



home 24

QUARTERLY STATEMENT Q3 2021

AT A GLANCE

KEY FIGURES

Non-financial KPIs	Unit	9M 2021	9M 2020	Change	Q3 2021	Q3 2020	Change
Gross order value	in EURm	651.7	520.7	25%	177.5	175.0	1%
Gross order value growth at constant currency	in %	28%	41%	-13pp	0%	45%	-45pp
Number of orders	in k	2,490	2,252	11%	689	787	-12%
Average order value	in EUR	262	231	13%	257	222	16%
Number of active customers (as of September 30)	in k	2,357	1,953	21%	2,357	1,953	21%
Employees (as of September 30)	number	1,977	1,687	17%	1,977	1,687	17%

Financial KPIs	Unit	9M 2021	9M 2020	Change	Q3 2021	Q3 2020	Change
Revenue	in EURm	463.7	339.5	37%	138.6	117.8	18%
Revenue growth at constant currency	in %	40%	38%	2pp	17%	54%	-37pp
Gross profit margin	in %	44%	46%	-2pp	42%	47%	-5pp
Profit contribution margin	in %	27%	29%	-2pp	25%	29%	-4pp
Adjusted EBITDA margin	in %	0%	3%	-3pp	-2%	4%	-6pp
Earnings per share	in EUR	-0.74	-0.44	68%	-0.36	-0.11	>100%
Cash flow from operating activities	in EURm	-74.1	24.0	>-100%	-25.5	12.1	>-100%
thereof change in net working capital	in EURm	-73.2	17.4	>-100%	-23.7	8.9	>-100%
Cash flow from investing activities	in EURm	-12.9	-7.3	77%	-6.9	-2.5	>100%
Cash flow from financing activities	in EURm	112.8	-13.4	>-100%	-3.3	-8.7	-62%
Cash and cash equivalents (as of September 30)	in EURm	130.1	48.4	>100%	130.1	48.4	>100%

home24 is a leading pure-play home&living e-commerce platform in continental Europe and Brazil. With over 100,000 home&living products in Europe and more than 200,000 articles in Latin America - from accessories to lamps to furniture - home24 offers its almost 2.4 million customers the right product for every taste, style and budget.

On its platform, home24 combines a broad, carefully selected range of relevant third-party brands with attractive private labels, making it a furniture manufacturer and retailer in one.

The Company is represented in seven European countries: Germany, France, Austria, the Netherlands, Switzerland, Belgium and Italy. In Brazil, home24 operates under the "Mobly" brand. In Europe, home24 delivers its products above an order value of 30 euros - regardless of size and weight - free of charge to the customer's home and also offers free returns.

home24's headquarters are located in Berlin. The Company employs more than 1,900 people worldwide. home24 has been listed on the Frankfurt Stock Exchange since June 15, 2018, and the Mobly share has been listed in B3's Novo Mercado segment in Brazil since February 5, 2021. Further information can be found on the Company's website at www.home24.com.

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REPORT ON ECONOMIC POSITION

AS OF SEPTEMBER 30, 2021

IPO OF SUBSIDIARY MOBLY S.A.

In early February 2021, the shares of the subsidiary Mobly S.A. were admitted to trading on the Novo Mercado segment of the B3 stock exchange (previously the São Paulo stock exchange), Brazil. Since February 5, 2021, they have been traded under the ticker symbol MBLY3 and the ISIN BRMBLYACNOR5 ("Mobly IPO").

A total of 37,037,038 newly issued ordinary shares of Mobly S.A. and 1,610,306 ordinary shares held by home24 Holding GmbH & Co. KG (former: VRB GmbH & Co. B-197 KG) were placed within the scope of Mobly's IPO. In addition, home24 Holding GmbH & Co. KG granted a greenshoe option for up to 5,797,102 ordinary shares out of its shareholding. The stabilization agent was permitted to exercise this option in the period up to March 6, 2021. The option was exercised early and in full on February 22, 2021. A total of 44,444,446 ordinary shares of Mobly S.A. were thus placed through Mobly's IPO. Following the IPO, the Group's ownership interest in Mobly S.A. amounts to 51%.

