

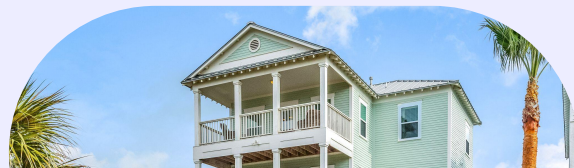
home
to go_

AGM 2023
HomeToGo SE

Report of the Management Board

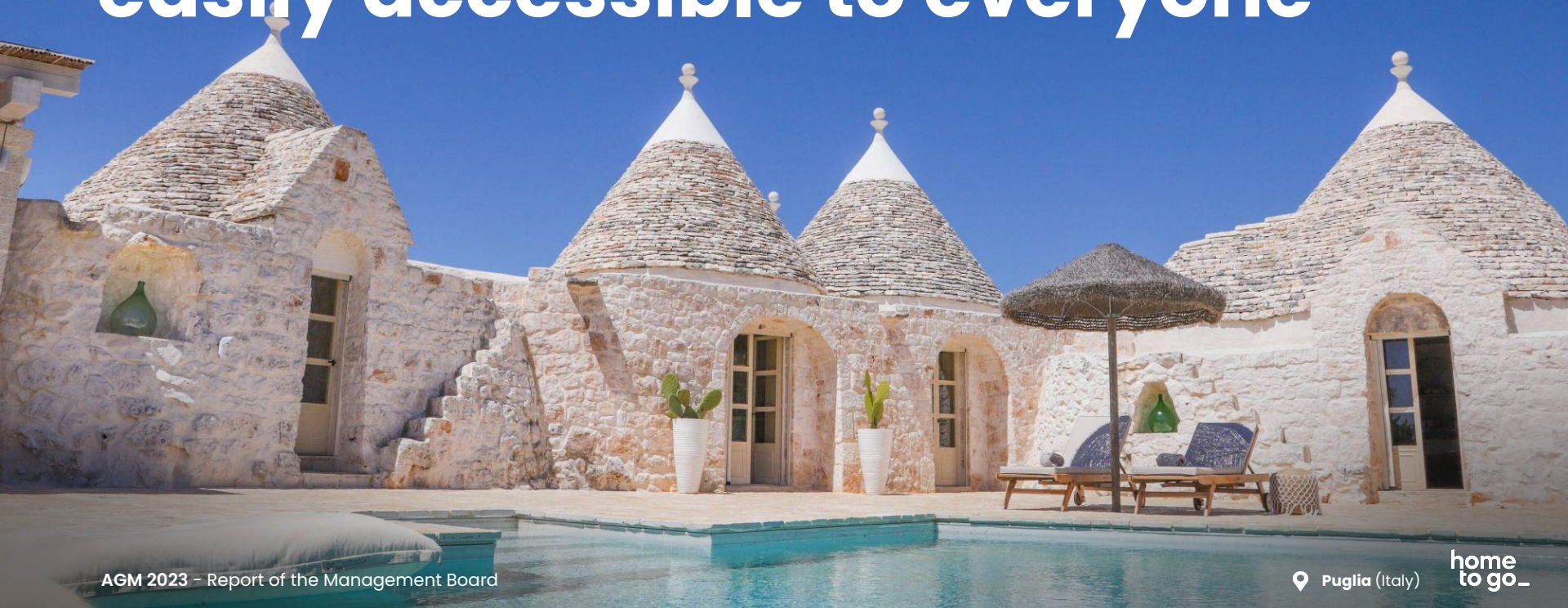
Dr. Patrick Andrae, CEO
Steffen Schneider, CFO


May 23rd, 2023
Luxembourg



OUR VISION

**making incredible homes
easily accessible to everyone**



A photograph of a family enjoying a swimming pool. A man in teal shorts is on the pool deck with his arms raised in excitement. A woman in a red swimsuit is in the water, and a child is splashing on the right. In the background, there are white lounge chairs with teal towels, a black metal fence, and lush green trees under a clear blue sky. The text "a home to go swim" is overlaid in white, bold, sans-serif font across the center of the image.

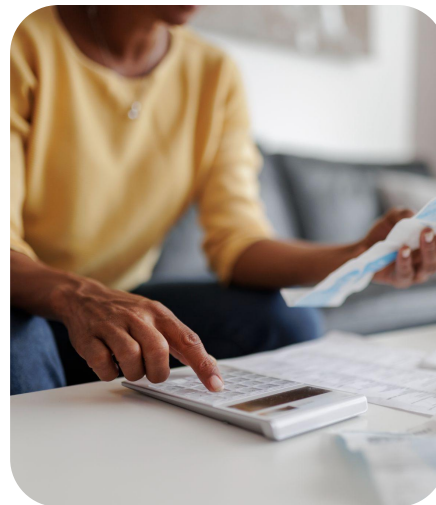
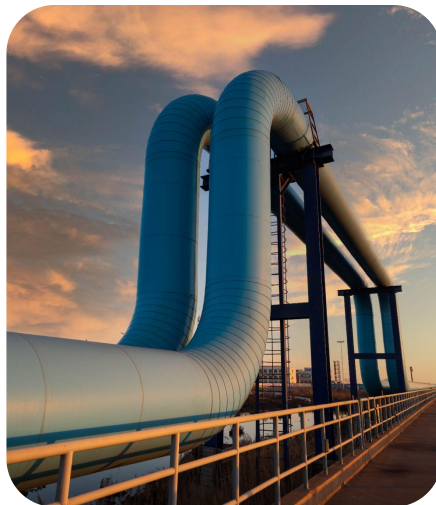
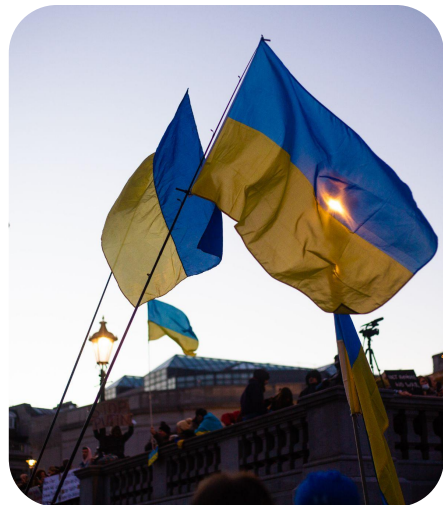
a home to go swim

What was the economic climate in 2022?


A person in a red kayak is paddling on a calm lake at dusk. The water is still, reflecting the sky and the surrounding forest. A wooden pier extends from the right bank into the water. In the background, there are mountains and a forest of evergreen trees. The overall atmosphere is peaceful and serene.

