

SUPPLY/PARTNER DEEP DIVE

Capital Markets Day 2022

Charlotte Hartmann, Director Partnerships

Inga Flicker, Director Partner Solutions

Valentin Gruber, COO

10 November 2022

home
to go_

An aerial photograph of a serene landscape. A large, dark blue lake occupies the upper half of the frame, reflecting the sky. The shoreline is lined with dense, colorful autumn trees in shades of green, yellow, and orange. In the lower half, a small village with four white houses and red-tiled roofs is nestled on a grassy hillside. The houses are arranged in a row, and a dirt road winds through the area. The overall scene is peaceful and scenic, suggesting a vacation rental location.

**If you want to be successful
with your vacation rental business,
you will work with HomeToGo.**



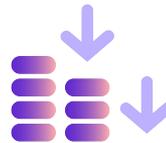
Dreamlike Vacation Rental (Krakow am See, Mecklenburg-Vorpommern)

**home
to go_**

The fragmented vacation rental market consists of 100.000s of different websites and suppliers



A pain for travelers
to find the right place to stay



A pain for suppliers
lacking access to the right demand,
standards, technology and data

We solve key pain points for the entire supply side

Online travel agencies (OTA)

Property managers

Hosts



1

Access to highly attractive domestic and international travelers beyond own marketing and retention activities



2

Benefit from features and infrastructure such as payment, image beautification, natural language processing or customer service teams



3

Get supply + better data around prices and availabilities

3

Use software solutions like property or channel management

3

Use software solutions to list, operate or distribute

Incremental customers,
supply and data

More bookings, and can
leverage HomeToGo's
technology

Enable online market
access via software solutions

**WE AMAZE
OUR PARTNERS...**

home
to go_

Offering a highly attractive customer base

1



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 **70% of travelers being older than 35 years*** and more than **40% of bookings being non-domestic**

We cater to our Partners' needs and have developed into an integral part of their business

1



Partners lead the guest experience and communication



The team at HomeToGo seamlessly matches our motivational drive for delivering strong, high quality results while collaborating with utmost mutual respect.

Michael Figlestahler, MD



Partners own the cancellation policies



The entire HomeToGo team provides adaptable and dedicated support - from tailored cancellation policies to direct guest communication. Most importantly, HomeToGo is acting as a true partner.

Steve Milo, CEO



Partners have access to hassle-free bookings



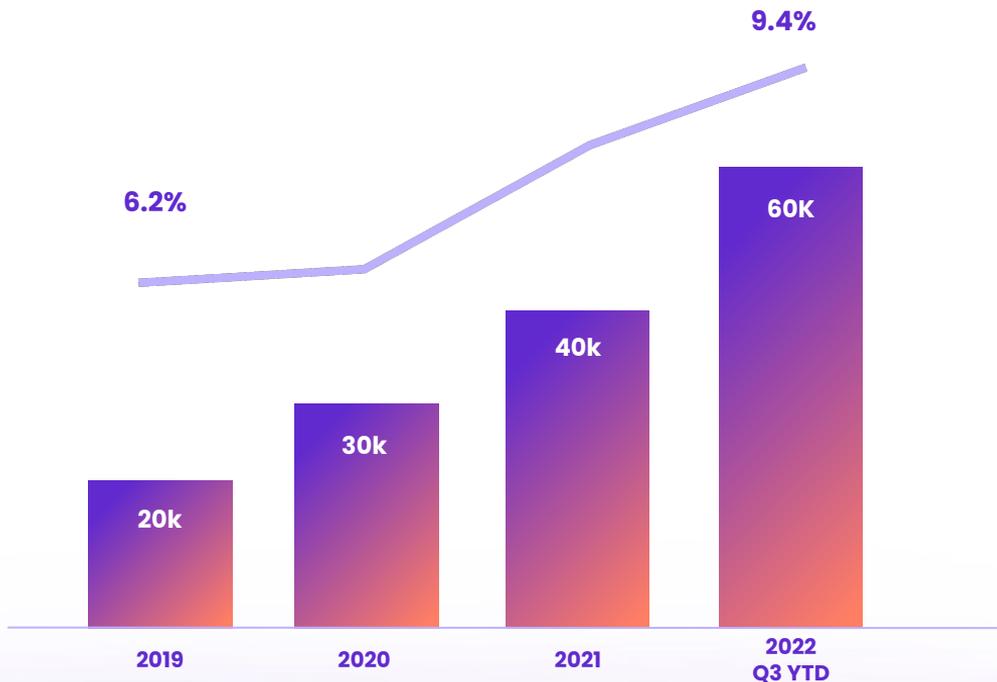
HomeToGo's ambition to never stop improving our tech setup has been remarkable and definitely instrumental all along the way. Skills, creativity and a flexible approach are key even when it comes to an API connection.