Mobly S.A.'s gross proceeds from its IPO amounted to BRL 777.8m (the equivalent of EUR 121.0m). home24 Holding GmbH & Co. KG realized gross proceeds in the amount of BRL 33.8m (the equivalent of EUR 5.3m) through its sale of Mobly S.A. shares. In addition, home24 Holding GmbH & Co. KG realized gross proceeds of BRL 121.7m (the equivalent of EUR 18.2m) due to the full exercise of the greenshoe option.

FINANCIAL PERFORMANCE OF THE GROUP

Simplified Income Statement

In EURm	9M 2021	9M 2020	Change	Change in %
Revenue	463.7	339.5	124.2	37%
Cost of Sales	-261.7	-182.4	-79.3	43%
Gross profit	202.0	157.1	44.9	29%
Gross profit margin	44%	46%	-2pp	
Selling and distribution costs	-186.1	-133.0	-53.1	40%
Impairment losses on financial assets	-2.1	-2.6	0.5	-19%
Administrative expenses	-40.0	-29.5	-10.5	36%
Other operating income	3.0	1.1	1.9	>100%
Other operating expenses	-1.1	-1.4	0.3	-21%
Operating result (EBIT)	-24.3	-8.3	-16.0	>100%
Amortization of intangible assets and depreciation of property and equipment and right-of-use assets	19.6	16.8	2.8	17%
EBITDA	-4.7	8.5	-13.2	>-100%
Share based payment	6.4	2.1	4.3	>100%
Costs related to the Mobly S.A. IPO	0.2	0.0	0.2	n/a
Adjusted EBITDA	1.9	10.6	-8.7	-82%
Adjusted EBITDA margin	0%	3%	-3pp	

In the first nine months of financial year 2021, consolidated **revenue** came to EUR 463.7m, up 37% y-o-y. At constant currency, revenue even grew 40% y-o-y. All revenue-oriented non-financial key performance indicators performed very well, with both the number of orders placed (+11%) and the average order value (+13%) rising compared to the prior-year period. The Group was also better able to convert the resulting gross order value (+25%) into revenue thanks to a higher order realization rate. In addition, the number of active customers rose

once again. As of September 30, 2021, home24 had a total of 2.4m active customers, compared to 2.0m as of September 30, 2020 (+21%). While several months during the first half of the year were impacted by exceptionally strong customer demand in the context of the COVID-19 pandemic, this demand stabilized to a high level compared to the previous year, particularly in the third quarter.

Revenue less cost of sales results in **gross profit**. In the first nine months of 2021, the Group posted a gross profit of EUR 202.0m, up +29% from EUR 157.1m in the first nine months of 2020. The gross profit margin decreased slightly compared to the prior-year period, falling by 2 percentage points to 44%. One of the reasons for this decline were higher import costs, which were not passed on in full to the end customer.

In the first nine months of 2021, **selling and distribution costs** amounted to EUR 186.1m, up 40% compared to EUR 133.0m in the prior-year period.

Selling and distribution costs comprise the following:

In EURm	9M 2021	9M 2020	Change	Change in %
Fulfillment expenses	-75.7	-57.1	-18.6	33%
Marketing expenses	-74.6	-48.3	-26.3	54%
Other selling and distribution costs	-35.8	-27.6	-8.2	30%
Total selling and distribution costs	-186.1	-133.0	-53.1	40%
as % of revenue				
Fulfillment expenses ratio	-16%	-17%	1pp	
Marketing expenses ratio	-16%	-14%	-2pp	

While the fulfillment expenses ratio improved further compared with the previous year (-1 percentage point), the y-o-y rise of 2 percentage points in the marketing expenses ratio reflects the current corporate strategy of placing a stronger focus on growth while maintaining a positive adjusted EBITDA. Other selling and distribution costs increased, primarily due to higher staff costs and depreciation of capitalized right-of-use assets.

Administrative expenses rose by EUR 10.5m (+36%) y-o-y in the first nine months of 2021 due in part to investments in additional staff for growth areas such as commercial department and IT, as well as higher share-based payment expenses resulting from factors such as the higher fair values of the options issued.

