

DEMAND DEEP DIVE

Capital Markets Day 2022

Carolyn Christ, Director Strategic Products

Mahendra Roopa, Director Product Search & ML

Dr. Thomas Schollmeyer, Director Customer Retention

10 November 2022

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

Creating an unparalleled experience for travelers to drive return demand



Luxury Villa in the heart of Fira (Fira, Egeo)

home
to go_

We're creating an unparalleled experience to become the go-to destination for vacation rentals and make our customers book with us again and again and again



World's largest selection of vacation rentals



Whenever I do a search in wherever location I'm interested in, HomeToGo immediately shows me many options to choose from...

Mariann L. Tucker,
February 1, 2020, US 



First class digital experience, personalized and intuitive



The process was effortless. Lots of photos and options. Love the map option to see how far we were from entertainment attractions and beaches.

D. Palmer,
17 January, 2022; US 



Convenience end-to-end with trusted checkout & payments



This was definitely the quickest and easiest booking experience I have ever had. In the future I will always check with HomeToGo first.

Jake,
April 7, 2022, US 

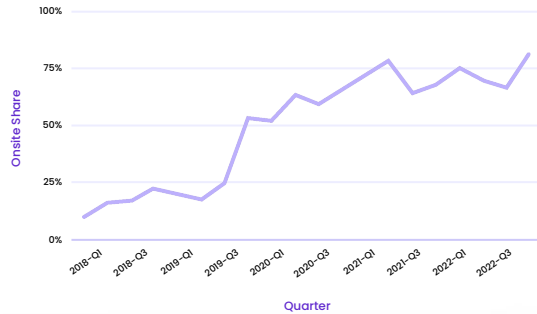
PROVEN EVIDENCE

Drivers of DACH profitability

Improving our product & building the marketing around it have resulted in consistent direct traffic and repurchase growth

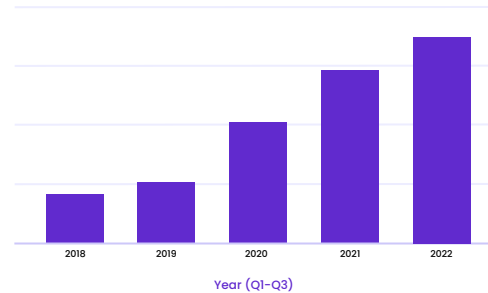
Onsite Revenue Share has grown above a critical level of 75%...

Onsite Share in DACH



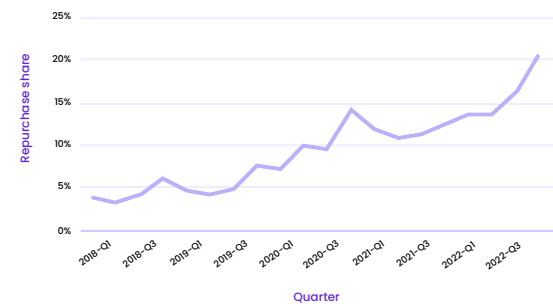
...which has helped to grow the DACH direct business over time...

Direct traffic development over time*



...and boosted repurchase as major driver for profitability

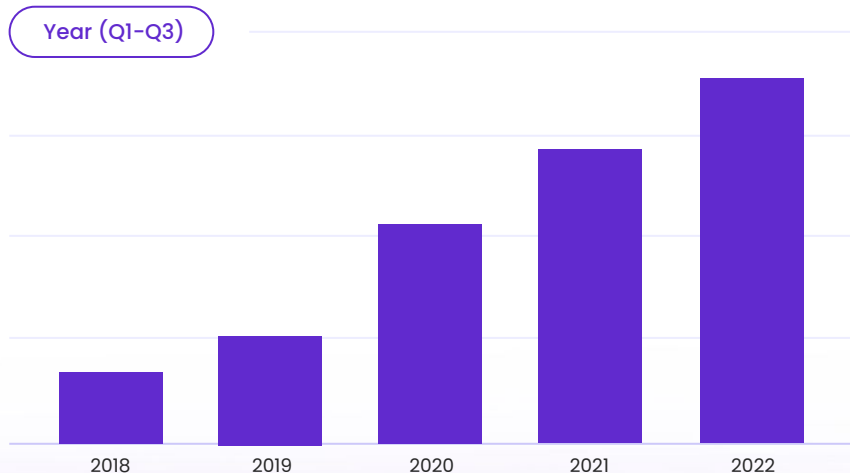
Repurchase share DACH



Scaling Onsite inventory and increasing the share of our winning Onsite product has been key to trigger the marketing flywheel and make our DACH business profitable

We are consistently growing free traffic and especially revenues

Direct traffic development over time*



Revenue growth** from direct traffic and acquired users***

Increase in Booking Revenues from direct traffic 21-22

+34%
YoY

Significant growth also with limited spend on brand campaigns

Increase in Booking Revenues from acquired users 18-22 (CAGR)