There was a lot of uncertainty in the market

2022 was a year with significant political and economic challenges



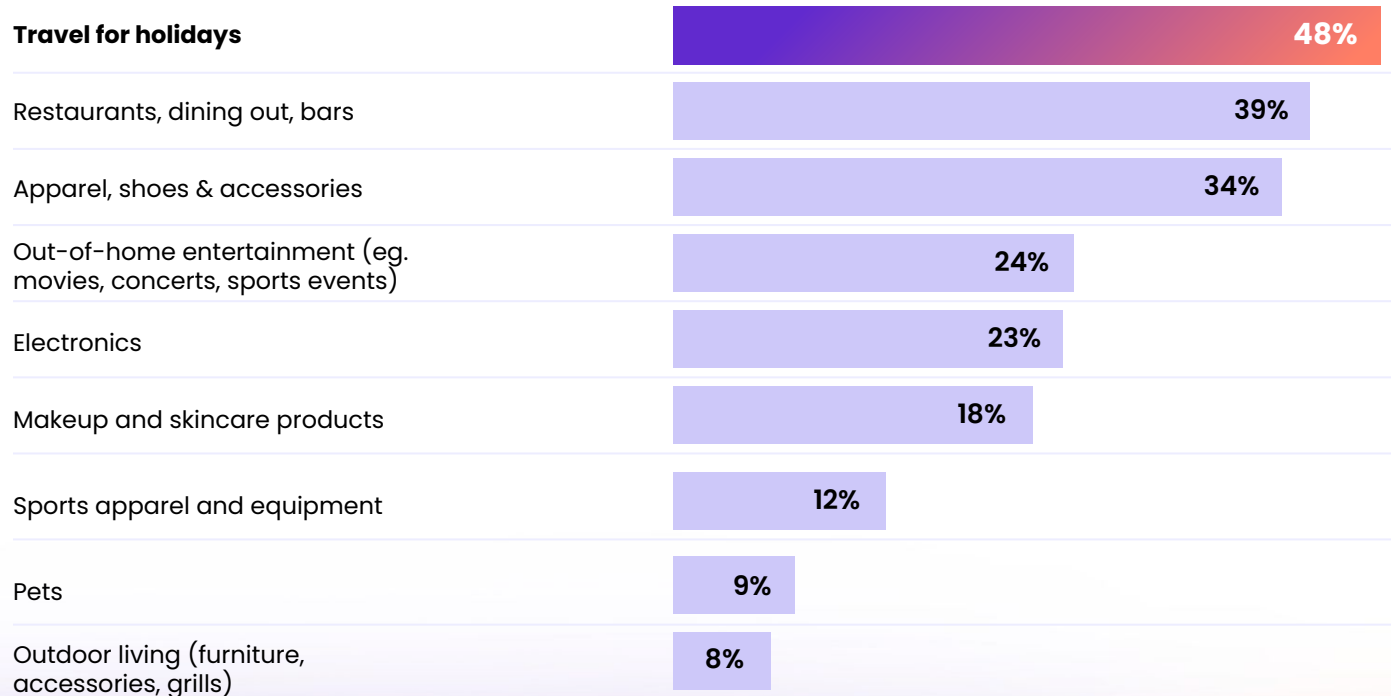
→ recession fear

A group of people are sitting on a rocky, moss-covered hillside, looking out over a vast landscape. In the foreground, a woman with her hair in a braid is seen from the side, wearing a white and black patterned sweater and bright blue pants. Behind her, other people are visible, some looking towards the camera and others looking out at the view. The background features a deep fjord, a calm sea, and jagged, rocky mountains under a soft, golden light from a low sun, suggesting a sunset or sunrise. The overall mood is peaceful and scenic.

...but people
always travel

Travel is the category where consumers treat themselves

Categories where consumers intend to treat themselves¹ | % of all respondents with intent to splurge in 2022



¹ Q: You mentioned that you plan to splurge/treat yourself in next 3 months. Which categories do you intend to treat yourself to? Please select all that apply

² Baby boomers includes silent generation

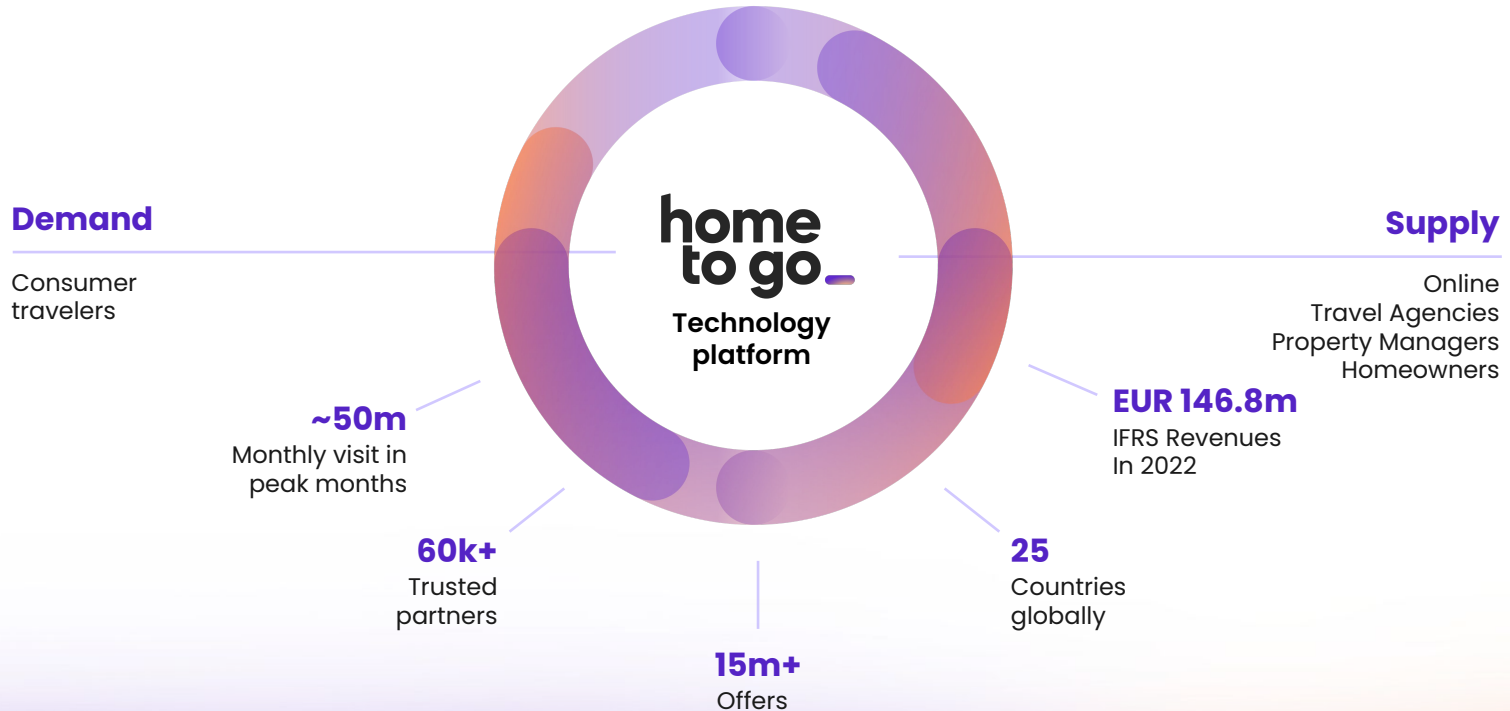
³ Question not asked in previous surveys