Overall, the **adjusted EBITDA margin** of 0% for the first nine months of 2021 precisely reflects the current strategy of maximizing growth based on the premise of a positive adjusted EBITDA. As a result, the y-o-y revenue growth of 37% (+40% at constant currency) results in a positive adjusted EBITDA of EUR 1.9m.

Profit contribution as a key performance indicator comprises gross profit, fulfillment costs and impairment losses on financial assets. In the first nine months of financial year 2021, the Group generated a profit contribution of EUR 124.2m and a profit contribution margin of 27%, a slight decline of 2 percentage points compared to the prior-year period.

FINANCIAL PERFORMANCE OF THE SEGMENTS

Financial Performance Europe

In EURm	9M 2021	9M 2020	Change	Change in %
Revenue	379.5	265.4	114.1	43%
Cost of sales	-210.8	-138.7	-72.1	52%
Gross profit	168.7	126.7	42.0	33%
Gross profit margin	44%	48%	-4pp	
Fulfillment expenses	-64.3	-45.3	-19.0	42%
Fulfillment expenses ratio	-17%	-17%	0pp	
Profit contribution	102.5	79.4	23.1	29%
Profit contribution margin	27%	30%	-3pp	
Marketing expenses	-64.1	-41.7	-22.4	54%
Marketing expenses ratio	-17%	-16%	-1pp	
Adjusted EBITDA	3.4	8.4	-5.0	-60%
Adjusted EBITDA margin	1%	3%	-2pp	

Financial Performance LatAm

In EURm	9M 2021	9M 2020	Change	Change in %
Revenue	84.3	74.1	10.2	14%
Cost of sales	-50.9	-43.7	-7.2	16%
Gross profit	33.4	30.4	3.0	10%
Gross profit margin	40%	41%	-1pp	
Fulfillment expenses	-11.4	-11.8	0.4	-3%
Fulfillment expenses ratio	-14%	-16%	2pp	
Profit contribution	21.7	18.0	3.7	21%
Profit contribution margin	26%	24%	2pp	
Marketing expenses	-10.5	-6.6	-3.9	59%
Marketing expenses ratio	-12%	-9%	-3pp	
Adjusted EBITDA	-1.5	2.2	-3.7	>-100%
Adjusted EBITDA margin	-2%	3%	-5pp	

Non-financial key performance indicators Europe

	Unit	9M 2021	9M 2020	Change	Change in %
Gross order value	in EURm	535.7	403.3	132.4	33%
Gross order value growth	in %	33%	34%	-1pp	
Number of orders	in k	1,507	1,147	360	31%
Average order value	in EUR	355	352	3	1%
Number of active customers (as of September 30)	in k	1,421	1,028	393	38%
Employees (as of September 30)	number	1,007	908	99	11%

Non-financial key performance indicators LatAm

	Unit	9M 2021	9M 2020	Change	Change in %
Gross order value	in EURm	116.0	117.4	-1.4	-1%
Gross order value growth	in %	11%	63%	-52pp	
Number of orders	in k	983	1,105	-122	-11%
Average order value	in EUR	118	106	12	11%
Number of active customers (as of September 30)	in k	936	925	11	1%
Employees (as of September 30)	number	970	779	191	25%

In the first nine months of 2021, **revenue** in the Europe segment amounted to EUR 379.5m, up 43% y-o-y, representing 82% of Group revenue. In the first nine months of 2021, revenue in the LatAm segment came to EUR 84.3m, up 14% y-o-y, thus contributing 18% to Group revenue. At constant currency, revenue in the LatAm segment grew by 28% y-o-y. In both segments, there was an increase in both the number of active customers and the average order value. While the number of orders in Europe also rose, this figure declined in the LatAm segment.

The Europe segment generated an **adjusted EBITDA** of EUR 3.4m after EUR 8.4m in the prior-year period. The adjusted EBITDA margin came in at +1% compared to +3% in the prior-year period. The LatAm segment generated an adjusted EBITDA of EUR -1.5m after EUR +2.2m in the prior-year period. This corresponds to an adjusted EBITDA margin of -2% compared to +3% in the prior-year period.

