



ABOUT YOU®

**Q1 24/25
EARNINGS CALL PRESENTATION**

July 10, 2024

It's ABOUT YOU | aboutyou.com

AGENDA

01

BUSINESS UPDATE

02

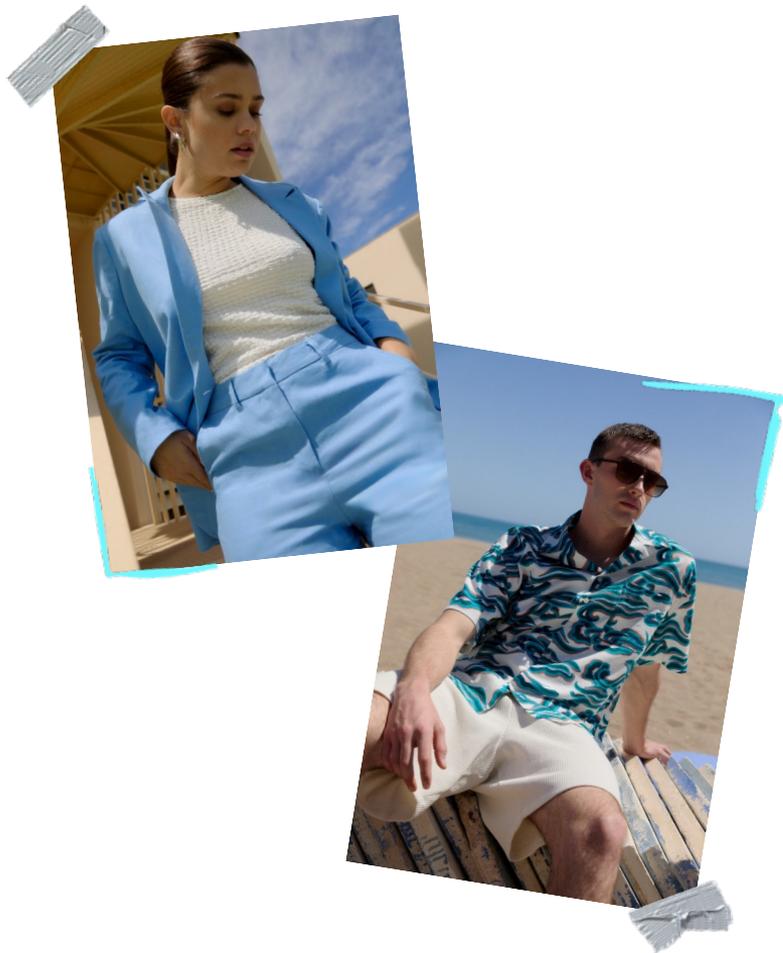
FINANCIAL UPDATE

03

OUTLOOK

04

Q&A

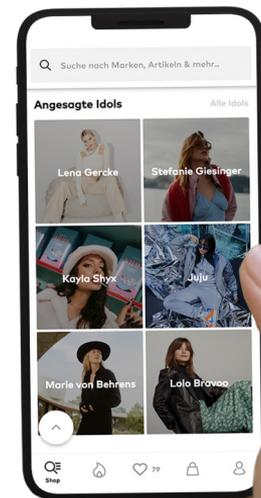


BUSINESS UPDATE



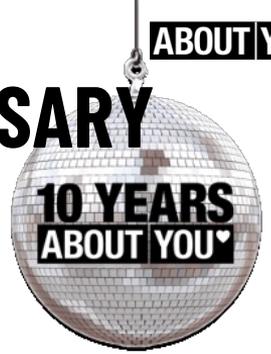
Q1 24/25 KEY TAKEAWAYS

- 01** Strong uplift in adjusted EBITDA¹ to EUR 15.0m (Q1 23/24: EUR 4.2m) and continued Group revenue growth of 2.2% to EUR 518.3m in Q1 24/25
- 02** Further increase in the average order value LTM² to EUR 58.5 (Q1 23/24: EUR 54.8) due to positive effects from measures to improve unit economics as well as higher gross selling prices and lower discount levels
- 03** Gross margin increased by 380 basis points to 43.2%, resulting from positive mix effects, an improved inventory position, and lower promotional intensity in the fashion industry
- 04** Successful execution of the ten-year anniversary campaign led to an increase in the marketing cost-to-revenue ratio by 160 basis points YoY - in line with the strategic decision to increase marketing to drive brand awareness and growth
- 05** High positive free cash flow generation of EUR 46.0m (Q1 23/24: EUR 10.8m) due to the improved EBITDA, reduced inventory levels, and lower CAPEX
- 06** Guidance for FY 24/25 reiterated: Expected to grow Group revenue between +1% and +10% YoY and increase adjusted EBITDA¹ to a range of EUR 10m to EUR 30m



