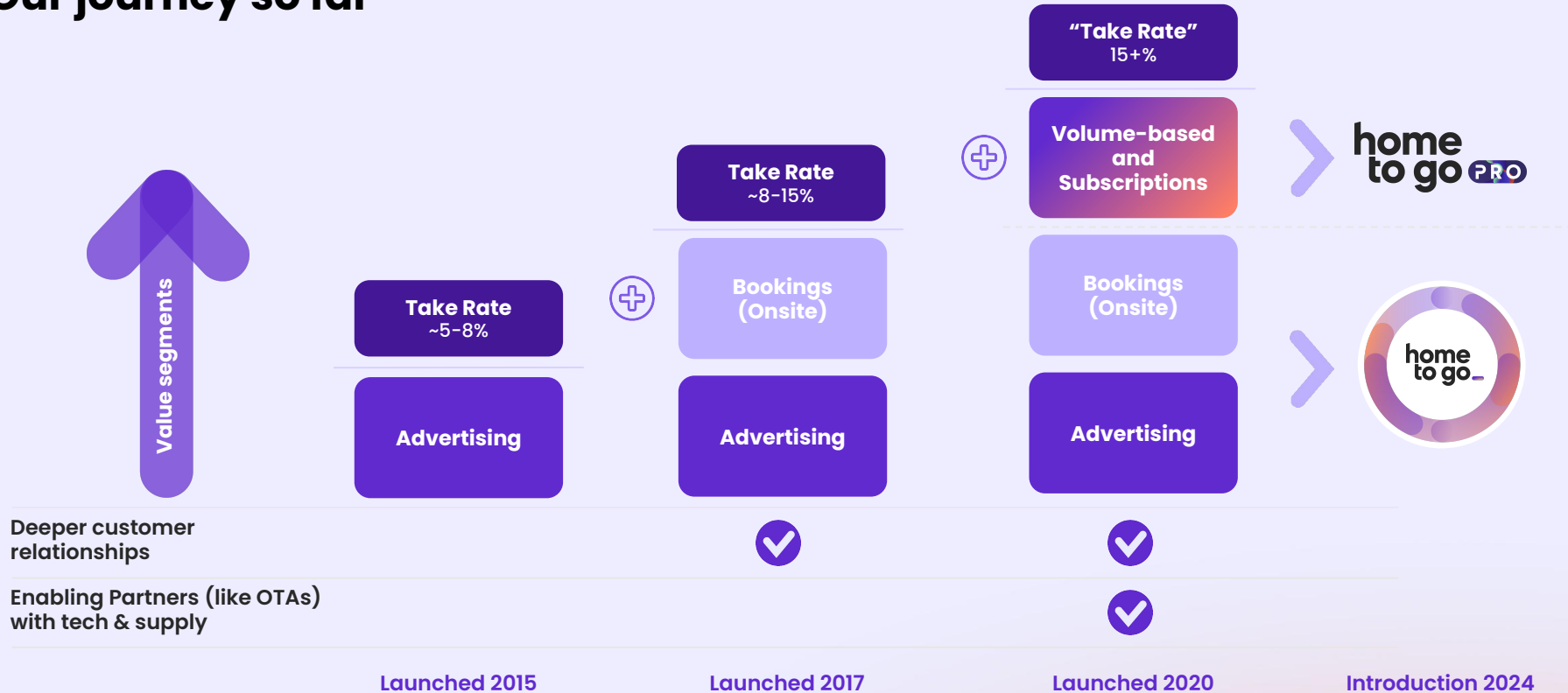
WIMDU



HomeToGo serves the needs of both the supply and demand side along the value chain



Our journey so far



HomeToGo's revenue model in a nutshell

B2C: Marketplace (~70% of IFRS revenues)



Bookings (Onsite)

Advertising

Traveler's total spent
(Gross Booking Value)

€1,000

x Our revenue share
("take rate")

10.2%

= Booking Revenue

€102

Illustrative example

B2B: Software & Service Solutions (~30% of IFRS Revenues)



SaaS

Volume Based

e.g.