📍 Colorado (USA)

We delivered strong business results in 2022

Key Business Highlights

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



2022 was a year of outstanding accomplishments and a strong start into 2023



Impressive performance slightly ahead of already double-upgraded guidance; Strong double-digit topline growth with **IFRS revenues +55% YoY**



Record progress on strategic pillars with **Subscriptions & Services growing IFRS Revenues by +169% YoY** - delivering an unparalleled experience and driving **growth for our partners**

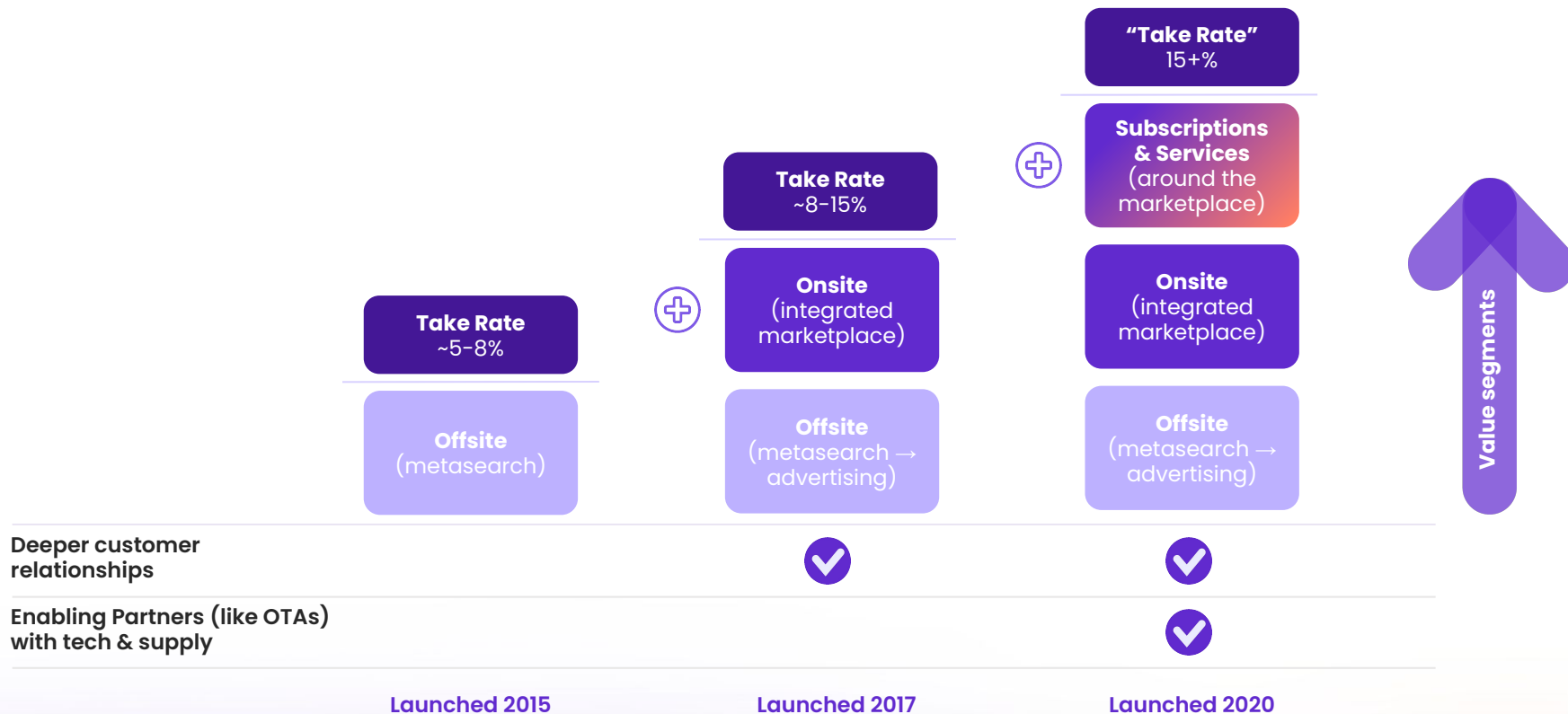


Three successful M&A's completed in 2022 with AMIVAC, e-domizil and SECRA

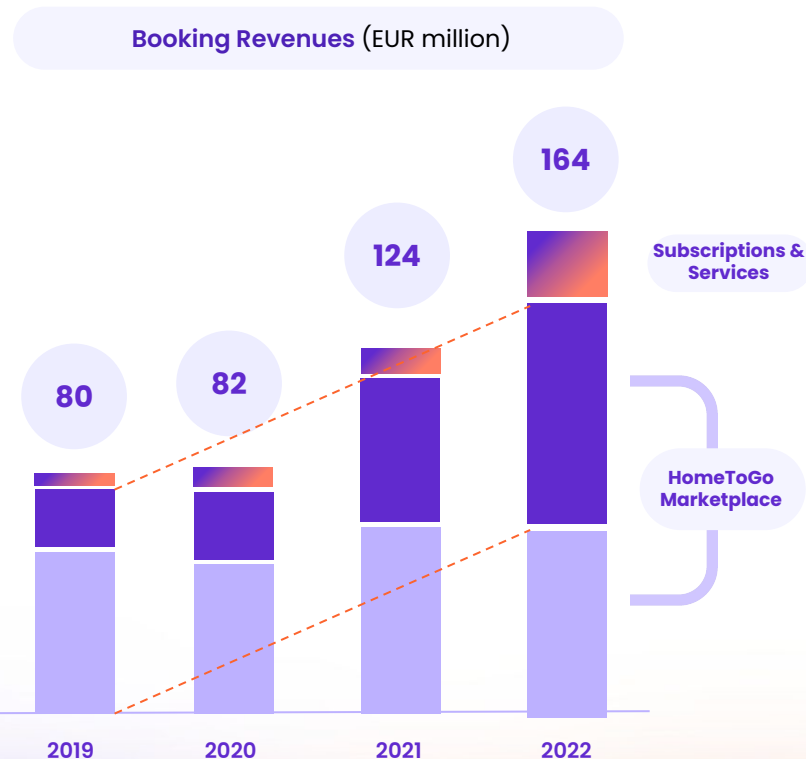
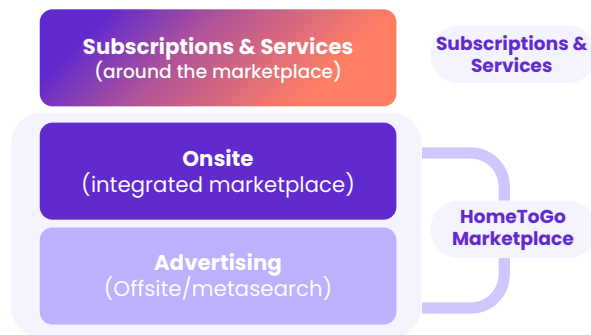
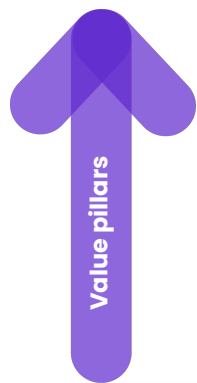