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

ABOUT YOU CELEBRATED ITS TEN-YEAR ANNIVERSARY



ANNIVERSARY MONTH IN A NUTSHELL



CONTENT CREATORS INVOLVED

>190

GROSS CONTACTS REACHED VIA TV¹

>400M

NEWSLETTERS SENT

>120M

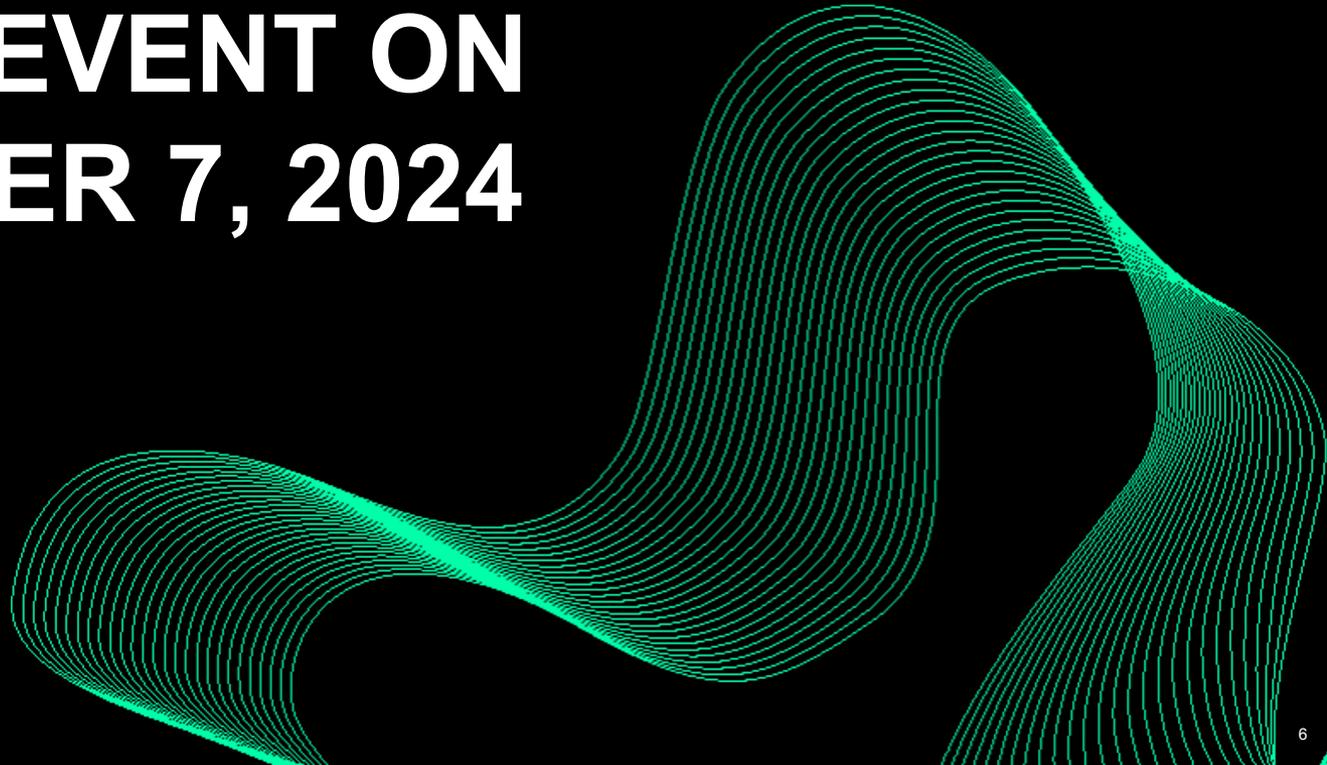
POSTS AND THEIR ORGANIC VIEWS

>130 | >5M

1. Within ABOUT YOU's target group

STAY TUNED FOR OUR STAND-ALONE