SMOOBU

atraveo
by e-domizil

home to go
doppelgänger

SECRA

Monthly
base fee

€20

+

Additional
Monthly fee
per property
managed

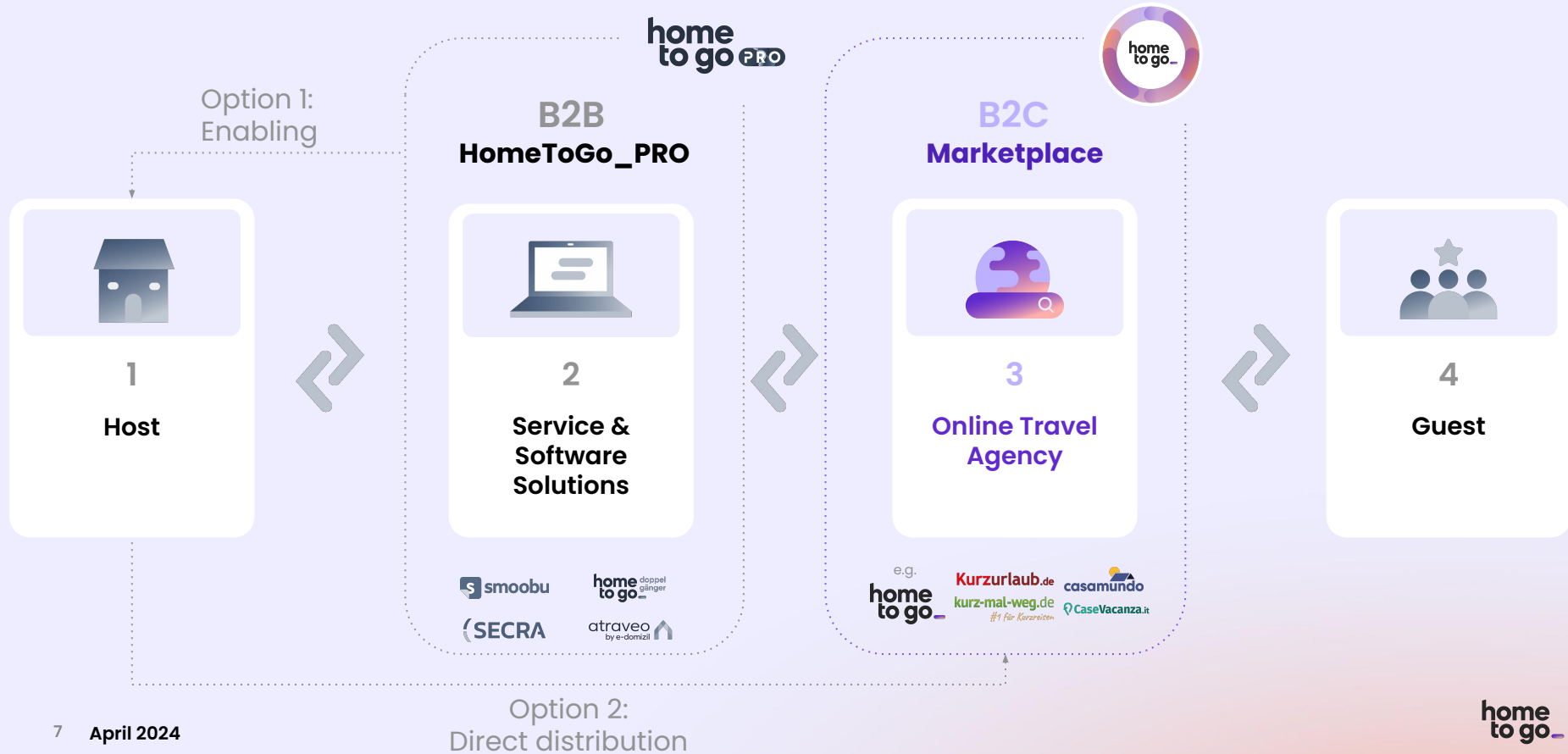
€9

Success Commission
to market property

Low double-digit
percentage

B2C segment: HomeToGo's Marketplace

HomeToGo serves the needs of both the supply and demand side along the value chain



Why HomeToGo?

1



Travelers

Creating an unparalleled experience to drive repeat demand

2



Supply

Growing our global footprint and scaling diversified supply, incl. targeted M&A

3



Technology + Data

Further utilizing existing and developing new solutions to enable the entire alternative accommodation industry

Our Vision

Making incredible homes easily accessible to everyone

For travelers, we aim to become the go_to destination for vacation rentals

HomeToGo offers an unparalleled and highly curated selection of vacation rentals and great customer experience



World's largest selection of vacation rentals



Highly curated through smart tools & machine learning






Trusted checkout & payments

HomeToGo is top-ranked in the industry

01 Travelers

Handelsblatt

The best travel portals in Germany for vacation rentals

Rang	Anbieter	Punkte	Note
1	Airbnb	94,7	Bester
2	Hometogo.de 	91,8	Top
3	Ferienhausmiete.de	91,7	Top
4	E-Domizil 	91,5	Top
5	Casamundo.de 	91,1	Top
6	Tourist-online.de	88,5	Sehr gut
7	Bestfewo.de	88,2	Sehr gut
8	Fewo-direkt.de	88,0	Sehr gut
9	Interhome.de	87,8	Sehr gut
10	Interchalet.de	85,6	Sehr gut

Newsweek



Offering a highly attractive customer base



High average basket sizes

With an average stay **length of 7 days** and resulting high **basket size** for Onsite bookings, we present an attractive channel for our Partners to ensure high revenues with low effort



Long booking windows

Average **booking windows beyond 90 days** allow our Partners to plan ahead and give occupancy security



Attractive customer group

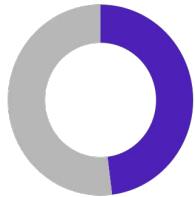
HomeToGo travelers show an opportunity for high purchasing power with more than **80% of travelers being older than 35 years*** and more than **39% of bookings being non-domestic**

HomeToGo is a leading booking channel for many of the most relevant and best known property managers

02 Supply

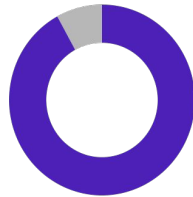
HomeToGo positioning

Top 2
Booking Channel



~50%
of Top 25 partner¹

Top 5
Booking Channel



~90%
of Top 25 partner¹

Growing our and our Partners' success

Number of bookings placed with the Partner



2017

Partner switches to HomeToGo Onsite booking

Q1 2018

50x bookings growth compared to Q1 2017

Q1 2020

90x bookings growth compared to Q1 2017

Q1 2023

160x bookings growth compared to Q1 2017

We are a crucial revenues facilitator for our most important partners

Technology, data and AI are at the core of our business removing friction between demand and supply

03 Technology

15+ million

Offers in the search database from thousands of Partners



3.5+ billion

Images processed through our data pipelines



AI models



50+ million

Visits from users looking for their best accommodation



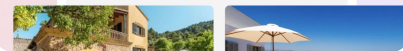
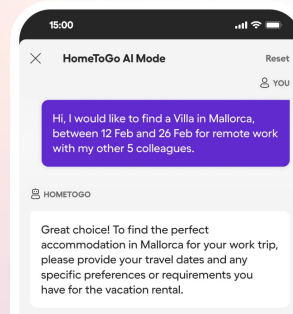
Proprietary algorithms built to solve various problems