+96%
CAGR

Consistently growing revenues from our emails and app installs

* Includes visits from direct traffic and search traffic using branded search terms (including one of our brand names); all years Q1-Q3

** Booking Revenues attributed to visits falling under the definition of direct traffic (see above)

*** Acquired users = users with an active subscription to marketing emails, an app install or at least one lifetime booking

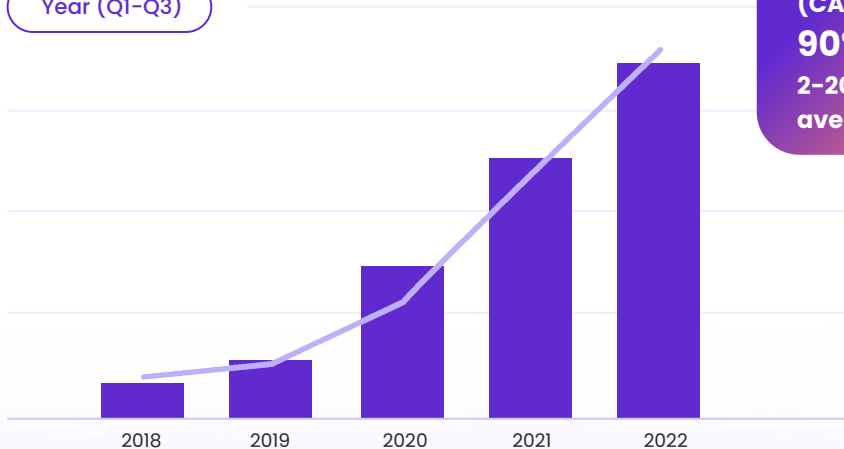
Note: Numbers excluding recent acquisition e-domizil (100% Onsite inventory)

We've been establishing our app as the best way to experience HomeToGo – strong engagement ensures monetization and consistent growth via paid installs

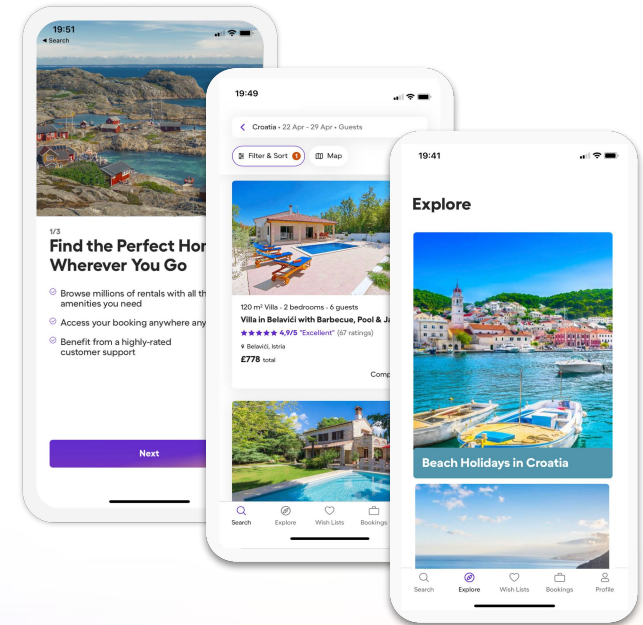
App installs and app MAUs

App installs Monthly active users

Year (Q1-Q3)



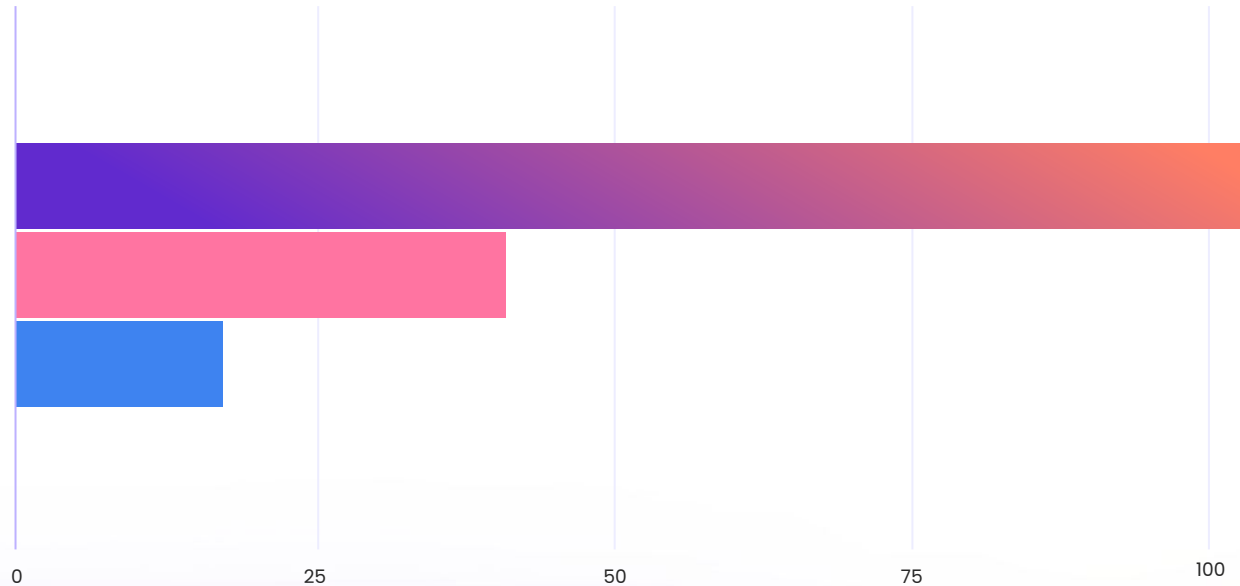
Growth 19-22 (CAGR)*
90% vs
2-20% VR
average