Strong start to 2023: Exceptional first quarter with **highest ever Booking Revenues**, stellar growth in Subscriptions & Services and record booking revenues backlog - Full confidence in achieving guidance

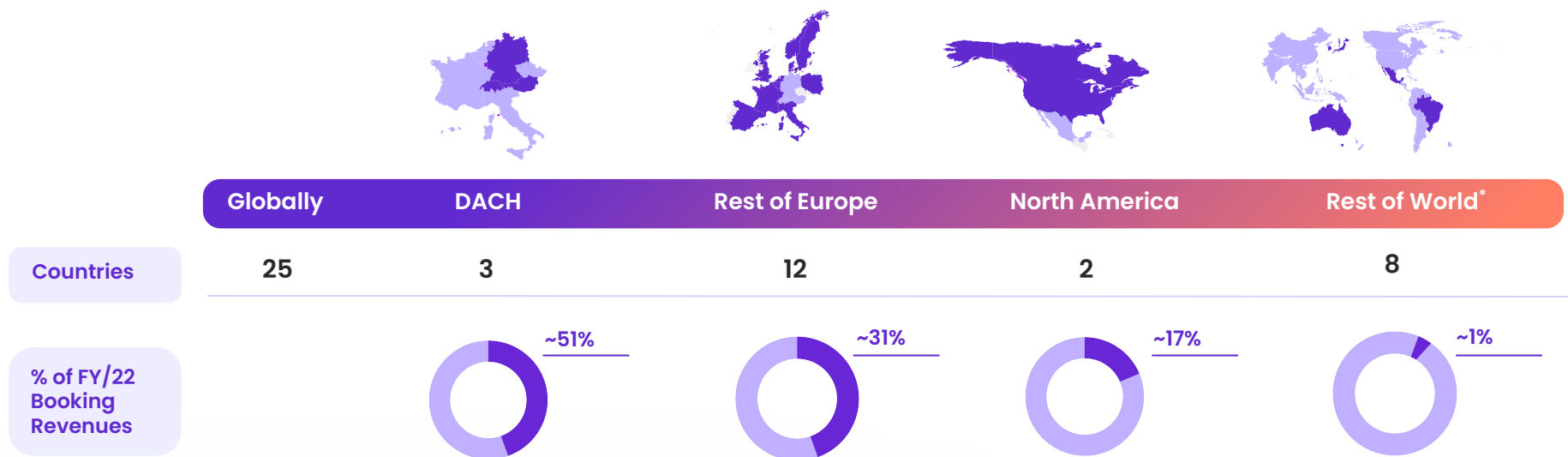
On our journey so far ...



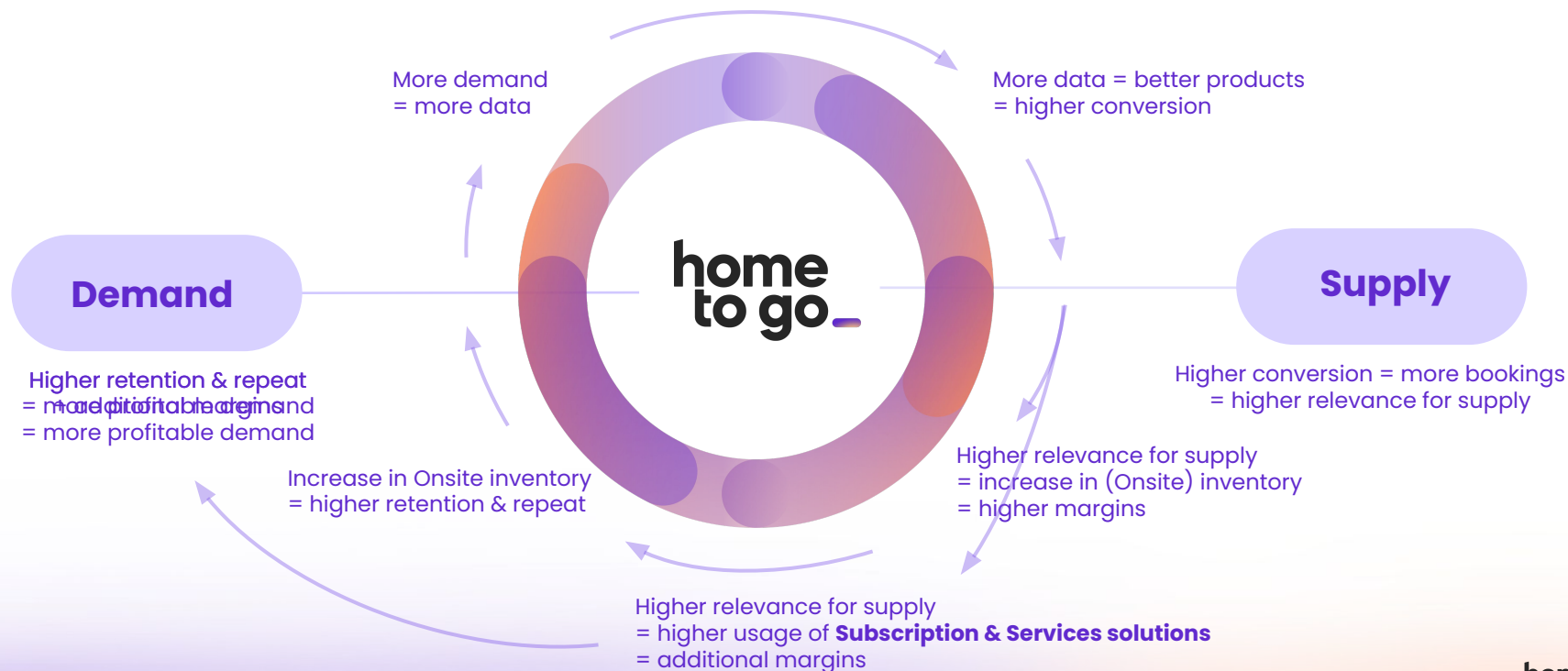
... we grew the 2022 Onsite marketplace to almost the size of the entire HomeToGo in 2019 while building up Subscriptions & Services



And we have built a truly global footprint with leading positions across many of our regions



Based on a self-reinforcing feedback loop: more Onsite supply increases repeat bookings, driving long-term growth and margins up – further accelerated by Subscription & Services...