Hans van Os, Director Partner Connectivity



With a growing and diversifying Partner base we are, despite volatile markets, constantly increasing our Take Rate

1



Since 2019 (pre-pandemic):

+50%

Average
Take Rate

+200%

Number of
Partners

15 million+ offers

**...AND OUR PARTNERS
AMAZE OUR TRAVELERS...**

home
to go_

...to dream of...

1



House in Sicily (Santa Maria del Focallo, Sicily)

home
to go

...a home to go_



...with an amazing value for money around the world

1



May 20 - May 27

-24% ~~€1,193~~ **€903** for 7 nights

Found on I.D.Riva Tours GmbH

80 m² House · 2 bedrooms · 4 guests
Istranka in Frkeč (Haus für 4 Personen)
4.0 ★★★★★ (1 rating)

📍 Melnica, Istria

Details

📍 Croatia

View deal



Jun 3 - Jun 10

€550 for 7 nights

Found on Novasol

50 m² House · 2 bedrooms · 6 guests
House in Molde with Terrace & Barbecue
4.6 ★★★★★ (3 ratings)

📍 Møre og Romsdal

Details

📍 Norway

View deal



May 6 - May 13

-27% ~~€764~~ **€555** for 7 nights

Found on Belvilla

75 m² Chalet · 2 bedrooms · 4 guests
Almhütte im Walde
4.5 ★★★★★ (182 ratings)

📍 Teuchl, Carinthia

Details

📍 Austria

View deal



May 1 - May 8

-28% ~~€876~~ **€629** for 7 nights

Found on Inter Chalet

130 m² Farmhouse · 3 bedrooms · 6 guests
Charming Farm in Poggibonsi with Garden, Pool & Terra...
4.6 ★★★★★ (63 ratings)

📍 Poggibonsi

Details

📍 Italy

View deal



May 6 - May 13

-26% ~~€2,397~~ **€1,783** for 7 nights

Found on Kona Coast Vacations

163 m² Condo · 1 bedroom · 4 guests
Penthouse Spectacular Ocean Views Across from Snork...
4.9 ★★★★★ (51 ratings)

📍 Kahaluu-Keauhou, North Kona

Details

📍 Hawaii

View deal



Apr 1 - Apr 8

-40% ~~€1,736~~ **€1,043** for 7 nights

Found on Paradies Rügen

90 m² House · 2 bedrooms · 4 guests
Rügen Urlaub zwischen Strand und Natur
4.9 ★★★★★ (38 ratings)

📍 Glowe, Rügen

Details

📍 Germany

View deal

Whether you go GLAMPING



08 May - 15 May
€454 **€70** -54% /night · €493 total



Lodge · 4 guests · 1 bedroom

Resort Hoge Kempen 4

📍 Zutendaal, Flanders

★ 5,0/5,0 (1)

[Details](#)

Book on HomeToGo

[View deal](#)



01 Apr. - 08 Apr.
€438 **€38** -73%

Unusual rental ·

Tente Lodge Vie

📍 Trédrez-Locq

★ 4,1/5,0 (68)

[Details](#)

Want to sit on a THRONE



03 Dec. - 10 Dec.

€450 **€64** -57% /night · €451 total

Castle · 6 guests · 3 bedrooms

Semi-detached house, Saint-Lô-d'Ourville-Manoir

📍 Saint-Lô-d'Ourville, Normandy



Book on HomeToGo

Details

[View deal](#)