* Compound annual growth rate; for actuals all years based on numbers for Q1-Q3
 ** Source for benchmark: OTA and VR app traffic benchmark from Deutsche Bank Research, Online Travel-Industry Update, Oct 11th '22 - Used numbers based on WAU growth for ROW comparing 2022 with 2019
 Note: Numbers excluding recent acquisition e-domizil (100% Onsite inventory)

In Germany, HomeToGo Group has reached twice as much organic search visibility compared to Airbnb and VRBO combined

HomeToGo Group Airbnb VRBO (FeWo-direkt)

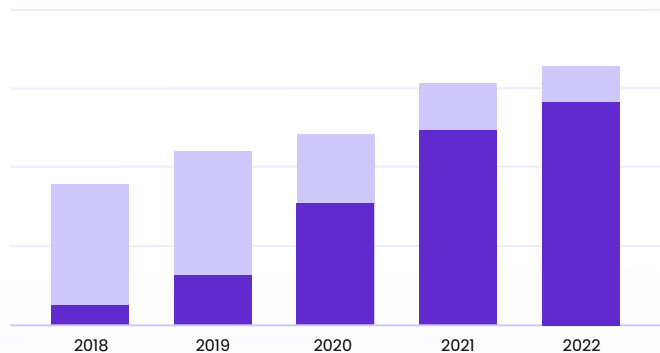


Sistrix visibility points*

Customers placing their booking using our Onsite product are more likely to book again and the higher repurchase translates into growing CLVs

Activating (new) customers by product of first booking

Offsite customer Onsite customer



CLV for Onsite customers

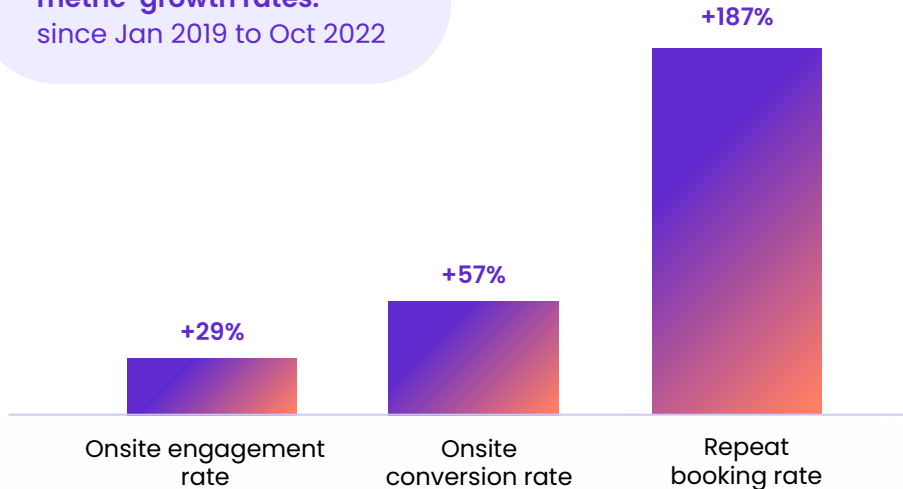
2018 2019 2020 2021 2022



ELEVATING THE CUSTOMER EXPERIENCE

Constant growth in engagement, conversion and repeat booking rates are proof for an outstanding digital experience and value-add for travelers on our platform

User behavior
metric*growth rates:
since Jan 2019 to Oct 2022



Takeaways

- We aim to drive customer loyalty by continuously innovating and improving our customer experience, running more than 100 A/B experiments in parallel on our platform
- We see strong growth in all our user behavior metrics, proving an excellent digital experience

Our unparalleled selection of accommodation offers paired with state of the art machine learning allow us to recommend highly relevant booking options for endless travel use cases