We are taking decisive and transformative steps in executing our strategy to enable our future growth

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

By providing travelers with a **desirable, unparalleled and highly curated selection** of vacation rentals and **great customer experience**, we pave the way to **become the go-to destination for vacation rentals**



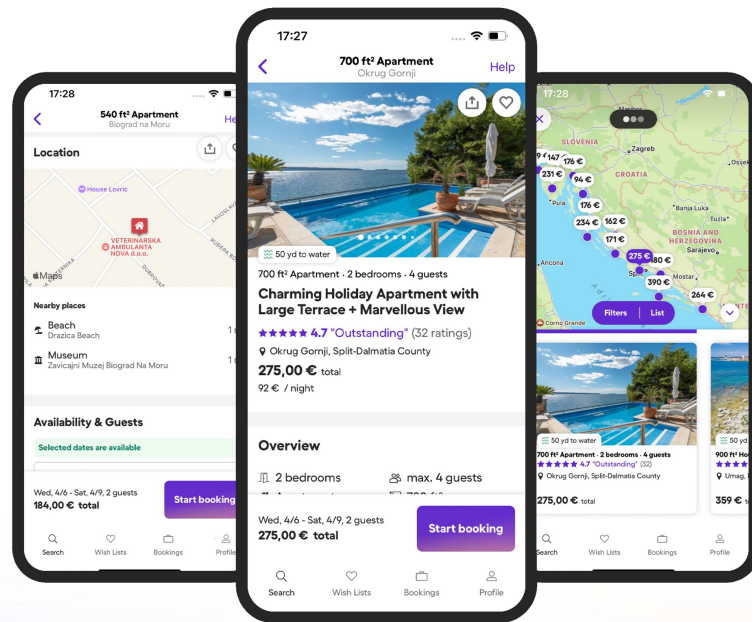
World's largest selection of vacation rentals



Highly curated through smart tools & machine learning



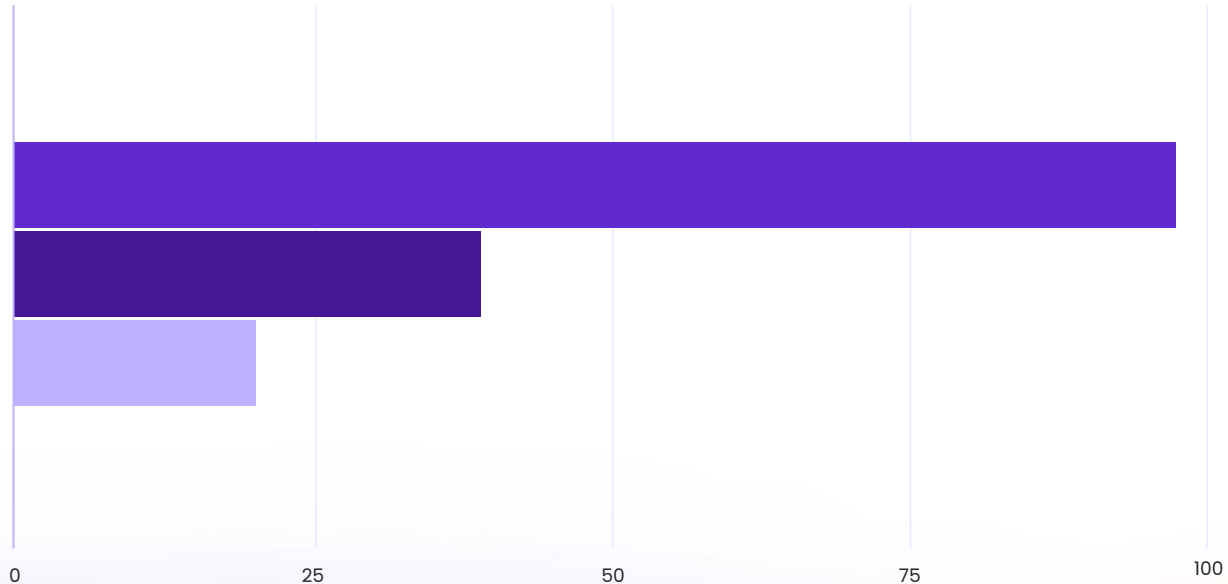
Trusted checkout & payments



Also search engines see our relevance: In Germany, HomeToGo has reached more organic search visibility¹ than Airbnb and VRBO combined

1

HomeToGo Group VRBO (FeWo-direkt) Airbnb



Sistris visibility points

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



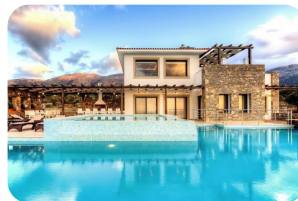
ML algorithms trained on a large amount of consumer behavior data



home to go_

Ski

Turrach, Austria



home to go_

Swim

Pírgos, Crete



home to go_

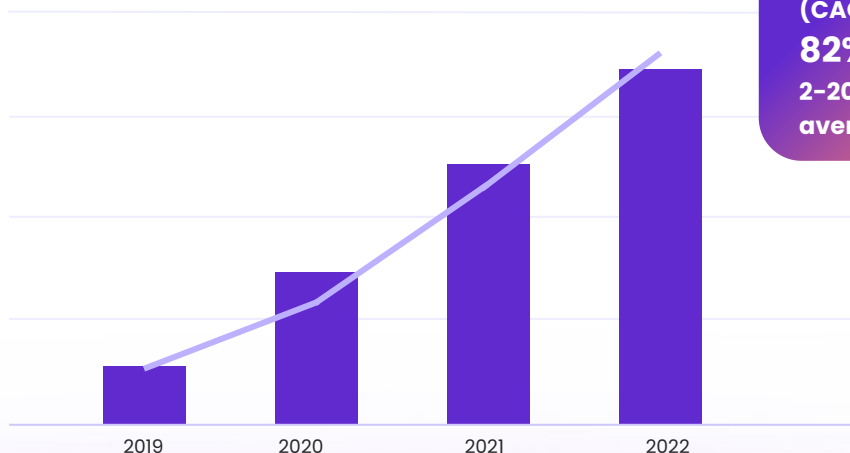
Relax

Fister, Norway

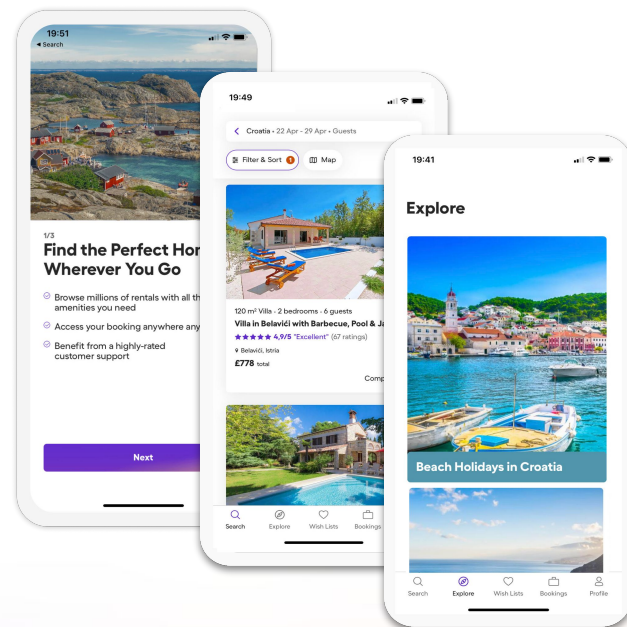
We've been establishing our app as the best way to experience HomeToGo – strong engagement ensures monetization and consistent growth via paid installs