First vacation rental focused marketplace

AI Mode



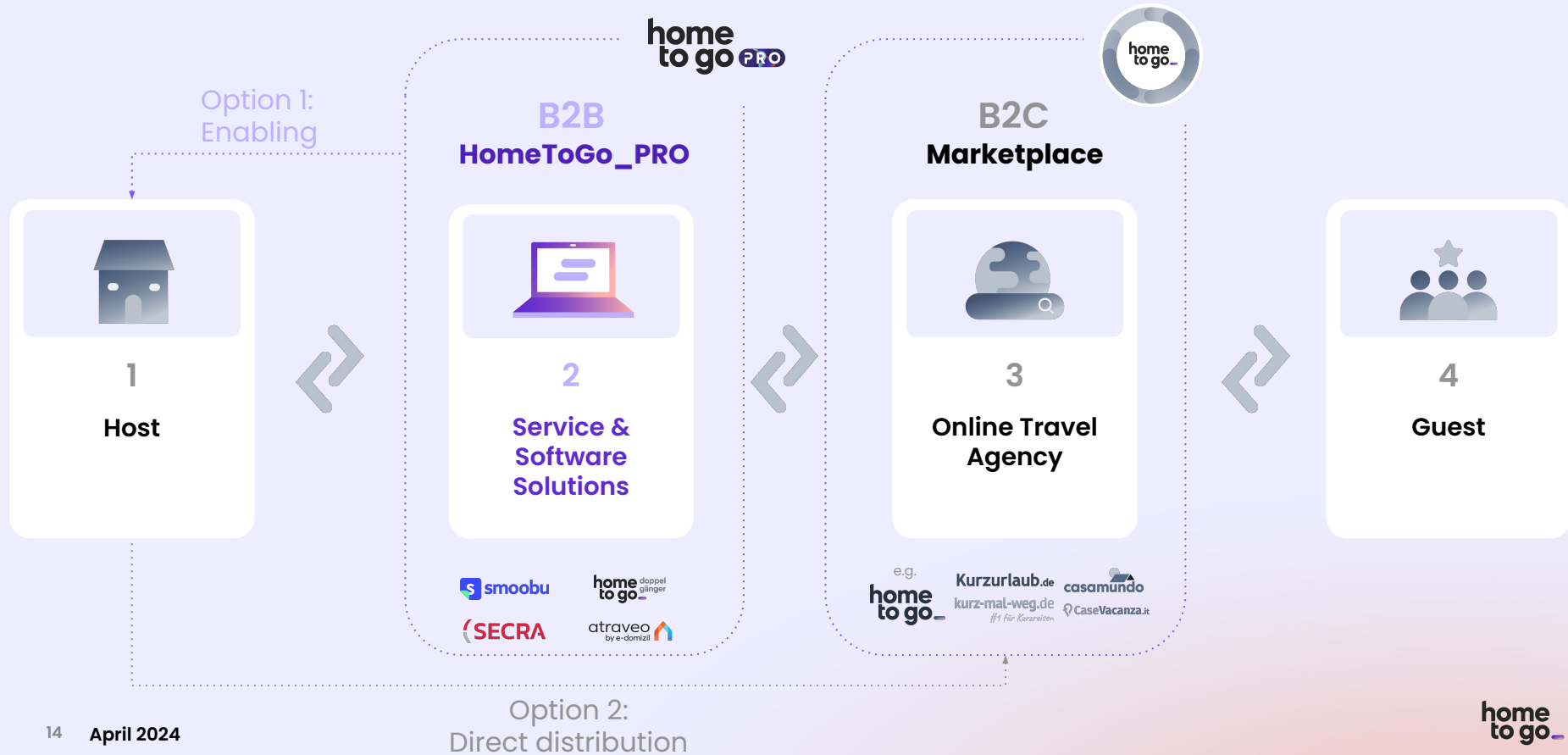
Try AI mode
AI-powered travel planner



Always delivering our customers an amazing and targeted experience

**B2B segment:
HomeToGo_PRO**

HomeToGo serves the needs of both the supply and demand side along the value chain



HomeToGo_PRO consists of B2B Software & Service Solutions for the whole travel market

American & European-wide offering to the supply side of vacation rentals



B2B Software & Service Solutions for the whole travel market
(Online Travel Agencies, Property Managers, Hosts)



Subscriptions and Volume-based services

Listing and distribution of vacation rentals

Self-service solutions

Real-time channel management

Website & Communications

Brokerage of vacation rentals

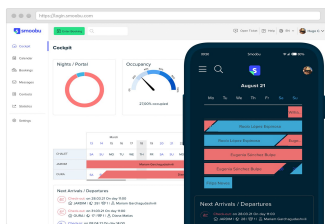
Redistribution solutions

Continued success with our all-in-one SaaS solution for independent hosts: Smoobu

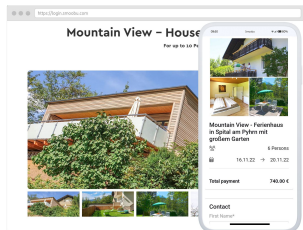
SMOObU

Acquired Mar 2021

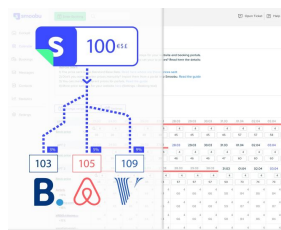
An all-in-one SaaS solution to connect self-service focused hosts more easily to our Partners



Overview via central cockpit incl. guest communication



Click-and-build own website easily



Synchronise data like prices & availabilities

Deepdive #1

Q4 2023

MRR
YoY Growth

>50%

Rule of 40

>100%

Net Retention
Rate

>110%

Strong reputation as software and integration partner loved by customers



Preferred
Software Partner
2022

HomeToGo's Doppelgänger technology is already used by industry leading local and global partners

Deepdive #2

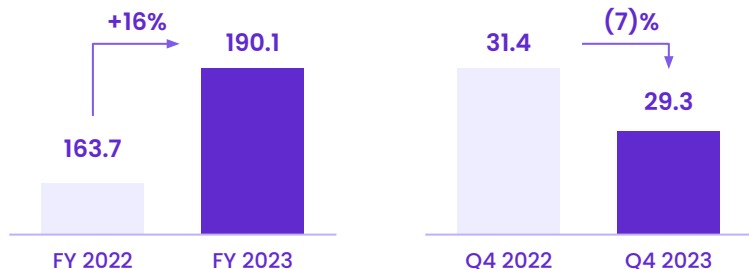


FY/23 Financials

In FY 2023 we significantly improved profitability leading to strong cash conversion

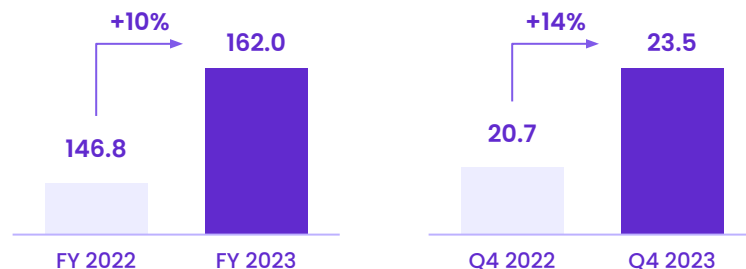
1 Booking Revenues

in €M



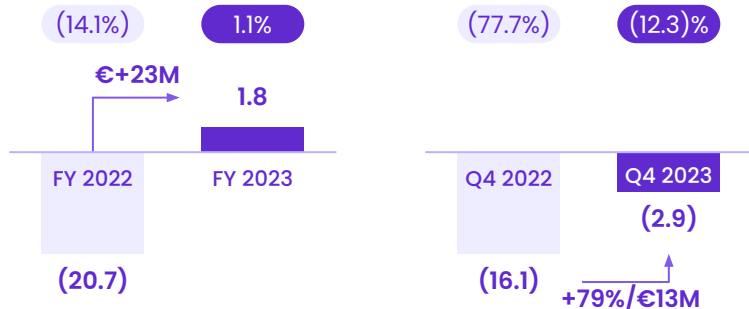
2 IFRS Revenues

in €M



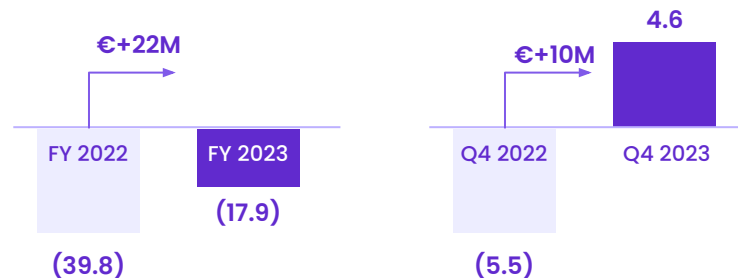
3 Adjusted EBITDA¹ (Margin²)