15m+

Total accommodation offers



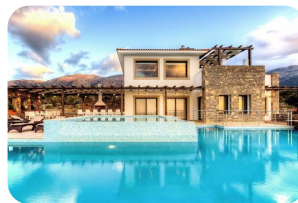
cutting edge ML algorithms, trained on a large amount of consumer behavior data



home to go_

Ski

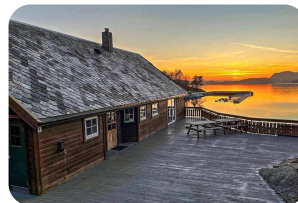
Turrach, Austria



home to go_

Swim

Pargos, Crete

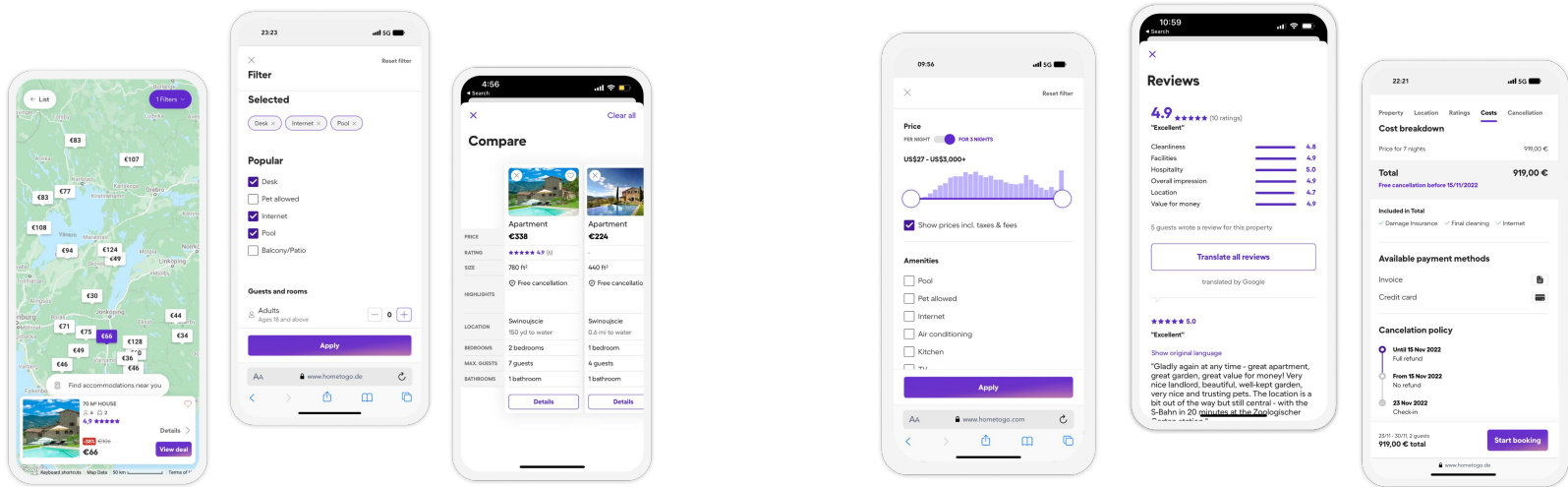


home to go_

Relax

Fister, Norway

We ease the decision making process and promote trust by providing smart search tools & rich and transparent offer and booking information



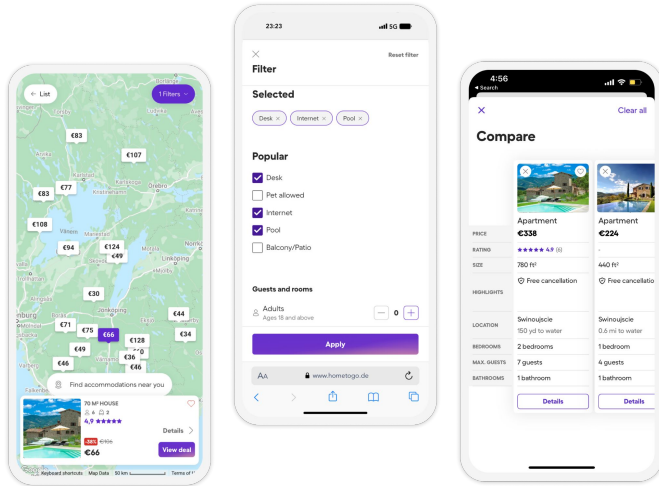
Smart search tools

Smart search tools like maps, filters or our offer comparison feature help users to quickly identify the perfect accommodation

Transparent, rich offer booking information

Full transparency and control over price display and aggregated, enriched offer data like meta reviews or property highlights ease users' decision making process

We ease the decision making process and promote trust by providing smart search tools & rich and transparent offer and booking information