App installs and app MAUs

■ App installs — Monthly active users



Growth 19-22 (CAGR)*
82% vs
2-20% VR average**

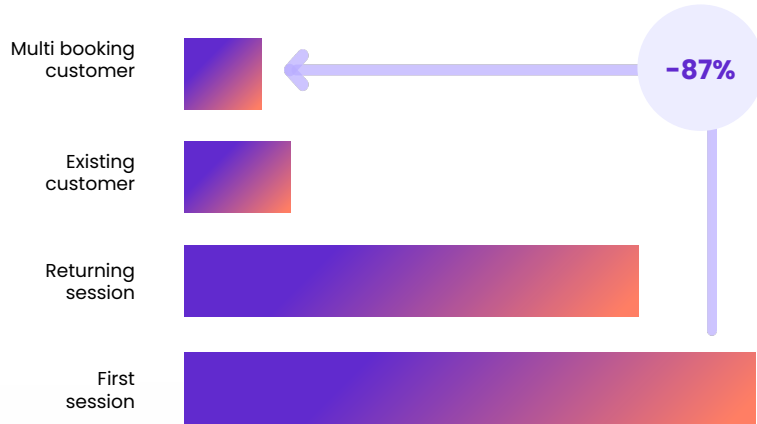


* Compound annual growth rate;

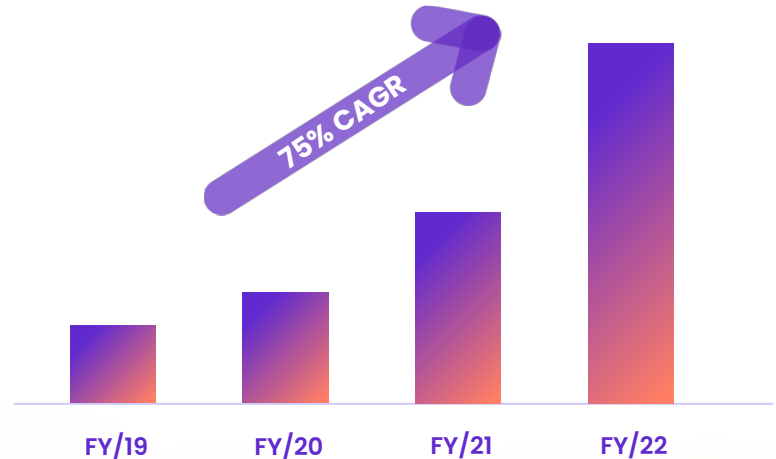
** Source for benchmark: OTA and VR app traffic benchmark from Deutsche Bank Research, Online Travel-Industry Update, Oct 11th '22 - Used numbers based on WAU growth for ROW comparing 2022 with 2019
Note: Numbers excluding recent acquisition e-domizil (100% Onsite inventory)

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

ACNR per user segment for 2022 Oct YTD*



Repeat Booking Revenues from existing customers



* ACNR = Acquisition cost / net revenue; net revenue as booking revenue after cancellations for 2022 YTD, Oct20th
Note: Based on Booking Revenues of HTG global excluding Agriturismo, Amivac, e-Domizil, and Escapada Rural

We solve key pain points for the entire supply side

2

Online travel agencies (OTA)