in €M



4 Free Cash Flow³

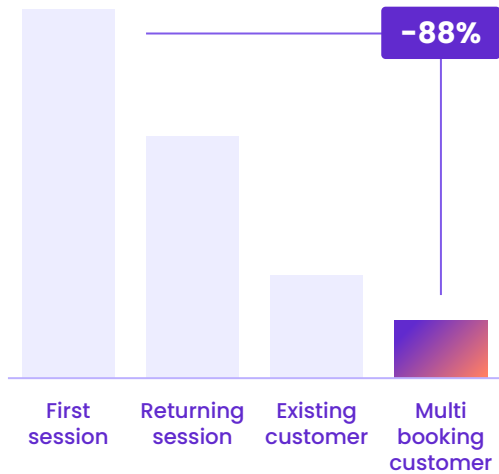
in €M



Rapid growth of repeat demand and improvement in marketing efficiency as key success factors for profitability uplift

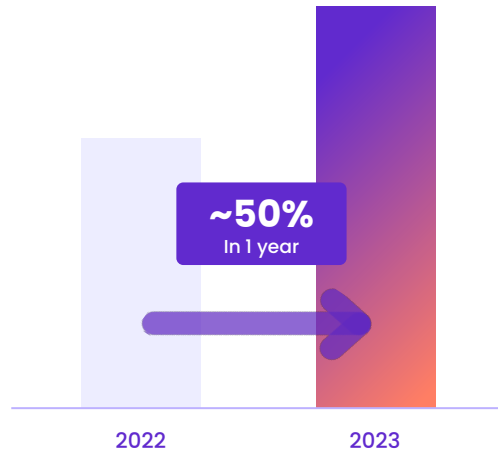
1

ACNR per user segment for 2023¹



2

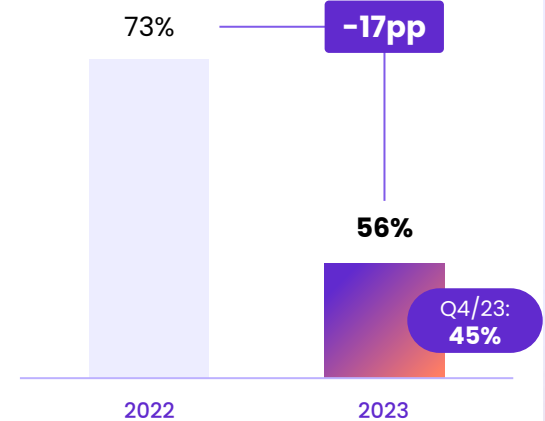
Growth of Booking Revenues from Repeat Customers²



3

Clear focus on marketing efficiency³

Marketing cost / Booking Revenues³



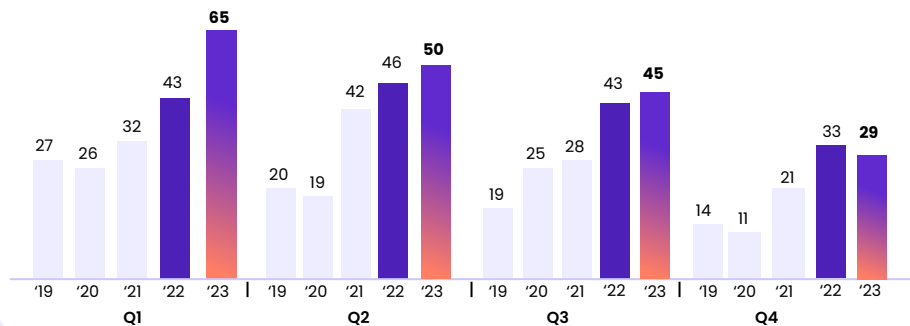
¹ ACNR = Acquisition cost / net revenue; net revenue as booking revenue after cancellations for 2023

² Booking Revenues from repeat customers include all Booking Revenues from existing customers (>= 1 lifetime booking on one of our brands).

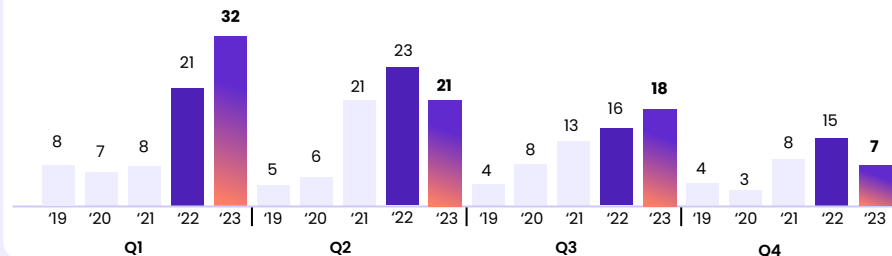
³ Marketing and sales costs adjusted for expenses for share-based compensation, depreciation and amortization, and one-off items in relation to Booking Revenues.

HomeToGo's track record in terms of growth and profitability

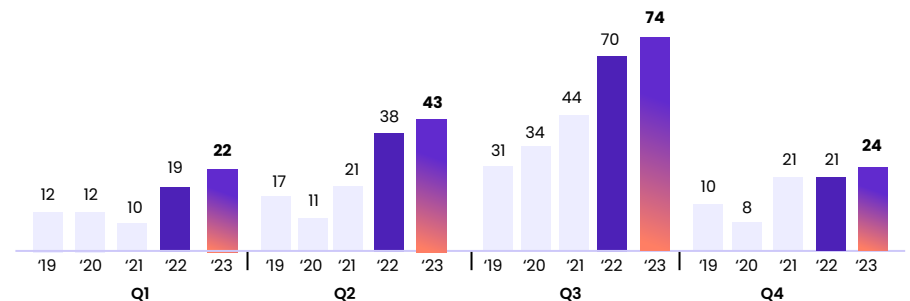
Booking Revenues (€ million)



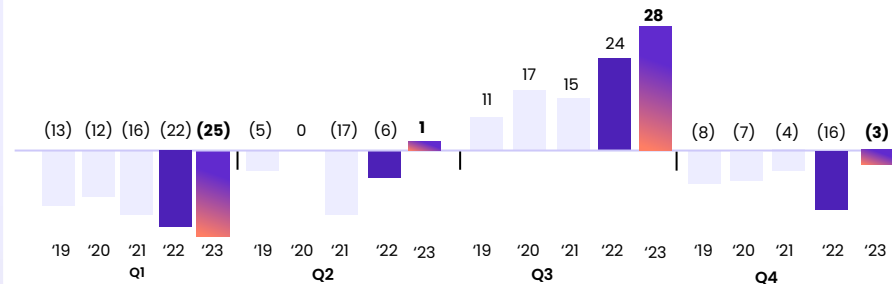
Onsite Booking Revenues (€ million)