SCAYLE EVENT ON NOVEMBER 7, 2024

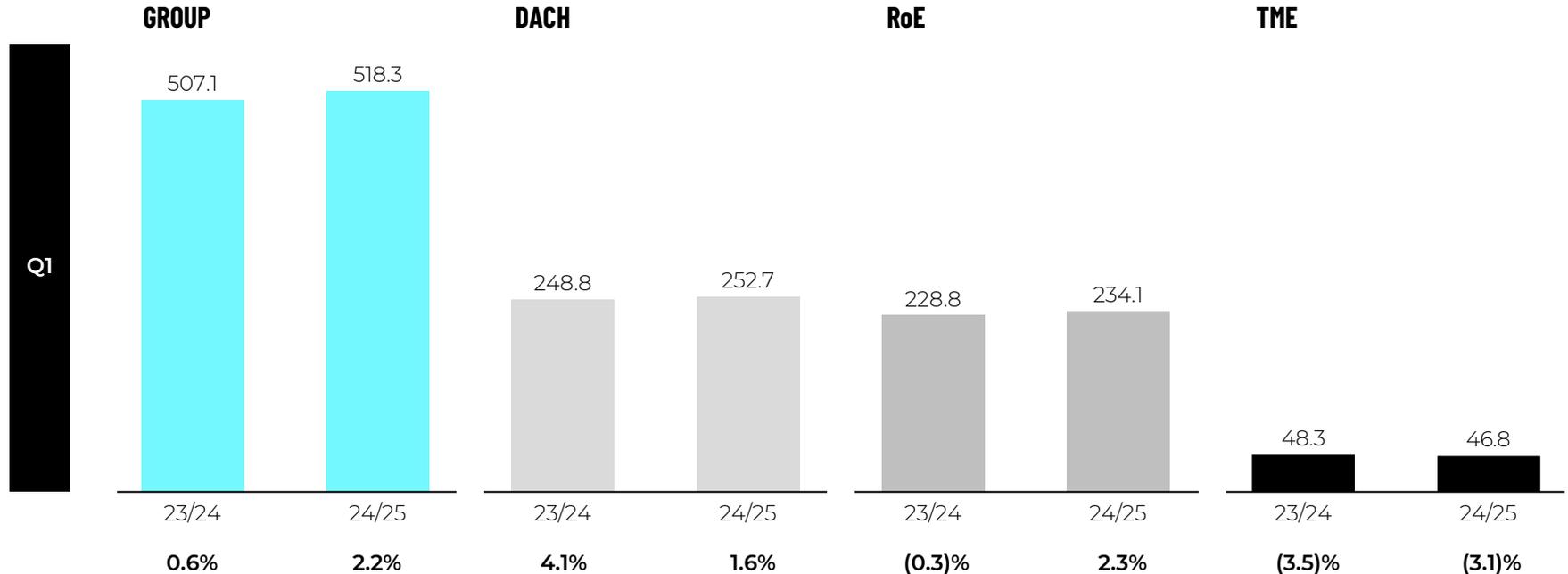


FINANCIAL UPDATE



CONTINUED GROUP REVENUE GROWTH DRIVEN BY COMMERCE SEGMENTS

REVENUE¹ (EUR M) - % GROWTH YOY



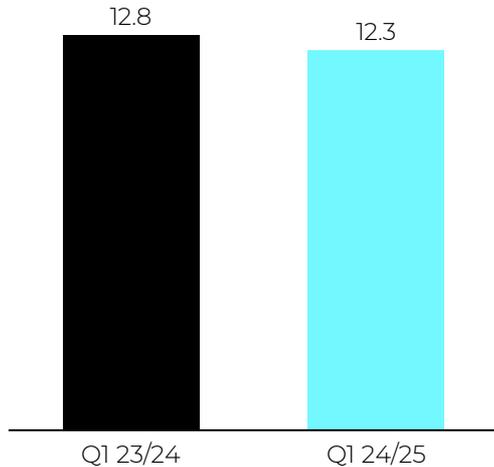
Note: Q1 24/25 ending on May 31, 2024; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR -15.2m for Q1 24/25 and EUR -18.7m for Q1 23/24