CASH FLOWS

In EURm	9M 2021	9M 2020	Change
Cash flow from operating activities	-74.1	24.0	-98.1
thereof from change in net working capital	-73.2	17.4	-90.6
Cash flow from investing activities	-12.9	-7.3	-5.6
Cash flow from financing activities	112.8	-13.4	126.2
Net change in cash and cash equivalents	25.8	3.3	22.5
Cash and cash equivalents at the beginning of the period	103.1	45.6	57.5
Effects of exchange rate changes on cash and cash equivalents	1.2	-0.5	1.7
Cash and cash equivalents at the end of the period	130.1	48.4	81.7

The Group posted a negative cash flow from operating activities of EUR 74.1m during the first nine months of 2021. This negative cash flow is almost entirely attributable to the change in net working capital. On the one hand, this was caused by the intended significant increase in stock availability and the associated reduction in average delivery times for end customers. On the other hand, this was also due to the stoppage of upfront payment related to receivables arising from payments in installments in the LatAm segment as a result of the improved level of capital resources following the successful IPO in February 2021.

As in the previous year, cash outflows from investing activities largely related to investments in internally generated software as well as property and equipment.

Cash flow from financing activities has mainly resulted from proceeds within the scope of the IPO of the Brazilian subsidiary Mobly S.A. (capital increase and sale of non-controlling interests), less the related transaction costs and taxes paid (EUR +133.4m net) as well as subsequent repayments of bank loans (EUR -11.8m). Further outflows have resulted due to factors including the redemption of lease liabilities (EUR -9.0m).

Overall, this resulted in a positive cash flow for the first nine months of 2021, lifting the Group's cash and cash equivalents by EUR 27.0m in the first nine months of 2021 to EUR 130.1m.

CASH FLOWS OF THE SEGMENTS

Cash Flows Europe

In EURm	9M 2021	9M 2020	Change
Cash flow from operating activities	-27.3	17.2	-44.5
thereof from change in net working capital	-30.1	9.9	-40.0
Cash flow from investing activities	11.3	-11.1	22.4
Cash flow from financing activities	-7.4	-6.1	-1.3
Net change in cash and cash equivalents	-23.4	0.0	-23.4
Cash and cash equivalents at the beginning of the period	99.4	44.3	55.1
Cash and cash equivalents at the end of the period	76.0	44.3	31.7

Cash Flows LatAm

In EURm	9M 2021	9M 2020	Change
Cash flow from operating activities	-46.8	6.8	-53.6
thereof from change in net working capital	-43.2	7.7	-50.9
Cash flow from investing activities	-8.0	-2.2	-5.8
Cash flow from financing activities	104.0	-1.3	105.3
Net change in cash and cash equivalents	49.2	3.3	45.9
Cash and cash equivalents at the beginning of the period	3.7	1.3	2.4
Effect of exchange rate changes on cash and cash equivalents	1.2	-0.5	1.7
Cash and cash equivalents at the end of the period	54.1	4.1	50.0

Of the EUR 130.1m in cash and cash equivalents reported in the Group as of September 30, 2021, EUR 76.0m relates to the Europe segment and EUR 54.1m to the LatAm segment.

After deduction of the transaction costs and taxes resulting from the sale of shares in Mobly S.A., the Europe segment has received a total of EUR 19.2m, mainly through the repayment of intercompany loans as well as interest payables. Of the inflows, EUR 17.2m are shown as repayment of loans in the cash flow from investing activities.

In the LatAm segment, the net proceeds from placing the newly issued ordinary shares of Mobly S.A. during the IPO in the amount of EUR 114.9m - i.e. less transaction costs paid - were used, in particular, for the stoppage of upfront payment related to receivables arising from payments in installments and for the repayment of bank loans.

FINANCIAL POSITION

In EURm	September 30, 2021	December 31, 2020	Change	Change in %
Non-current assets	131.8	109.5	22.3	20%
Current assets	255.5	178.4	77.1	43%
Total assets	387.3	287.9	99.4	35%

In EURm	September 30, 2021	December 31, 2020	Change	Change in %
Equity	229.3	114.3	115.0	>100%
Non-current liabilities	56.8	46.9	9.9	21%
Current liabilities	101.2	126.7	-25.5	-20%
Total equity and liabilities	387.3	287.9	99.4	35%

The assets and equity and liabilities of the Group changed compared to December 31, 2020, primarily because of the following items in the statement of financial position:

At EUR 14.8m, the largest portion of the increase in non-current assets is attributable to an increase in right-of-use assets resulting from newly signed leases.