06 Dec. - 13 Dec.

€247 /night · €

Castle · 16 guests

Château de Goy

📍 Gesves, Wallonia

★ 4,6/5,0 (1)

Details

Or simply want to be AWAY



07 Jan. - 14 Jan.

~~€444~~ **€264** -41% /night · €1,846 total

House · 6 guests · 2 bedrooms

House in Juliusruh with Garden, Terrace & Sauna

📍 Juliusruh, Breege, Mecklenburg-Vorpommern



Book on HomeToGo

Details

[View deal](#)



€687 for 7 nights

Found on Interhome

45 m² House · 1 bedro

House in Oberau

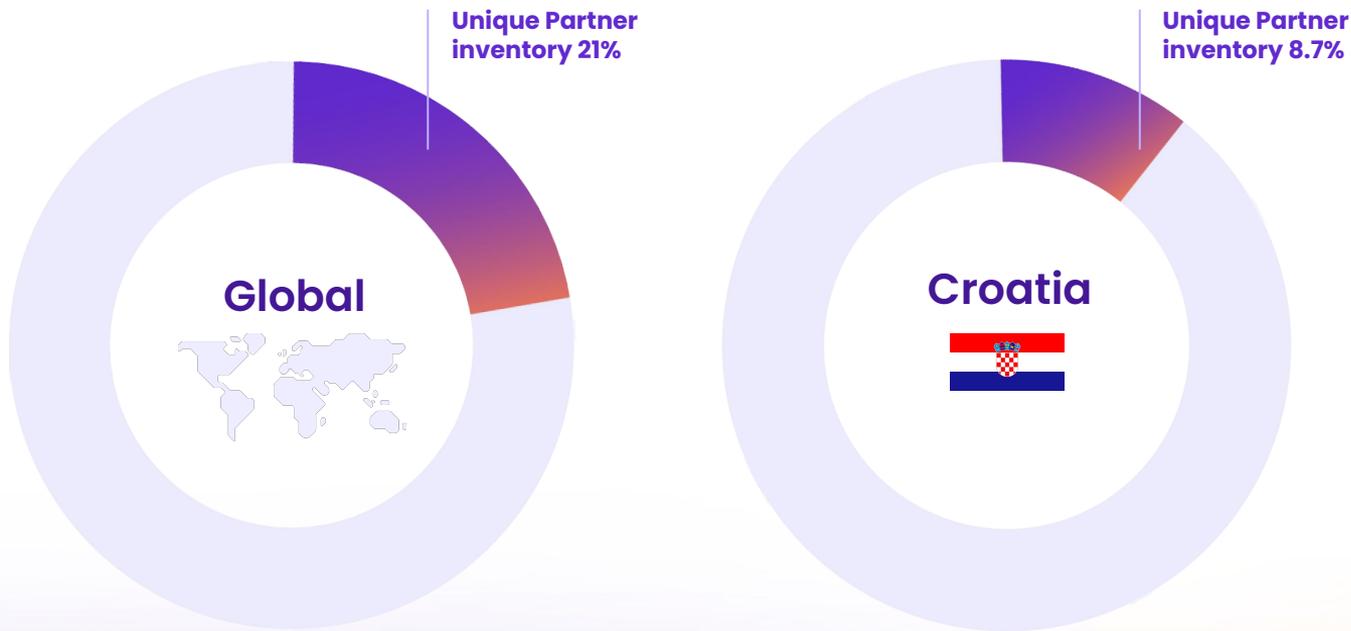
5.0 ★★★★★ (2 ratings)