INCREASE IN AOV COMPENSATES FOR SLIGHT DECLINE IN AOF AND LTM ACTIVE CUSTOMERS

ABOUT YOU COMMERCE (ABOUT YOU DACH + ROE), Q1 24/25 (LTM)

TOTAL ACTIVE CUSTOMERS¹
(M)

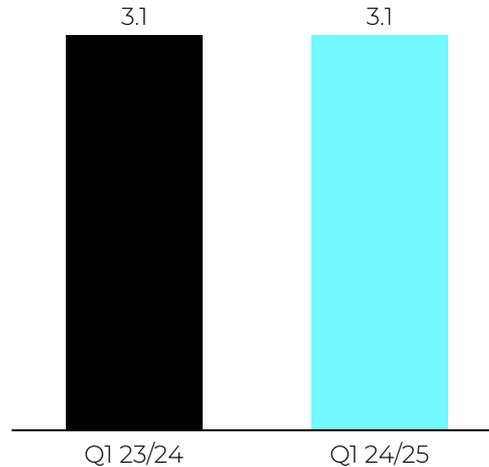


% growth YoY

8.6%

(4.4)%

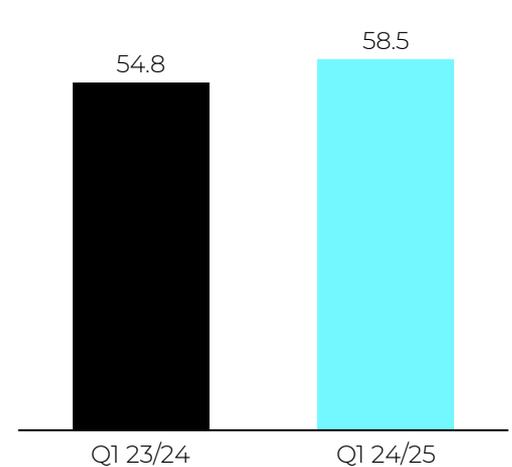
AVERAGE ORDER FREQUENCY²
(#)



4.6%

(0.5)%

AVERAGE ORDER VALUE³
(EUR)