IFRS Revenues (€ million)

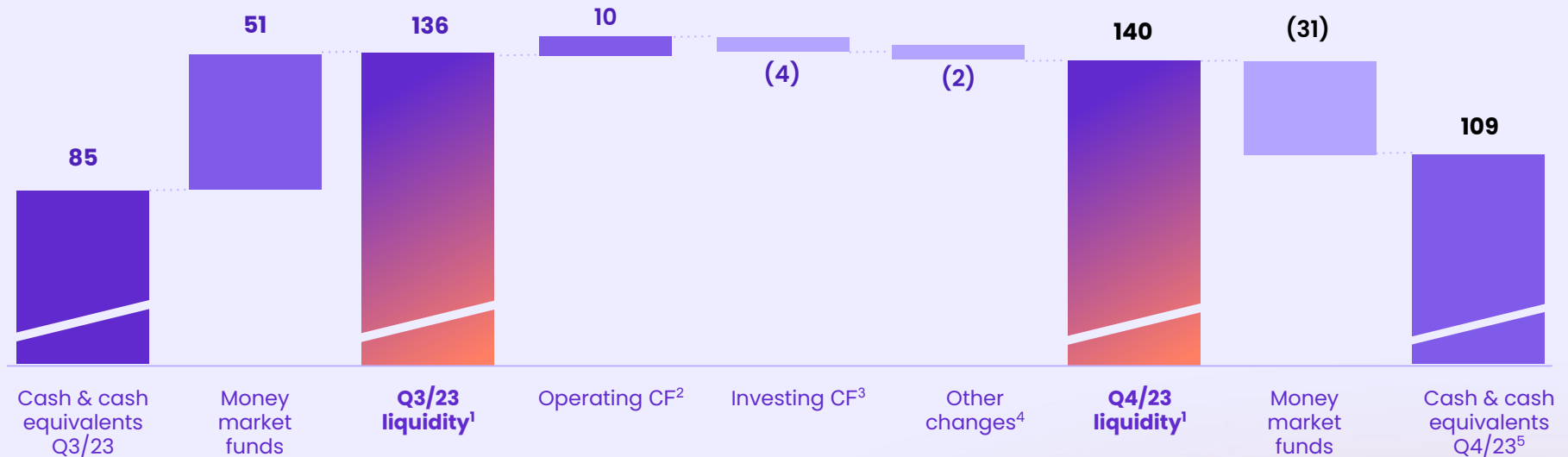


Adjusted EBITDA¹ (€ million)



Increase in cash position in Q4/23 due to cash conversion from receivables following summer season

in €M



1 Both Q3/23 and Q4/23 liquidity include investments into other highly liquid short-term financial assets, i.e. money market funds

2 Operating cash flow includes outflows in the amount of €0.5M for traveler advance payments collected as part of payment services for hosts.

3 Includes only cash flows from investments in fixed and intangible assets. Presentation is adjusted for proceeds from sale of EUR 20 million stake in money market fund compared to presentation in consolidated financial statements

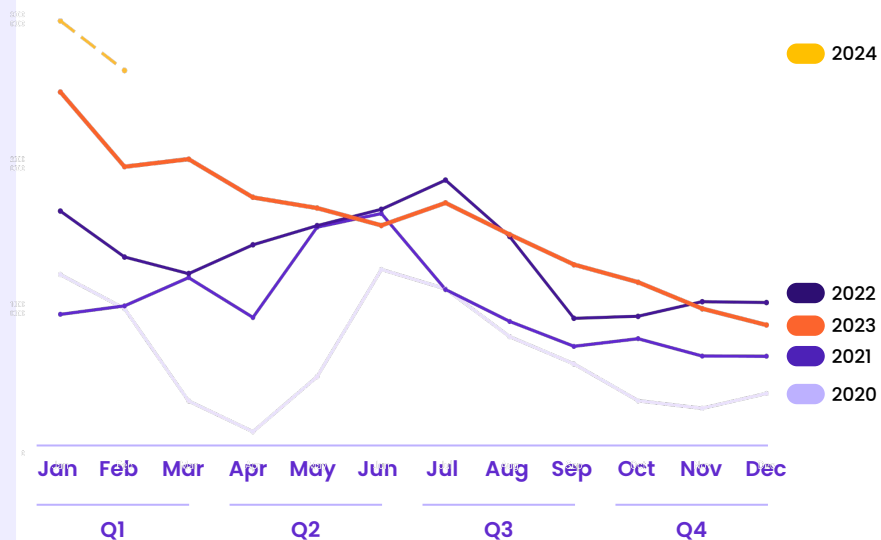
4 Includes financing cash flow and effect of exchange rate on cash and cash equivalents.

5 Q4/23 cash & cash equivalents include cash of €0.5M that is restricted due to statutory requirements.

Booking Revenues significantly above previous years despite competitive start into 2024

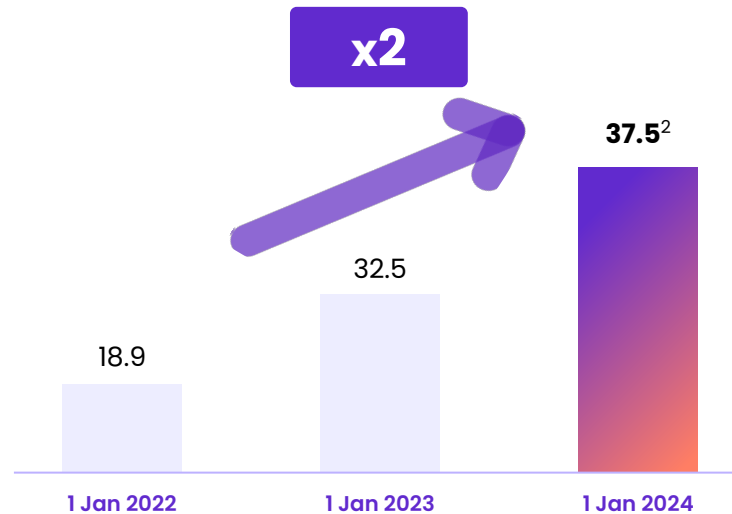
Favorable start into the year

Indicative monthly Booking Revenues








Building the foundation for accelerated growth in 2024

Booking Revenues¹ Backlog, in €M



HomeToGo is aiming for accelerated growth at improved profitability in 2024

	Guidance for FY 2023	Achievements FY 2023	Outlook from CMD 2023	Guidance for FY 2024
 Booking Revenues¹	€180-190M	€190.1M 	"Clearly surpassing FY/23 growth rate"	 €>250M (>30% YoY)
 IFRS Revenues	€158-162M	€162.0M 	"Potentially reinvest parts of profitability into additional long-term growth"	 €>220M (>35% YoY)
 Adjusted EBITDA²	€(1)-1M	€1.8M 	"Improve profitability, remaining above Adjusted EBITDA break-even"	 €>10M (>400% YoY)