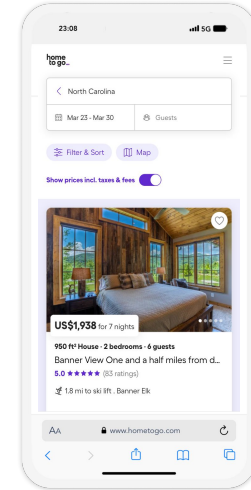
Smart search tools

Smart search tools like maps, filters or our offer comparison feature help users to quickly identify the perfect accommodation

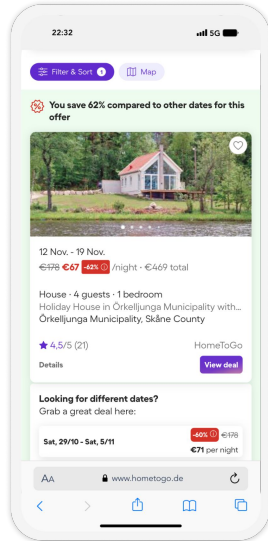


Price toggle

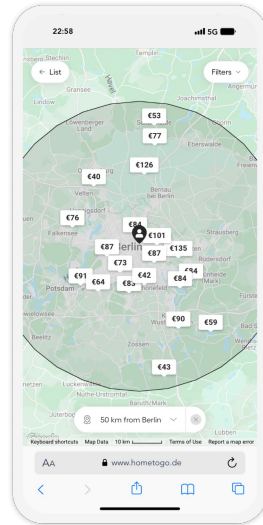
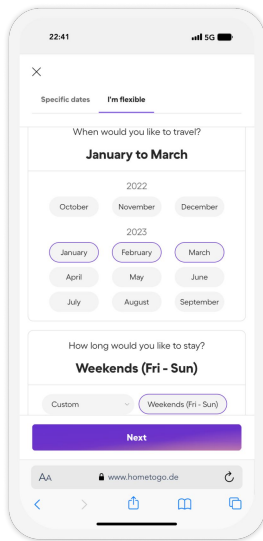
Enables consumers to choose whether to view prices with or without taxes and fees for **price transparency and control**



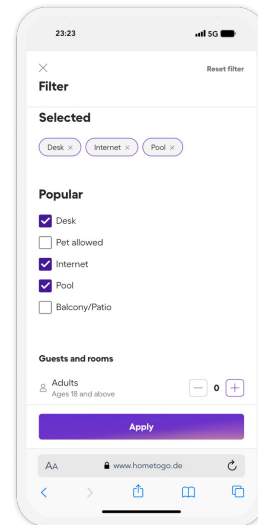
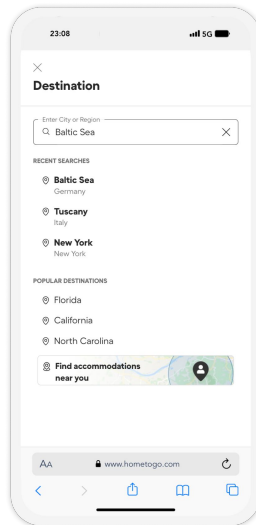
Our user-centric platform utilizes data and technology to flexibly cater to different traveler needs and travel use cases



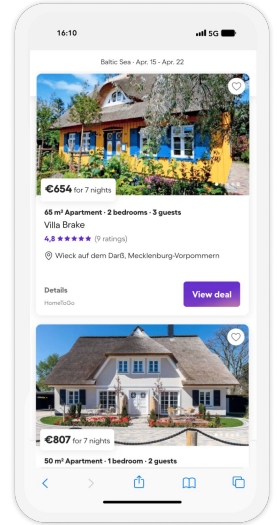
Flexible dates search enables consumers to find best booking options within a timeframe



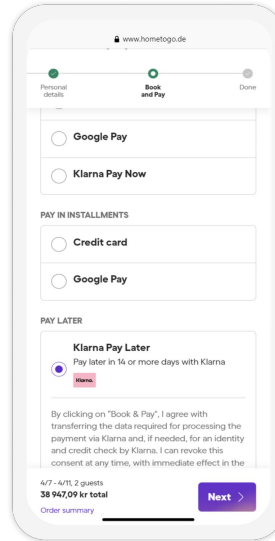
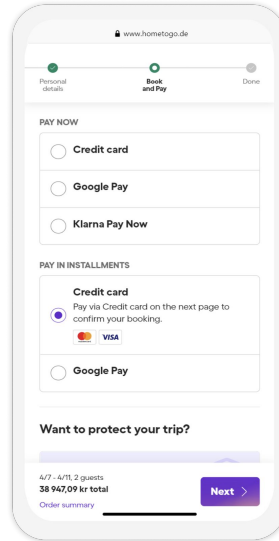
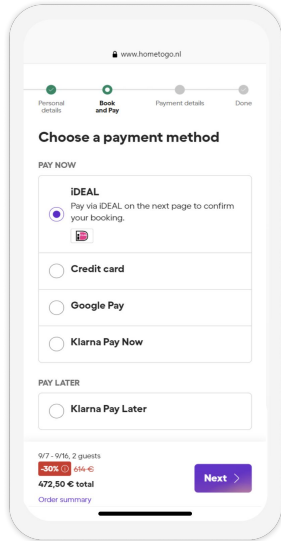
Radius search enables consumers to explore new travel destinations nearby (search by distance / time)