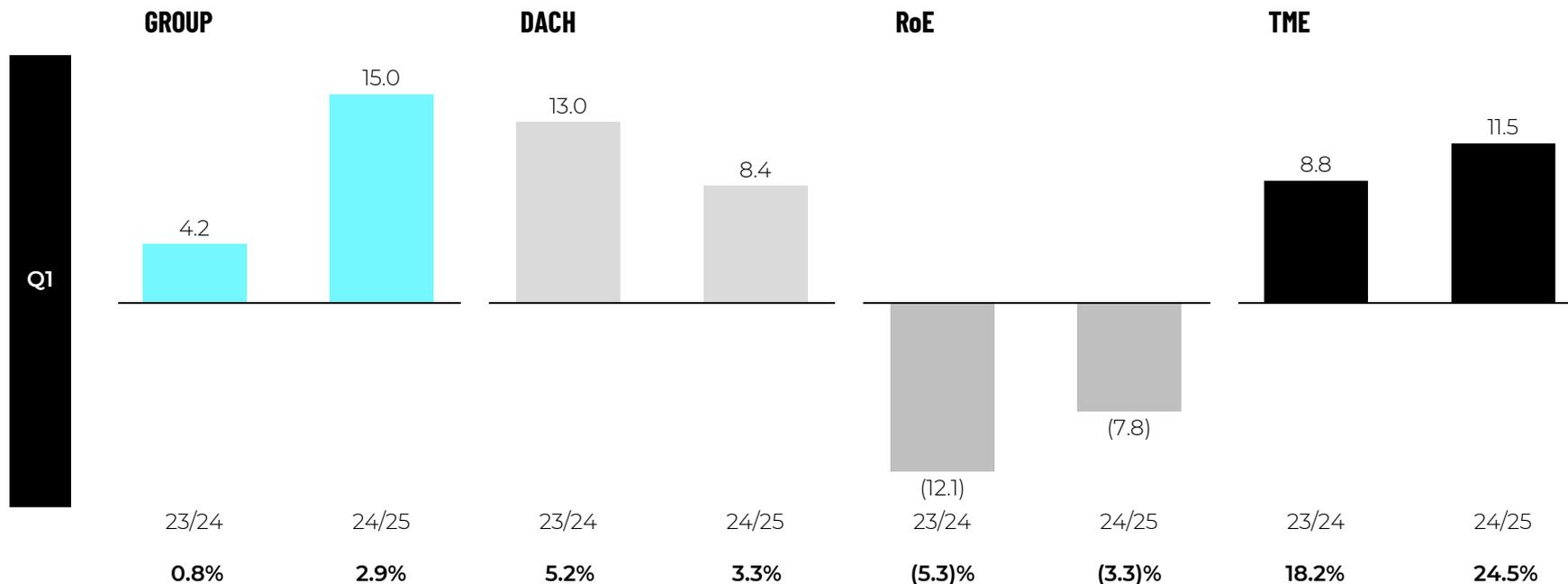
(3.5)%

6.7%

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 GROUP MARGIN IMPROVEMENT

ADJUSTED EBITDA¹ (EUR M) - % MARGIN



Note: Q1 24/25 ending on May 31, 2024; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group adjusted EBITDA of EUR 3.0m for Q1 24/25 and EUR -5.5m for Q1 23/24; EBITDA adjusted for (i) equity-settled share-based compensation expenses (Q1 24/25: EUR -5.5m) and (ii) one-time effects (Q1 24/25: EUR -0.4m)

EXPANSION IN GROSS MARGIN DRIVES ADJUSTED EBITDA INCREASE

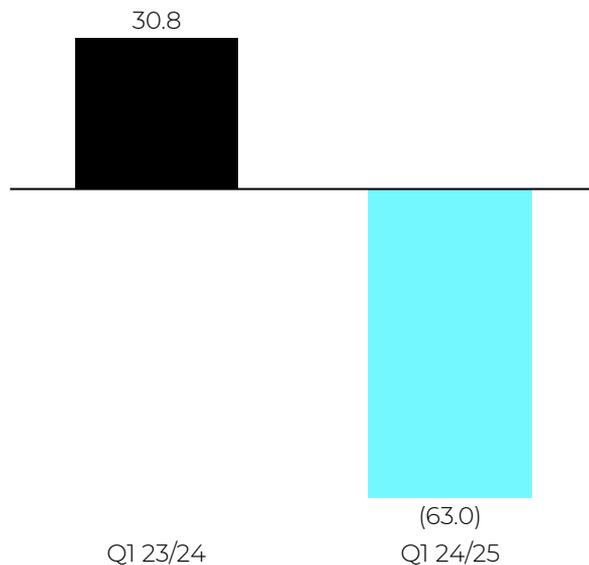
ABOUT YOU GROUP'S KEY MARGIN AND COST LINES

	Q1		
	23/24	24/25	YoY delta
% of revenue			
Gross margin¹	39.5%	43.2%	3.8pp
(-) Fulfillment costs¹	23.8%	24.2%	0.4pp
(-) Marketing costs¹	10.1%	11.7%	1.6pp
(-) Administrative expenses¹	4.8%	4.5%	(0.3)pp
Adjusted EBITDA margin	0.8%	2.9%	2.1pp

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)

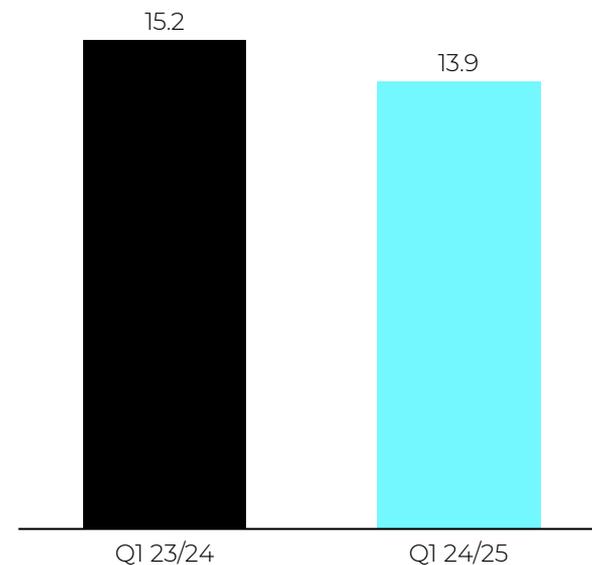


% of revenue LTM

1.6%

(3.2)%

CAPITAL EXPENDITURES² (EUR M)