📍 Oberau, Tyrol

Details

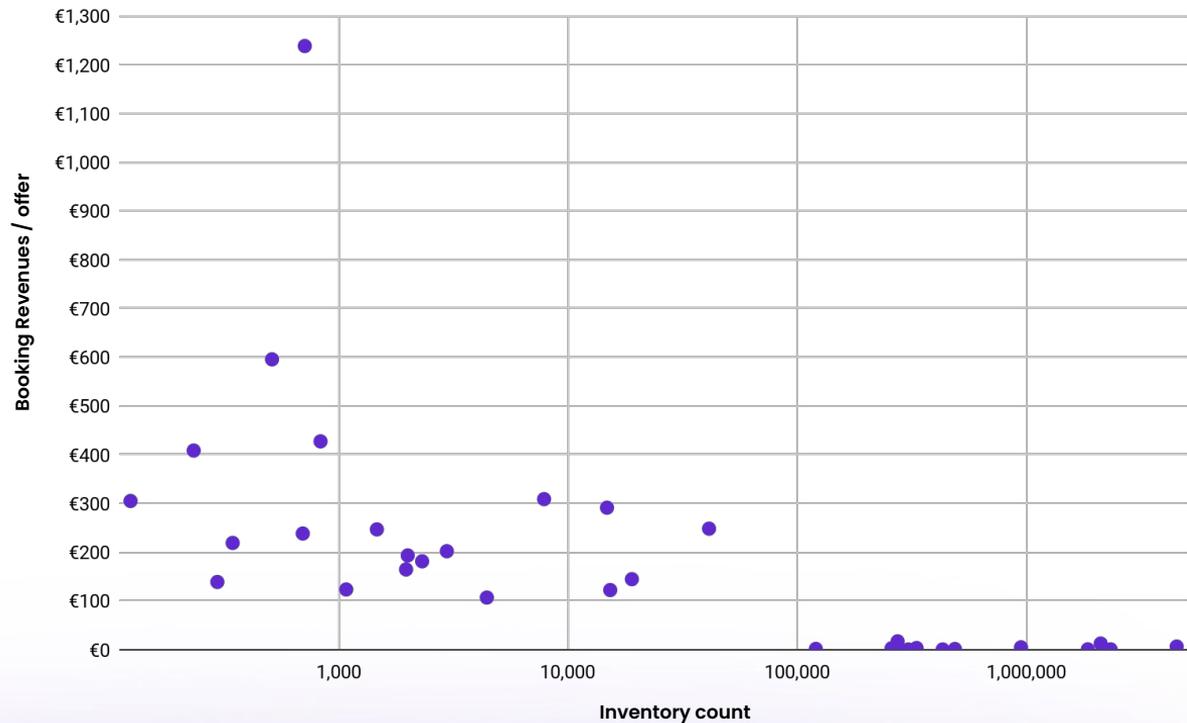
We are not dependent on large Partners – our amazing accommodations come from a variety of Partners

Share of unique inventory of our three largest Partners*



*This view of unique inventory considers the inventory of our largest three aggregators as coming from a single grouped entity and looks weighted by impressions at the uniqueness of their grouped inventory.
Source: Internal data (Jan. 2022 – Sep. 2022)

Small providers have the most valuable accommodation selection



Our champion 2022:



 House in Port d'Andratx (Mallorca, Spain)

TECHNOLOGY
POWERING OUR PARTNERS
on the marketplace

Enriching offer information that make Partners attractive and successful using in-house machine learning algorithms