Current assets have increased mainly due to higher cash and cash equivalents (EUR +27.0m), trade receivables (EUR +20.0m) and inventories (EUR +21.7m). The increase in trade receivables is attributable to the LatAm segment, where the Group no longer made use of agreements covering upfront payment related to receivables arising from payments in installments due to the additional liquidity resulting from the IPO of its subsidiary Mobly S.A. In addition to shorter average delivery times for end customers, the higher inventory levels will also result in greater independence from the reliability of global supply chains in the coming quarters. Changes in cash and cash equivalents are discussed in the "Cash Flows" section.

Equity increased by EUR 115.0m. This increase is due in particular to the shares newly issued within the scope of the IPO of the subsidiary Mobly S.A. (EUR +121.0m) as well as the sale of shares already held in Mobly S.A. (EUR +23.5m). Overall transaction costs of EUR 7.2m and income taxes of EUR 3.9m have been incurred for the issue of new shares and the sale of shares already held. These have been directly recognized in equity. The loss for the period reduced equity.

As with the increase in capitalized right-of-use assets on the assets side, initial measurement of new leases primarily led to a rise in non-current lease liabilities (EUR +12.9m), thus contributing significantly to the increase in non-current liabilities.

Current liabilities declined primarily due to contract liabilities (EUR -10.2m) and trade payables and similar liabilities (EUR -9.3m), which decreased within the scope of ongoing business activities.

Overall, total assets increased by EUR 99.4m from EUR 287.9m to EUR 387.3m

OVERALL ASSESSMENT

home24 remained on a strong and sustainable growth trajectory in the first nine months of 2021, thus validating management's fundamental strategic direction of continuing to invest in strengthening the Company's market position. Earnings based on adjusted EBITDA remained precisely within the target corridor of 0% to +2%. As well as ensuring short delivery times for end customers, the investments made in inventories are also helping to ensure that home24 remains as independent from the reliability of global supply chains as possible over the next few quarters. Bolstered by strong capital resources following the IPO of Mobly S.A., home24 is ideally equipped to continue pursuing its growth path and seize market opportunities in the coming quarters.

FUTURE PERFORMANCE AND OUTLOOK

The current business performance in Q3 2021 shows that online customer demand is firmly stabilizing at the high level seen in the previous year. Going forward, management expects that online retail will continue to gain market share at the expense of bricks-and-mortar furniture stores.

Based on the results achieved to date, home24 confirms its guidance for the 2021 financial year and provides a more specific update on the positive trend in its revenue performance. The Company now expects currency-adjusted revenue to grow in the range of 28% to 32%. The Group also continues to assume that it will achieve an adjusted EBITDA margin of between 0% and +2% for financial year 2021.

home24 will continue to consistently pursue its growth strategy aimed at leveraging the large untapped potential of the online home&living sector and steadily expanding the Group's competitive position.