¹ Non-GAAP operating metric to measure performance that is defined as the net Euro value of bookings before cancellations generated by transactions on the HomeToGo platforms in a reporting period (CPA, CPC, CPL and Subscriptions & Services)

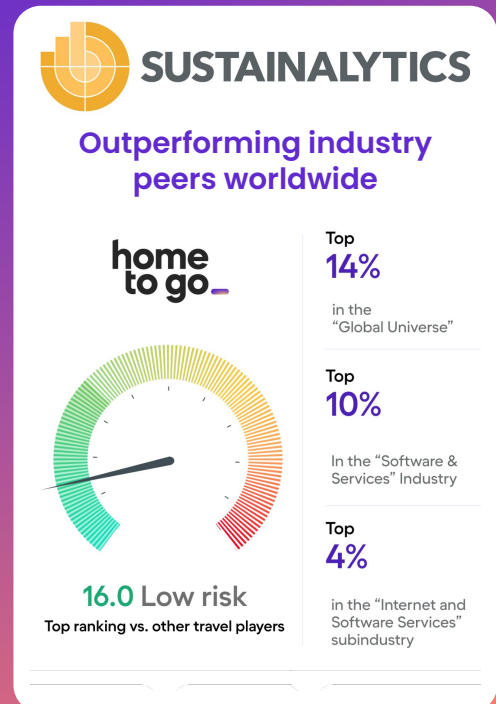
² Adjusted by expenses for share-based compensation and non-recurring one-off items

APPENDIX

External view on HomeToGo: Current analyst recommendations and industry-leading ESG rating

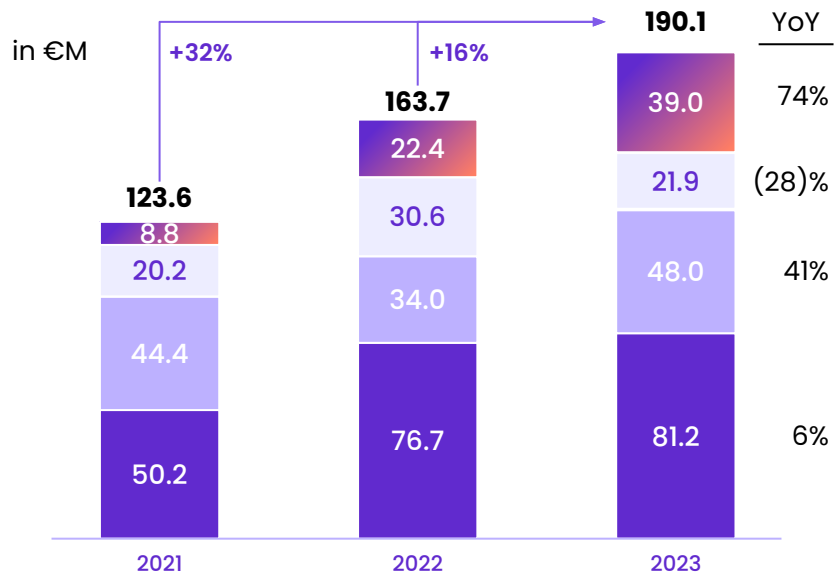
Institution	Analyst	Rating	Price Target	Date
Baader Bank	Volker Bosse	Buy	EUR 5.50	26.03.24
Berenberg	Wolfgang Specht	Buy	EUR 5.00	04.01.24
Cantor Fitzgerald	Bharath Nagaraj	Buy	EUR 4.50	02.04.24
Deutsche Bank	Silvia Cuneo	Buy	EUR 4.80	26.03.24
Hauck Aufhäuser	Christian Salis	Buy	EUR 5.30	27.03.24
Quirin Privatbank	Marcel Ghazi	Buy	EUR 3.56	05.12.23
Stifel	Benjamin Kohnke	Buy	EUR 4.60	26.03.24
Warburg Research	Felix Ellmann	Buy	EUR 6.60	27.03.24

First ESG-Rating

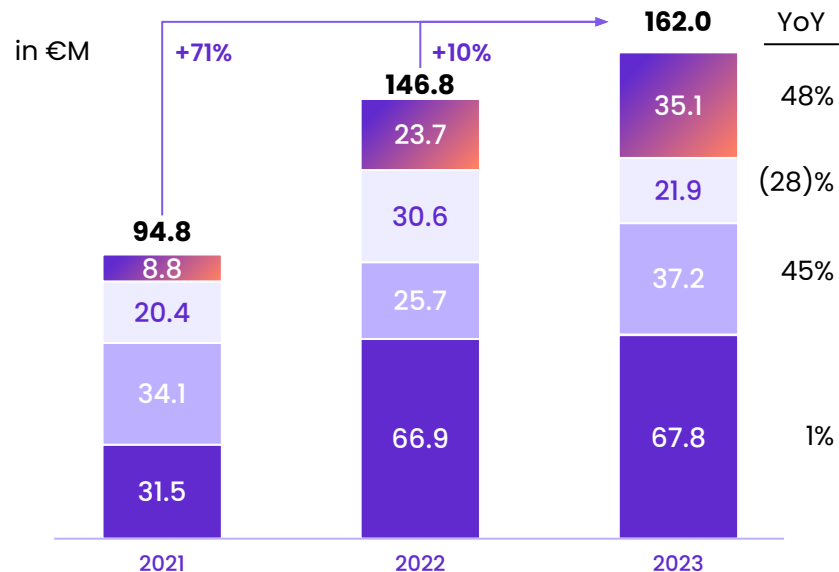


Strong growth in Subscriptions & Services and CPA Offsite contributed to double-digit top-line growth