2

State of the art image enrichment and analysis

Increase image attractiveness and quality



Object detection for accurate amenities

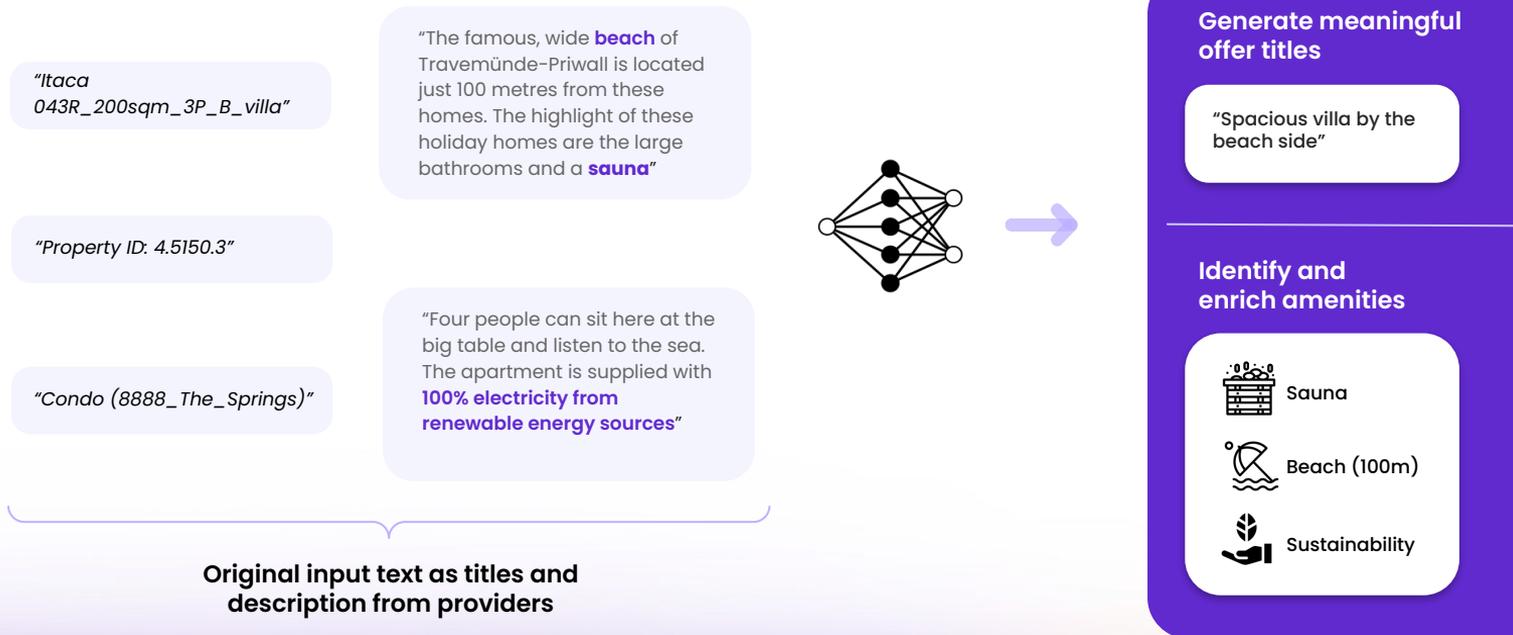


Selecting right inventory by de-duplication



Being able to extract information from various sources to enhance the completeness and attractiveness for customers

Natural language processing (NLP) based text analysis



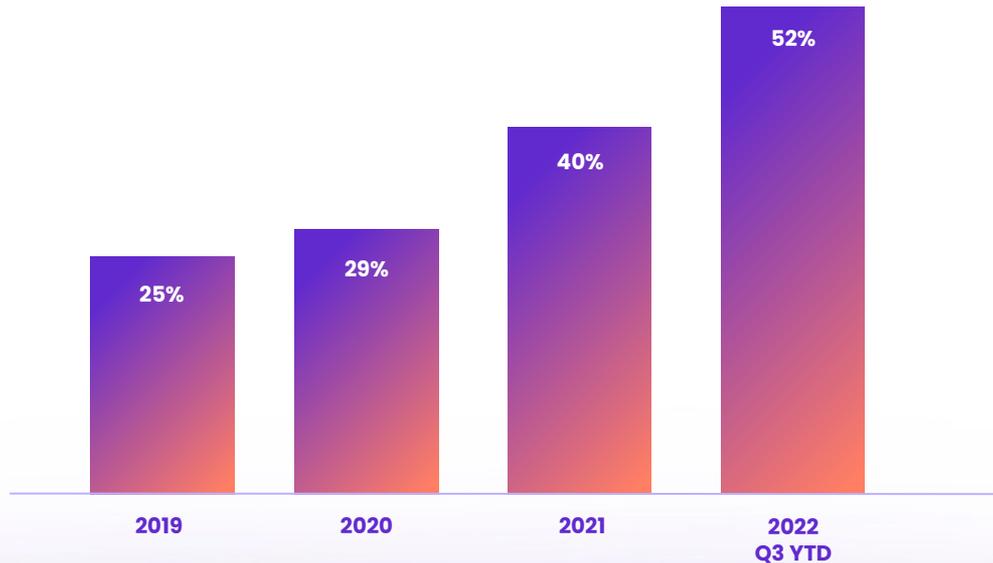
Our solutions and continuous efforts are constantly growing our and our Partners' success

Number of bookings placed with the Partner



Partners continue to strengthen their relationships with us to benefit from a quickly increasing Onsite Booking Share

Onsite Booking Revenues Share trend*



Many metasearch sites over the years have tried these types of facilitated bookings for partner airlines and hotels, but with a few exceptions, such as HomeToGo in Germany, this type of feature has been waning for years.