Berlin, November 10, 2021



Marc Appelhoff



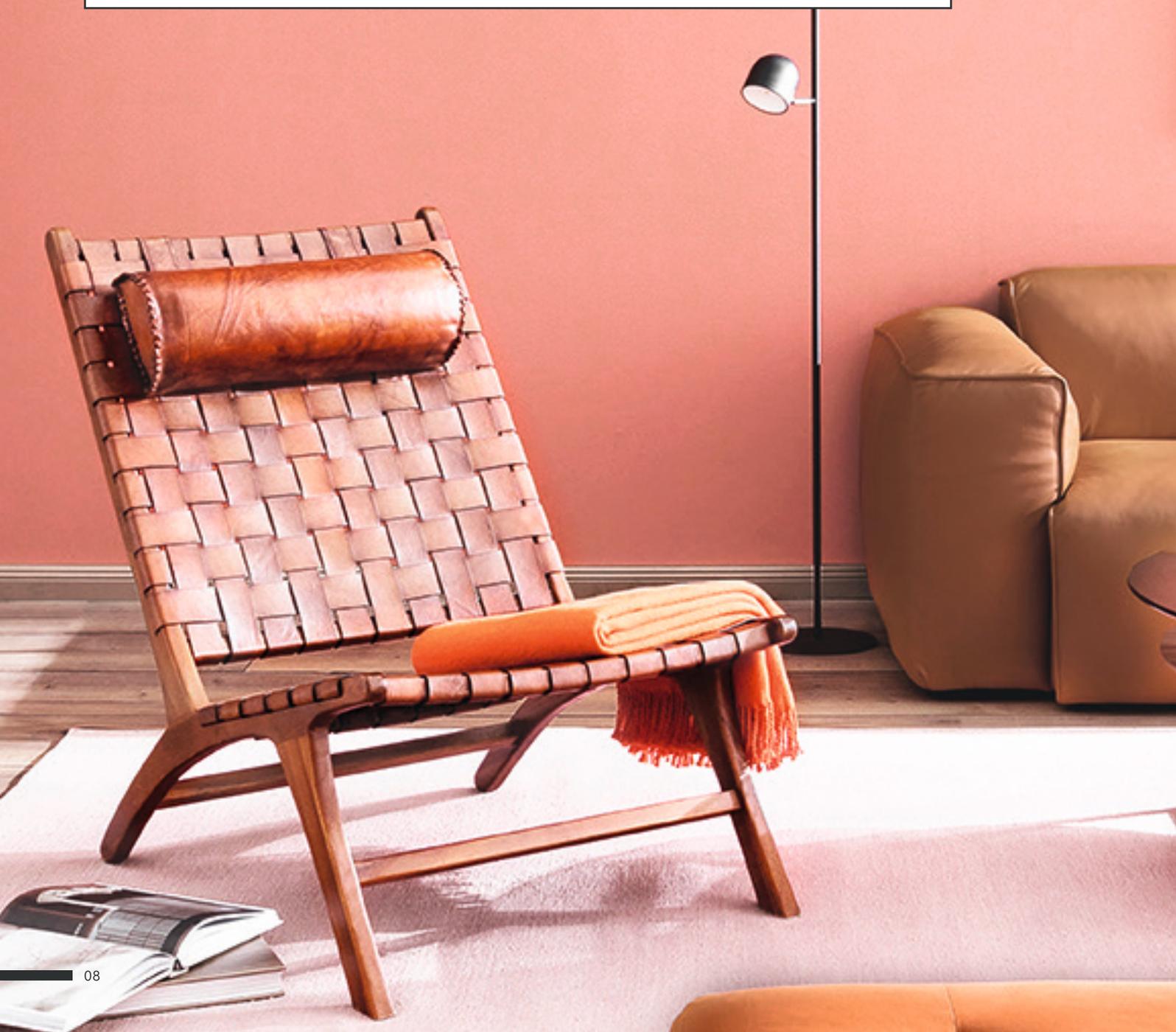
Brigitte Wittekind



Philipp Steinhäuser

SELECTED FINANCIAL INFORMATION

AS OF SEPTEMBER 30, 2021



CONSOLIDATED INCOME STATEMENT

In EURm	9M 2021	9M 2020
Revenue	463.7	339.5
Cost of sales	-261.7	-182.4
Gross profit	202.0	157.1
Selling and distribution costs	-186.1	-133.0
Impairment losses on financial assets	-2.1	-2.6
Administrative expenses	-40.0	-29.5
Other operating income	3.0	1.1
Other operating expenses	-1.1	-1.4
Operating result (EBIT)	-24.3	-8.3
Finance income	3.9	0.4
Finance costs	-4.3	-4.2
Loss before taxes	-24.7	-12.1
Income taxes	-0.4	-0.1
Loss for the period	-25.1	-12.2
Thereof attributable to:		
Owners of the parent company	-21.5	-11.5
Non-controlling interests	-3.6	-0.7

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

In EURm	September 30, 2021	December 31, 2020
Non-current assets		
Property and equipment	20.9	17.5
Intangible assets	36.7	37.0
Right-of-use assets	58.5	43.7
Other financial assets	14.8	10.7
Other non-financial assets	0.9	0.6
Total non-current assets	131.8	109.5
Current assets		
Inventories	63.0	41.3
Advance payments on inventories	3.7	1.9
Trade receivables	36.3	16.3
Other financial assets	3.0	3.6
Other non-financial assets	19.4	12.2
Cash and cash equivalents	130.1	103.1
Total current assets	255.5	178.4
Total assets	387.3	287.9