Property managers

Hosts



A

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



B

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



C

Get supply + better data around prices and availabilities

C

Use software solutions like property or channel management

C

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

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

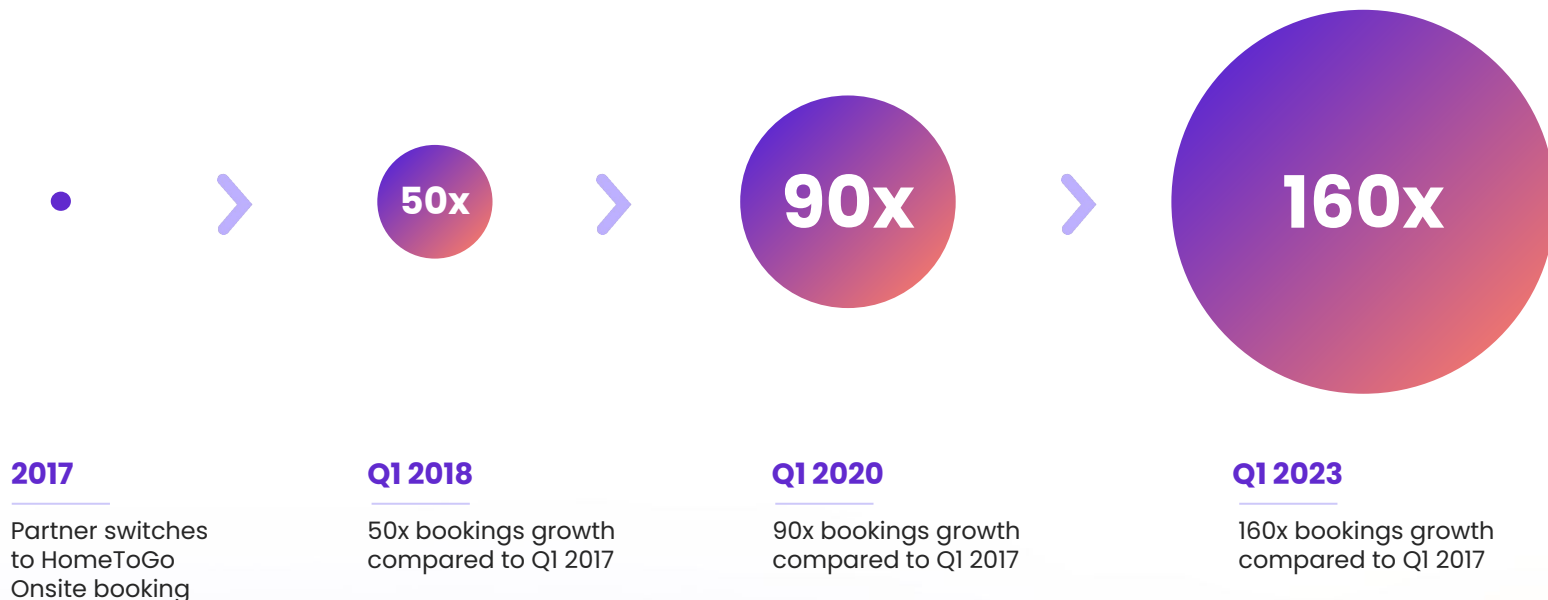


Attractive customer group

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**

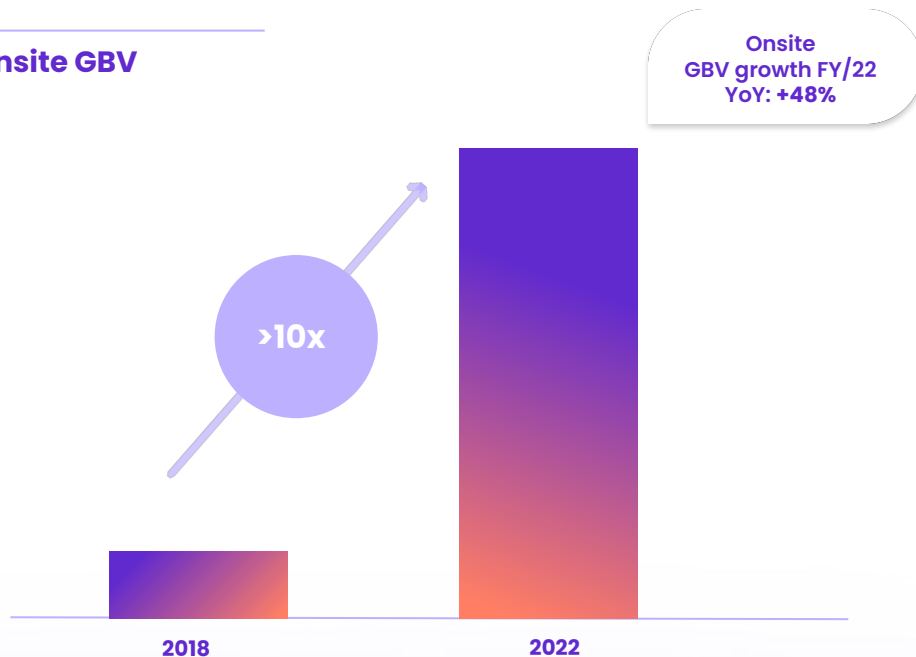
Our solutions and continuous efforts are constantly growing our and our Partners' success

Number of bookings placed with the Partner



Strong and consistent growth track record, growing our Onsite GBV >10x in 4 years

Onsite GBV

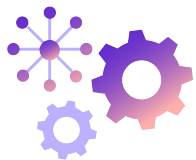


- ✓ Outgrown the overall market for alternative accommodation
- ✓ Delivered on our growth ambition, while constantly improving our customer experience
- ✓ Consistently improved profitability over time

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

15+ million

Offers in the search database from thousands of Partners



100+

A/B experiments in production at the same time

3.5+ billion

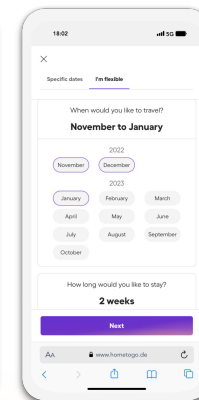
Images processed through our data pipelines



**AI
incl. ML
models**



Before & after



50+ million

Visits from users looking for their best accommodation



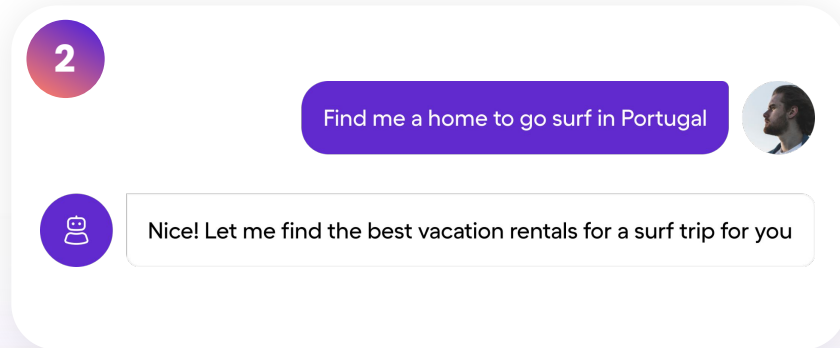
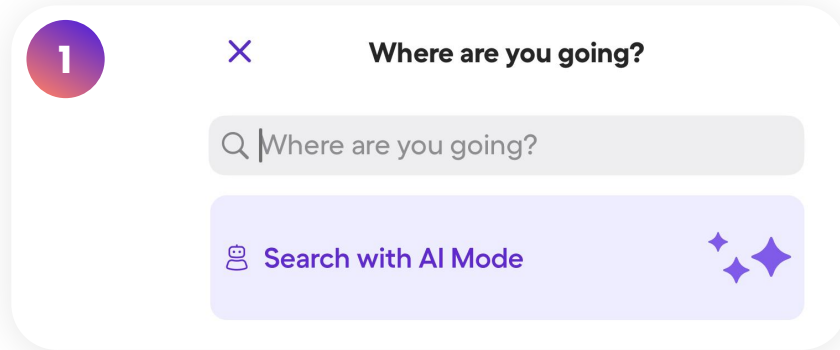
Always delivering our customers an amazing and targeted experience

Changing the way we search for travel,
getting into vacation mode with HomeToGo Modes