Skift (2022)



PARTNER SOLUTIONS

around our marketplace

We are providing innovative solutions around our marketplace to enable growth for the entire alternative accommodation industry becoming its operating system

Tech, data and supply solutions for the supply side incl. our Partners

1. Utilizing the **technology solutions of our marketplace** and making them accessible externally
2. Developing and integrating **new solutions for the supply side** around our marketplace (also via M&A)
3. **Combining** native marketplace technology and new solutions to **multiply impact and effect**

Examples



An **all-in-one SaaS solution** to connect **self-service focused hosts** more easily to demand channels, thus increase data quality for connected demand channels



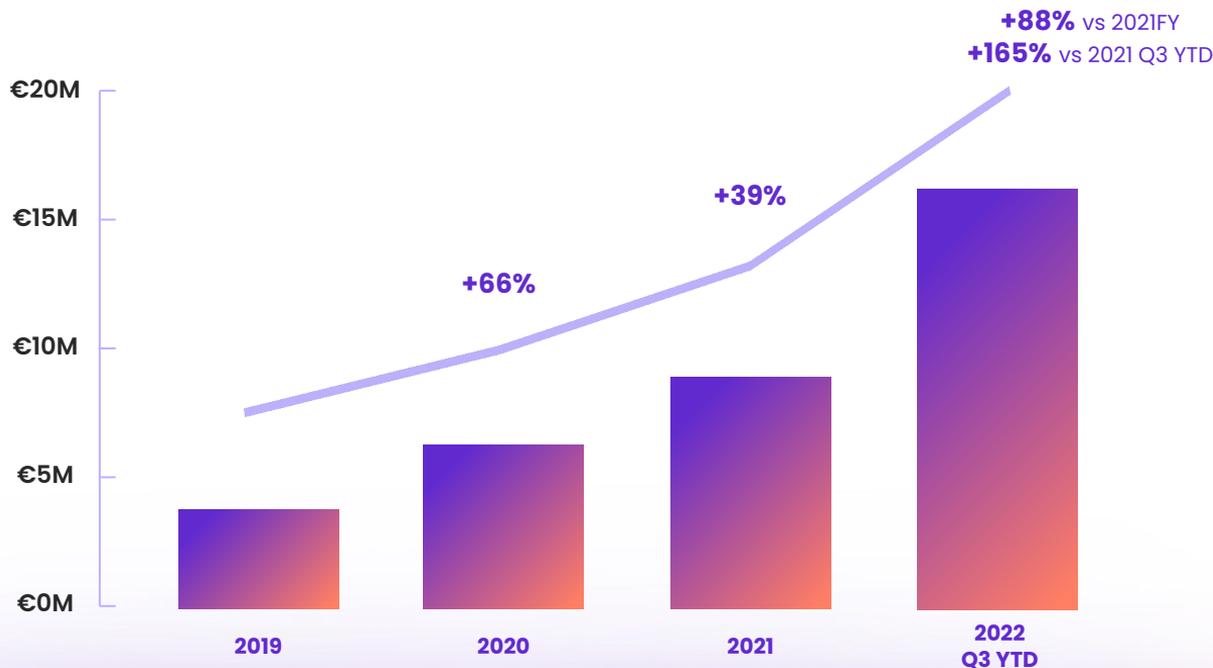
Property management system (PMS) for agencies + solution for destinations focused on the DACH market, also supporting multi-channel inventory distribution



Leveraging **HomeToGo's scaled marketplace tech & data**, e.g. for whitelabels today, or **yield management, inventory enrichment**, etc. in the future