1 Booking Revenues¹



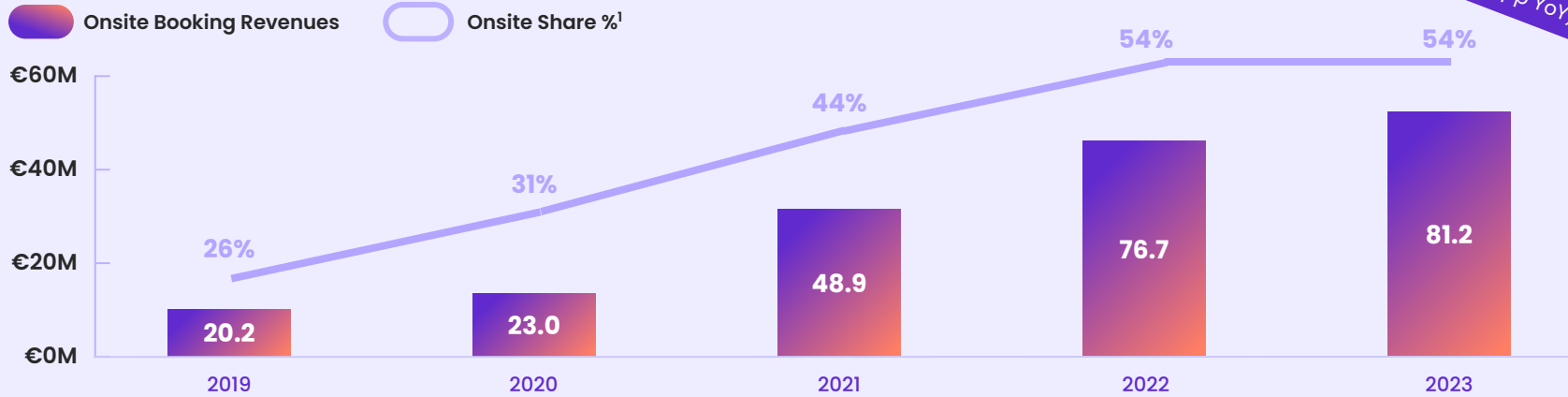
2 IFRS Revenues



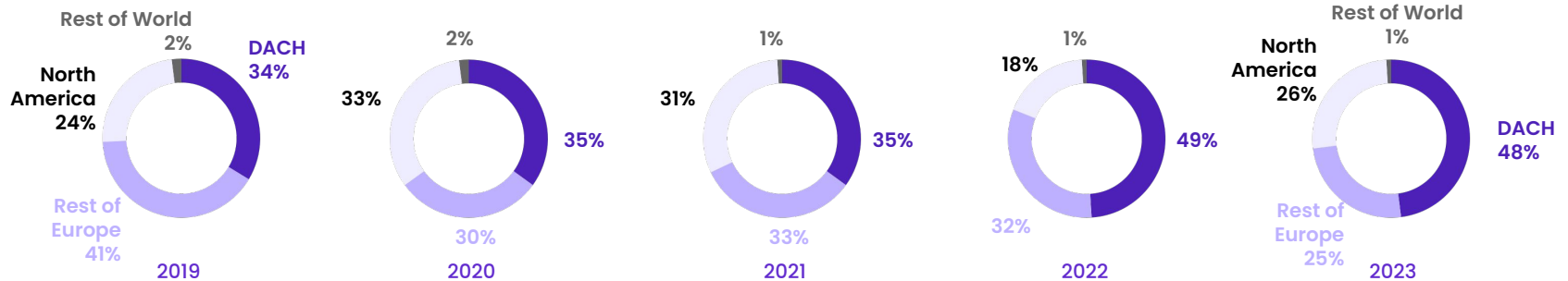
■ CPA Onsite
 ■ CPA Offsite
 ■ CPC
 ■ Subscriptions & Services

Further increasing Onsite business

FY/23 Booking Revenues
Onsite Share DACH¹: 82%
(+3pp YoY)



Regional Booking Revenues Share²

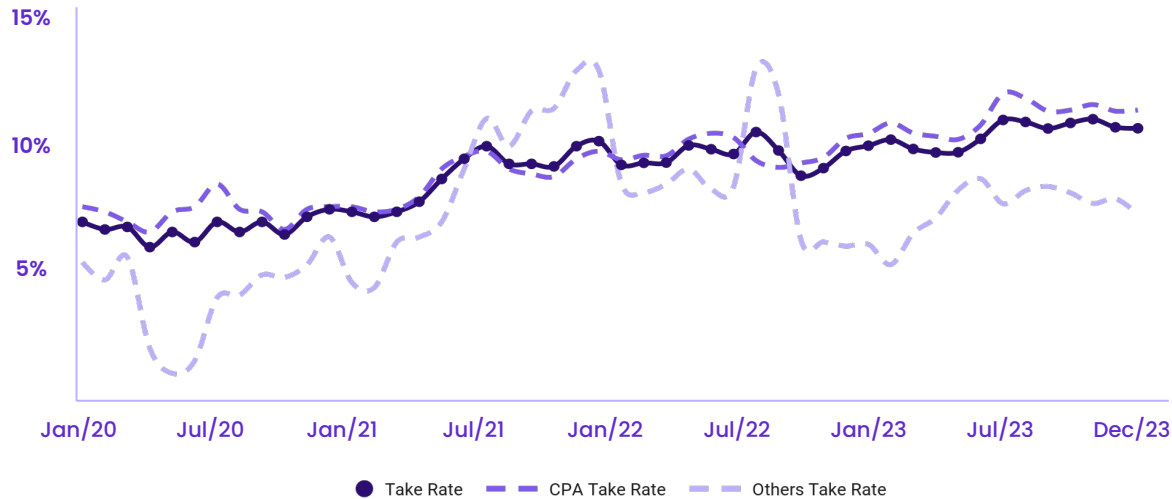


¹ Onsite Share is defined as ratio of Onsite CPA Booking Revenues to Booking Revenues excluding Booking Revenues from Subscriptions & Services that measures the penetration of our Partner base with our Onsite Product.

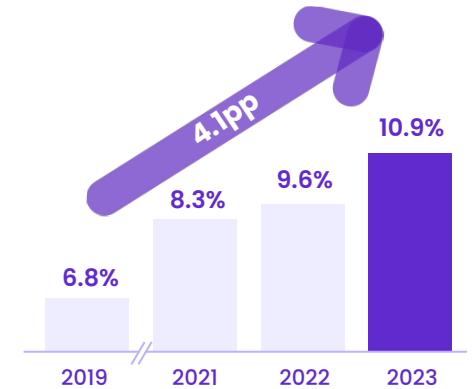
² Booking Revenues excluding Subscriptions & Services

Continuous improvement of our CPA Take Rate

Evolution of Take Rate



Increasing CPA Take Rate in % of GBV



Significant progress in profitability driven by higher Marketing & Sales, as well as G&A efficiency