% of revenue

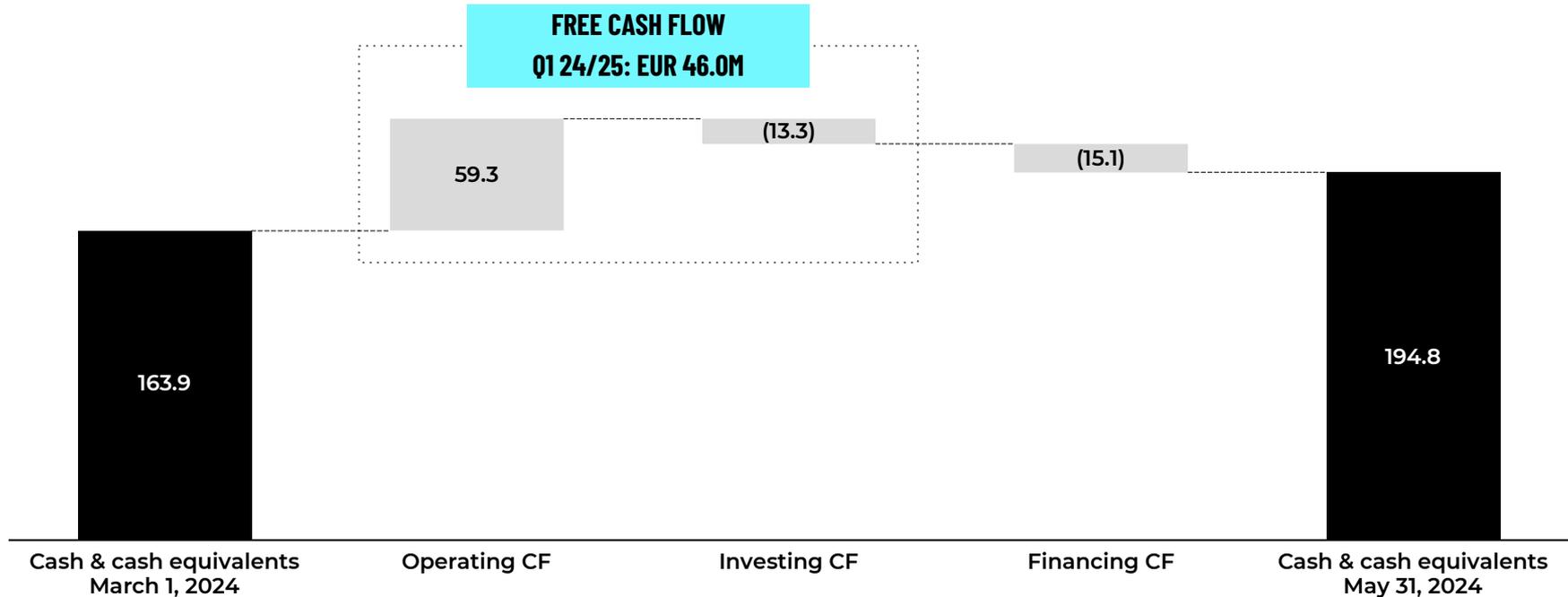
3.0%

2.7%

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 (Q1 24/25: EUR -8.7m; Q1 23/24: EUR -9.2m), acquisition of company shares (Q1 24/25: EUR 0.0m; Q1 23/24: EUR 0.0m), working capital loans for holdings in influencer brands and incubators (Q1 24/25: EUR -5.3m; Q1 23/24: EUR -6.5m)

STRONG FREE CASH FLOW GENERATION DRIVEN BY IMPROVEMENT IN OPERATING BUSINESS

LIQUIDITY POSITION - MAY 31, 2024 (EUR M)



OUTLOOK



FY 24/25 GUIDANCE CONFIRMED

GUIDANCE FOR FY 24/25

REVENUE	+1% to +10% YoY range
ADJUSTED EBITDA	EUR 10m to EUR 30m
CAPEX¹ & NET WORKING CAPITAL	CAPEX of EUR 30m to EUR 50m and negative net working capital

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

10/10/2024

H1 24/25 INTERIM FINANCIAL REPORT

1/9/2025

Q3 24/25 QUARTERLY STATEMENT

5/8/2025

ANNUAL REPORT FY 24/25



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