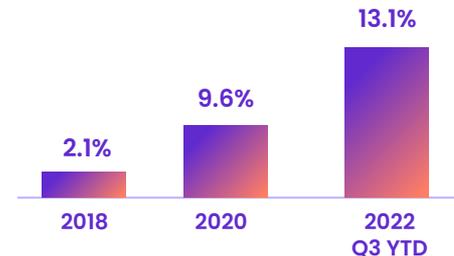
Our Partner solutions drive strong growth in Subscription & Services IFRS Revenues – in line with our financial strategy

Revenues Growth %

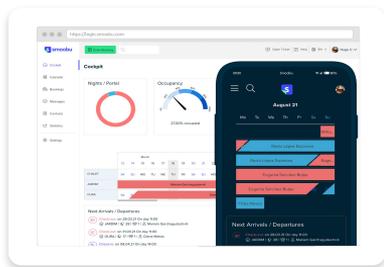


Scaling of Subscription & Services

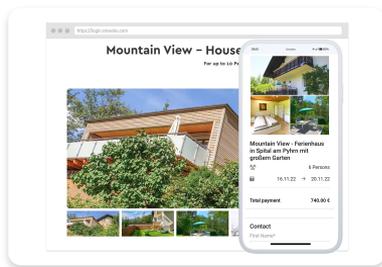
in % share of IFRS Revenues



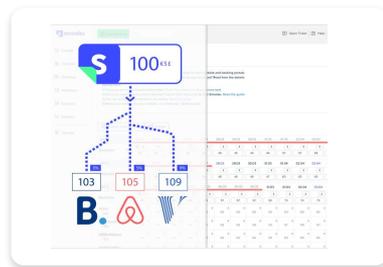
When we add solutions, we focus on companies with healthy business fundamentals and scale them further



Overview via central cockpit incl. guest communication



Click-and-build own website easily



Synchronise data like prices & availabilities

An all-in-one SaaS solution to connect self-service focused hosts more easily to our Partners – enabling the whole supply side to be more successful.

Q3 2022

3

MRR
YoY Growth

+94%

Rule of 40
64%

Magic Number
1.04

DBNER*
148%

NRR*
130%

Strong reputation as software and integration partner loved by customers



Our Partner solutions resonate well with our Partners

3

Agriturismo.it



Agriturismo.it helped us in many ways: to improve our image, to have a good presentation...and it helped us with their technical support. **I've been working with Agriturismo.it for 15 years now and it really is my reference point. 90% of the guests arrive thanks to Agriturismo.it.** Agriturismo.it has been a turning point for me since I started working with them...and I sincerely recommend it, yes!



Poggio degli Ulivi
(Perugia, IT)

SECRA



Since January 2020, I have been marketing my properties through SECRA. **The booking volume has increased by over 30% - despite the difficult time.** If the company continues to be there for the customers in such a professional and personal way, it's a win-win for everyone. And this is my wish for the future: that everything stays this way. **It doesn't really get any better than this.**



Kerstin Ahrens - VR Agent
(Butjadingen, DE)

smoobu



I tried Smoobu, as I wanted to solve some of my scheduling problems between the different platforms. After the free trial I realised that some of the other features are super useful for me as well. **The guest guide is a big hit with my guests** and gives the opportunity to highlight a lot of things around my properties and the area around it. **Very happy i got smoobu as it makes my life a lot easier.**



Daniel Hanemann - VR Owner
(Kulmbach, DE)

EscapadaRural



I am 58 years old and deep down I have had several professions. I started studying nursing, then I went to the publishing house, to the publishing world and now we are at an impasse, well, an impasse in a boat rental and then **the adventure of a rural house. Bookings usually come either by EscapadaRural or directly from the web, basically.**



Miriam Carles - Casa Rural
(Mas Baié, ES)

Key takeaways Partner

01

We have solutions for a large and fragmented market, from amazing customers to advanced software solutions

02

We never stop getting better!
We grow in Partners, grow in Take Rate, grow in Onsite

03

We are vastly independent from large providers and provide amazing and inspiring accommodations that are good value for money

04

Our Partner solutions and therewith Subscription & Services revenues profitably grow with great resonance from all our Partners

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," "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.

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