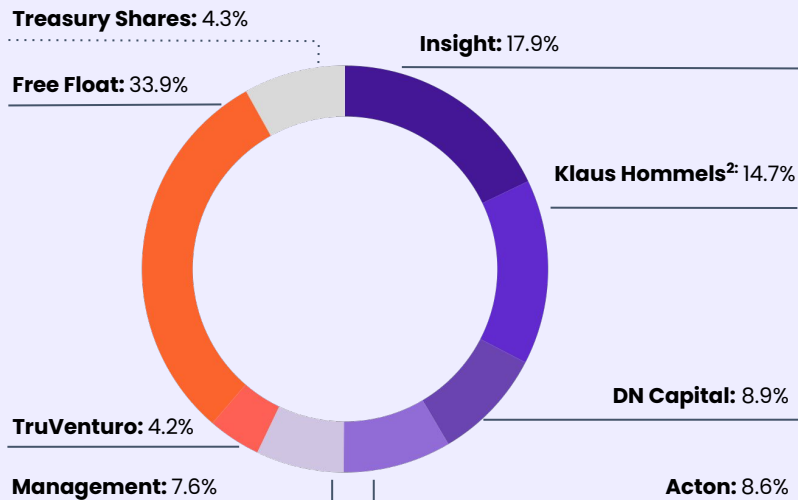
Costs and margins^{1,2}

(in % of IFRS Revenues)

	Q4			FY		
	2022	2023	Delta	2022	2023	Delta
Cost of revenues	(5.0)%	(5.3)%	(0.3)pp	(3.6)%	(2.6)%	1.0pp
Gross profit	95.0%	94.7%	(0.3)pp	96.4%	97.4%	1.0pp
Marketing & Sales	(101.4)%	(56.6)%	44.8pp	(81.3)%	(66.2)%	15.1pp
Product Development	(29.9)%	(35.1)%	(5.2)pp	(15.3)%	(18.0)%	(2.7)pp
Administrative expenses	(34.4)%	(15.9)%	18.5pp	(15.0)%	(12.4)%	2.6pp
Other income and expenses	(7.1)%	5.5%	12.6pp	1.1%	0.4%	(0.7)pp
Adjusted EBITDA ¹	(77.7)%	(12.3)%	65.4pp	(14.1)%	1.1%	15.2pp

The HomeToGo Share

Shareholder Structure¹



Share Information

Ticker symbol	HTG
Type of Shares	Class A Shares (Public Shares) and Class B Shares (Founder Shares)
Stock Exchange	Frankfurt Stock Exchange
Market Segment	Regulated Market (Prime Standard) of the Frankfurt Stock Exchange
First Day of Trading	September 22, 2021
Total Number of Shares Outstanding	121,738,400 (117,155,067 Class A Shares and 4,583,333 Class B Shares)
Total Number of Issued Shares	127,138,982 (122,555,649 Class A Shares and 4,583,333 Class B Shares)
Issued Share Capital	€ 2,441,068.45

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Fricke, CFA**



Senior Investor Relations Manager
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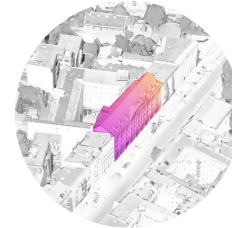
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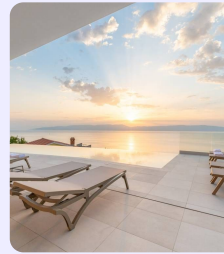


from **430 €** per night
Book directly on HomeToGo

250 m² Villa - 4 bedrooms - 10 guests
Beautiful Villa Aron, in Dalmatia, with a Pool
5.0 ★★★★★ (3 ratings)

📍 Pakoštane, Zadar County

Details [View deal](#)



from **836 €** per night
Book directly on HomeToGo

499 m² Villa - 6 bedrooms - 14 guests
Modern Villa in Ždrelac with Sp
5.0 ★★★★★ (1 rating)

📍 Ždrelac, Zadar County

Details

Scan Me



home
to go.

Disclaimer

Forward-Looking Statements

This Presentation contains certain forward-looking statements, including statements regarding HomeToGo's future business and financial performance. These forward-looking statements generally are identified by the words "believe," "project," "expect," "anticipate," "estimate," "intend," "strategy," "future," "opportunity," "plan," "plan," "may," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions. These forward-looking statements reflect, at the time made, HomeToGo's beliefs, intentions and current targets/aims concerning, among other things, HomeToGo's results of operations, financial condition, liquidity, prospects, growth and strategies. Forward-looking statements include statements regarding: objectives, goals, strategies, outlook and growth prospects; future plans, events or performance and potential for future growth; liquidity, capital resources and capital expenditures; economic outlook and industry trends; developments of HomeToGo's markets; the impact of regulatory initiatives; and the strength of HomeToGo's competitors. Forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. The forward-looking statements in the Presentation are based upon various assumptions, many of which are based, in turn, upon further assumptions, including without limitation, management's examination of historical operating trends, data contained in HomeToGo's records and other data available from third parties. Although HomeToGo believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond its control. Forward-looking statements are not guarantees of future performance and such risks, uncertainties, contingencies and other important factors could cause the actual outcomes and the results of operations, financial condition and liquidity of HomeToGo or the industry to differ materially from those results expressed or implied in the Presentation by such forward-looking statements. No representation or warranty is made that any of these forward-looking statements or forecasts will come to pass or that any forecast result will be achieved. Undue influence should not be given to, and no reliance should be placed on, any forward-looking statement. No statement in the Presentation is intended to be nor may be construed as a profit forecast. It is up to the recipient to make its own assessment of the validity of any forward-looking statements and assumptions. No liability whatsoever is accepted by HomeToGo or any of HomeToGo's Representatives or any other person in respect of the achievement of such forward-looking statements and assumptions.

Use of Non-IFRS Measures

The Presentation includes certain financial measures (including on a forward-looking basis) that have not been prepared in accordance with International Financial Reporting Standards as adopted by the International Accounting Standards Board ("IFRS"). These non-IFRS measures are an addition, and not a substitute for or superior to, measures of financial performance prepared in accordance with IFRS and should not be considered as an alternative to net income, operating income or any other performance measures derived in accordance with IFRS. HomeToGo believes that these non-IFRS measures of financial results (including on a forward-looking basis) provide useful supplemental information to investors about HomeToGo. These projections are for illustrative purposes and should not be relied upon as being necessarily indicative of future results. Metrics that are considered non-IFRS financial measures are presented on a non-IFRS basis without reconciliations of such forward looking non-IFRS measures due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliation. They are subject to inherent limitations as they reflect the exercise of judgments by management about which expenses and income are excluded and included in determining these non-IFRS financial measures. In order to compensate for these limitations, management presents non-IFRS financial measures in connection with IFRS results. In addition, other companies may calculate non-IFRS measures differently, or may use other measures to calculate their financial performance, and therefore, HomeToGo's non-IFRS measures may not be directly comparable to similarly titled measures of other companies.

Financial Information

This Presentation contains unaudited financial information for HomeToGo, which may be subject to change.