Workation: find and book accommodations that provide the comfort of your own home



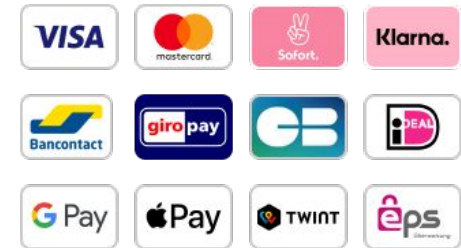
Our Onsite product enables travelers to directly book and pay on our platform



We have grown the foothold of our payment solution

(Local) payment methods live

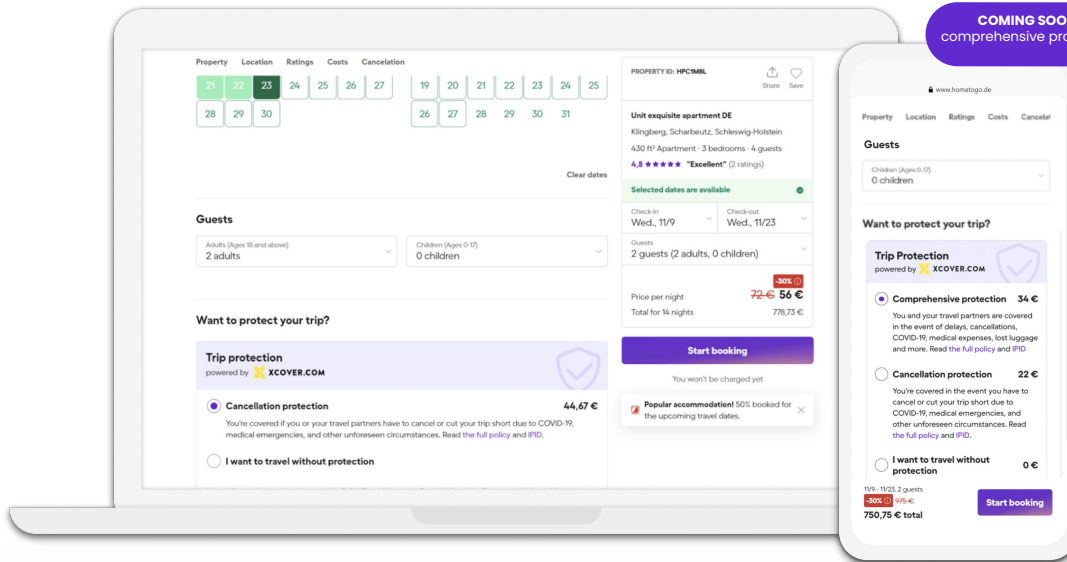
12 from 8 in H1'22



Localized payment methods in a secure, frictionless flow optimize for user checkout success, while protecting our Partners and platforms.

Buy Now Pay Later or paying in installments allows users to split their booking payment across multiple installments.

Offering additional services paves our path towards a more complete experience with relevant services & thus fosters repeat



COMING SOON:
comprehensive protection

We established a new value stream for our platforms

Users like our service

2.5

Of our initial conversion target achieved with the first launch

Local market preferences

93%

Of our German users love the new insurance product – 93% of the purchases are made from Germany

The first **add-on service launched powered by HomeToGo payments is a cancellation insurance** for guests, available across multiple entry points of the user journey.

With our Onsite product we increase value-add touch points beyond decision making and booking, thus promoting customer trust and loyalty