In EURm	September 30, 2021	December 31, 2020
Equity		
Subscribed capital	29.3	29.1
Treasury shares	0.0	0.0
Capital reserves	122.8	122.8
Other reserves	58.2	-21.9
Accumulated losses	-32.3	-15.2
Equity attributable to the owners of the parent company	178.0	114.8
Non-controlling interests	51.3	-0.5
Total equity	229.3	114.3
Non-current liabilities		
Borrowings	0.0	5.7
Lease liabilities	49.4	36.5
Other financial liabilities	1.1	1.1
Other non-financial liabilities	0.2	0.5
Provisions	4.7	2.1
Deferred tax liabilities	1.4	1.0
Total non-current liabilities	56.8	46.9
Current liabilities		
Borrowings	0.0	5.9
Lease liabilities	14.3	11.5
Trade payables and similar liabilities	54.7	64.0
Contract liabilities	16.8	27.0
Income tax liabilities	0.1	0.2
Other financial liabilities	3.6	5.7
Other non-financial liabilities	10.9	10.8
Provisions	0.8	1.6
Total current liabilities	101.2	126.7
Total liabilities	158.0	173.6
Total equity and liabilities	387.3	287.9

CONSOLIDATED STATEMENT OF CASH FLOWS

In EURm	9M 2021	9M 2020
Cash flow from operating activities		
Loss before taxes	-24.7	-12.1
Depreciation of property and equipment	3.5	2.9
Amortization of intangible assets	6.3	6.0
Depreciation of right-of-use assets	9.8	7.9
Share-based payment expenses	6.4	2.1
Share-based payment expenditures	-2.3	0.0
Change in provisions	1.7	0.0
Change in net working capital		
Change in inventories and advanced payments on inventories	-23.2	-1.0
Change in trade receivables and other assets	-29.7	-3.5
Change in trade payables and similar liabilities as well as other liabilities	-10.2	11.1
Change in contract liabilities	-10.1	10.8
Change in other assets/liabilities	-1.4	-0.2
Income taxes paid, less reimbursements	-0.2	0.0
Cash flow from operating activities	-74.1	24.0
Cash flow from investing activities		
Payments to acquire property and equipment	-7.2	-2.0
Payments to acquire intangible assets	-6.1	-5.3
Proceeds from sale of property and equipment	0.6	0.0
Change in restricted cash and long-term security deposits	-0.2	0.0
Cash flow from investing activities	-12.9	-7.3

In EURm	9M 2021	9M 2020
Cash flow from financing activities		
Transaction costs paid in connection with capital increases by shareholders	-0.1	0.0
Cash paid to owners and non-controlling interests	-0.9	0.0
Proceeds from capital increases at Mobly S.A.	121.0	0.0
Proceeds from the sale of shares in Mobly S.A.	24.2	0.0
Transaction costs paid in connection with the capital increase and sale of shares in Mobly S.A.	-7.2	0.0
Taxes paid on the sale of shares in Mobly S.A.	-3.9	0.0
Proceeds from borrowings	0.5	5.8
Repayment of borrowings	-11.8	-11.9
Redemption of lease liabilities	-9.0	-7.3
Cash flow from financing activities	112.8	-13.4
Net change in cash and cash equivalents	25.8	3.3
Cash and cash equivalents at the beginning of the period	103.1	45.6
Effects of exchange rate changes on cash and cash equivalents	1.2	-0.5
Cash and cash equivalents at the end of the period	130.1	48.4

FINANCIAL CALENDAR 2021 / 2022

DECEMBER 6, 2021

Berenberg European Conference

DECEMBER 7, 2021

Munich Capital Market Conference

FEBRUARY 15, 2022

Trading Update FY 2021

MARCH 31, 2022

Publication Annual Financial Report
2021

IMPRINT

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Legal Disclaimer

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This quarterly statement has been translated into English. It is available for download in both languages at www.home24.com. If there are variances, the German version has priority over the English translation.



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