We have earned outstanding consumer trust

Net Promoter Score*

50



as of Sep-2022 for all HomeToGo domains

Customer reviews

4.7



REVIEWS.io

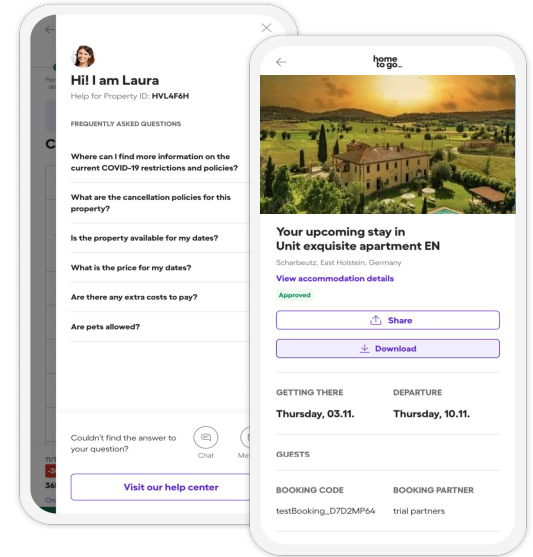
as of Sep-2022 for hometogo.de

App Store ratings

4.8/4.5



as of Sep-2022 for hometogo.de

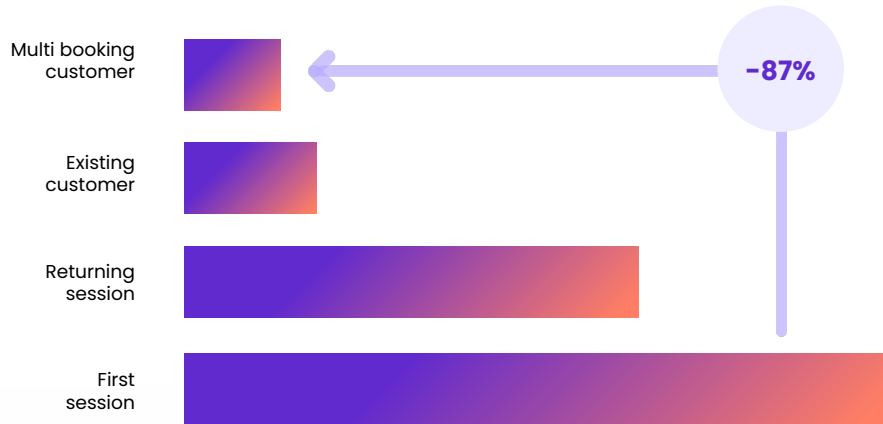


Consumers can conveniently access property information and manage their trip online.

FOCUS ON REPEAT

Substantially lower marketing costs are required in order to drive bookings from existing customers compared to new users

ACNR per user segment for 2022 YTD*











Takeaways

- Existing customers show up to **-87%** lower marketing cost per booking
- Acquiring a new customer is **+6x** more expensive because of a different marketing mix and higher conversion rates

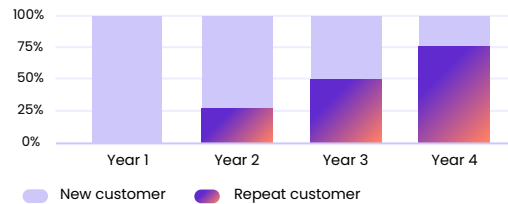
Accumulation of repeat customers improves marketing efficiency - a simulation generates insights on how repurchase influences overall profitability

Repeat customers have a high efficiency due to channel mix and conversion rates

	New customers	Repeat customers
Marketing channel mix	Paid 	Paid 
	Email+App 	Email+App 
	Brand 	Brand 
Conversion rate		





Accumulating repeat leads to better marketing payback...

Revenue share by customer type

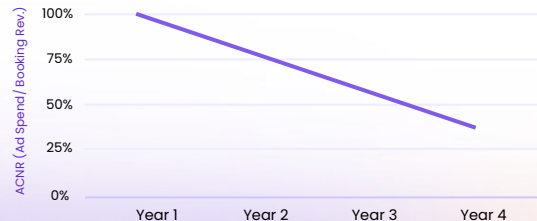


...allowing us to simulate profitability

Assumptions on the following drivers were taken

-  New business growth
-  Repeat business growth
-  ACNR per user segment
-  Further improvements (e.g. conversion and Take Rate)


Decreasing ACNR driven by a shift towards a higher repeat share over time




Payback of ad spend

Around break-even (based on steering of paid bids)

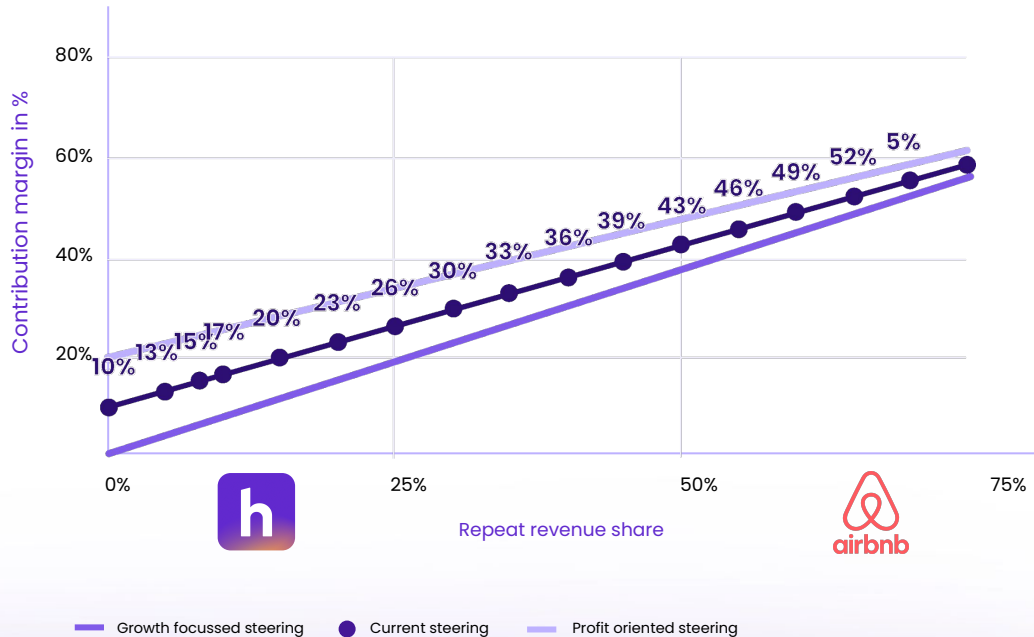
4-5 times better than new customers

 Comparably low

 Comparably high

Profitability has a linear relationship with the repeat revenue share

Increases in customer retention translate linearly into margin

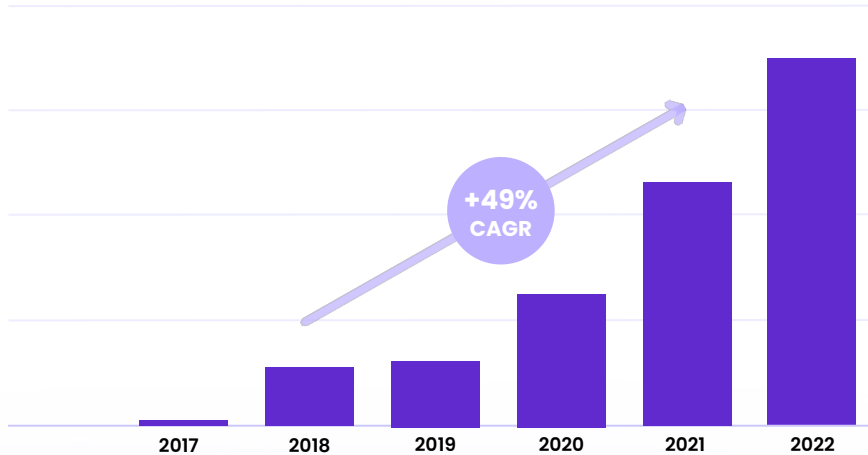


Takeaways

- Increasing the repeat revenue share has a direct impact on our contribution margin
 - Improvements in the marketing channel are not taken into account
- The increase on contribution margin is only driven by a more efficient marketing mix.

We are constantly growing repeat revenues over time while share of repeat on overall revenues strongly increases as well

Repeat purchase development over time*



Repurchase share development**

Increase in repurchase share 21-22

+54%
YoY

Strong increase over last 12 month

Increase in repurchase share 18-22

+28%
CAGR






Consistently growing repeat since start of our Onsite business

* Booking Revenues; All years are first 3 quarters, Jan-Sep

** Repurchase share = Booking Revenues from existing customers / all Booking Revenues; calculated on Sep values

Note: Based on Booking Revenues of HTG global excluding Agriturismo, Amivac, e-Domizil, and Escapada Rural

To satisfy our existing customers we focus on recommending relevant content and offers based on internal data...

	What we know about a customer	Example	What to show
Amount of data 	 Nothing	First-time visitors; no searches	Popular destinations overall
	 Location	Customer is in Munich	Closer destinations, such as Lake Garda
	 Characteristics	Customers that have a dog, 2 kids	Popular dog/family-friendly destinations
	 Behavior	Customer with specific location/date searches, offer opens	Destinations mirroring customer interest

...and build content matching their use case highlighting their perfect home to go

Content type

Customer need e.g.

Examples



Destination-based

"I want to go to that place in Tuscany"

Baltic Sea
Mallorca
Secret Spots



Object-based

"I want to stay in a house w/ a nice view"

Top-rated
Close to water
Sea/lake view



Experience-based

"I want to go hiking"

Skiing area
Workation-ready
Hiking area



Amenity-based

"I want to take my dog, and have a pool"

Pool
Wifi
Dogs allowed



Occasion-based

"I want to get out of the city for the weekend"

Summer vacation
Weekend getaway
Valentine's Day



Key takeaways Demand Deep Dive

01

Our Onsite product combined with the right marketing approach has made DACH the first profitable market - customers love the experience and come back to book again which is sustaining profitability.

02

We have earned outstanding consumer trust and see strong growth in all our user behavior metrics, proving an excellent digital experience that consumers love to return to.

03

To drive even more repeat purchase, we focus on our content and recommendation strategy, leveraging customer insights, and support the path to profitability.

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.

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.