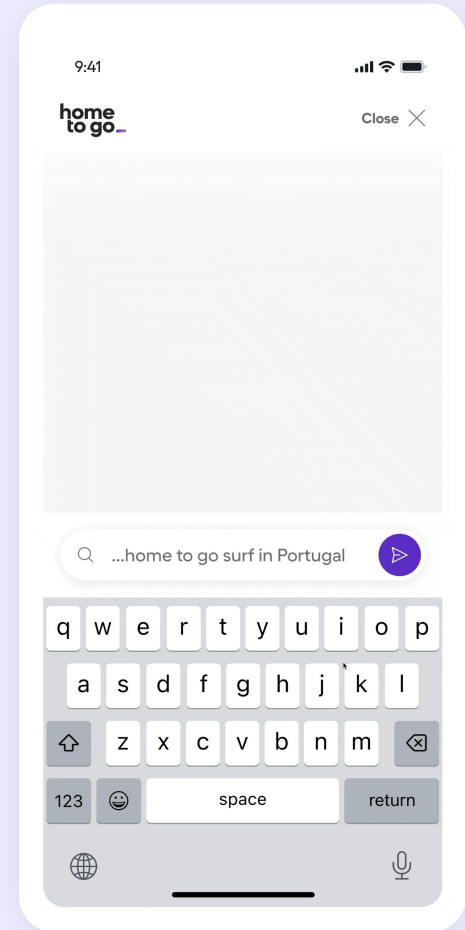
HomeToGo Modes



A sneak preview of our new HomeToGo Modes – starting first with AI Mode

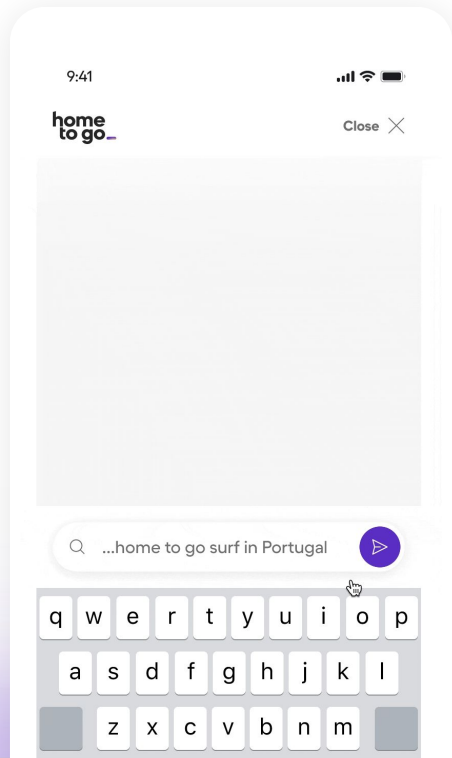


3

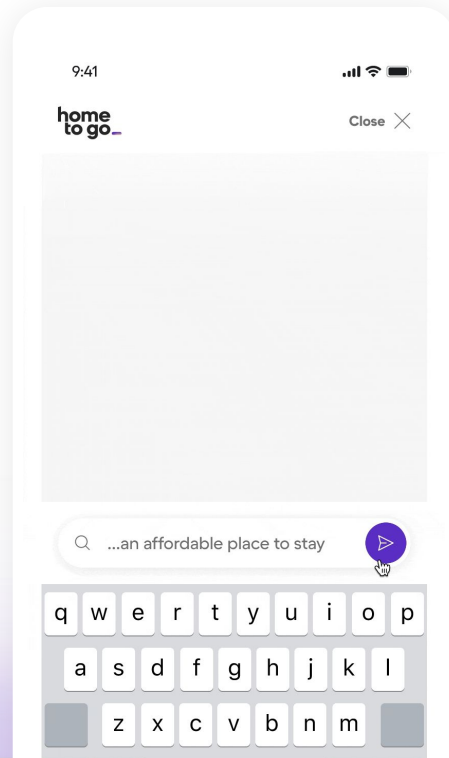


HomeToGo AI Mode will provide travelers with a highly adaptable and curated browsing experience

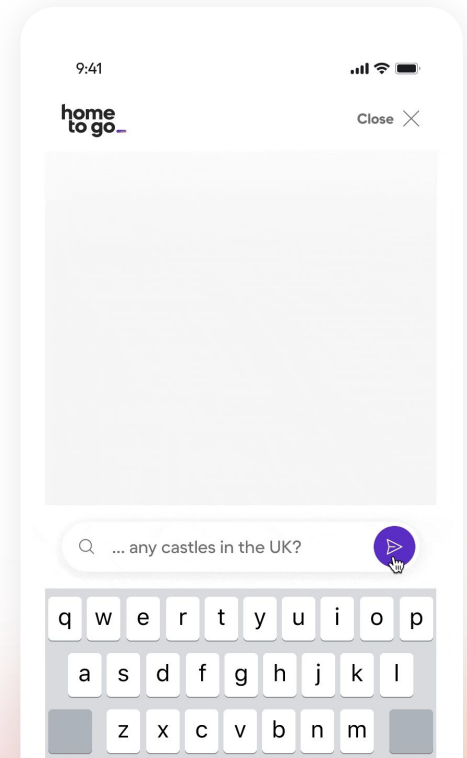
a home to go_surf



a home to go_on a budget



a home to go_royal



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

Tech, data and Partner solutions for the supply side

- 1 Utilizing the **technology solutions of our marketplace** and making them accessible externally
- 2 Developing and integrating **new Partner solutions** around our marketplace (also via M&A)
- 3 **Combining** native marketplace technology and Partner 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 increasing data quality for connected demand channels

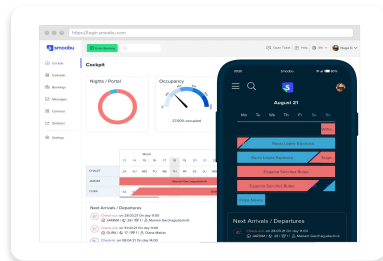


Property management system (PMS) for **agencies + solution for destinations** focused on the DACH market, also supporting multi-channel inventory distribution

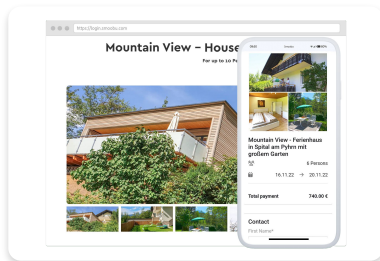


Leveraging **HomeToGo's scaled marketplace tech & data**, e.g. for whitelabels today, or **yield management, inventory enrichment**, etc. in the future

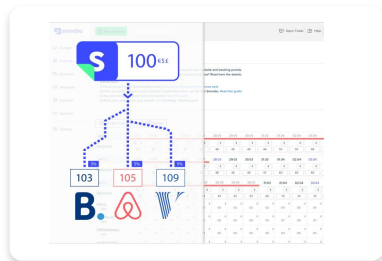
When we add solutions, we focus on companies with healthy business fundamentals and scale them further



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.

Q1 2023

MRR YoY Growth **+100%**

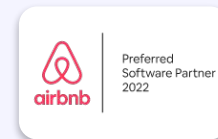
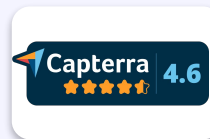
Rule of 40 **114%**

Magic Number **0.74**

DBNER **173%**

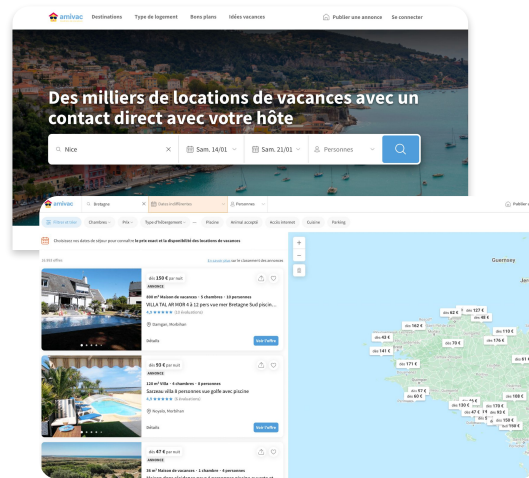
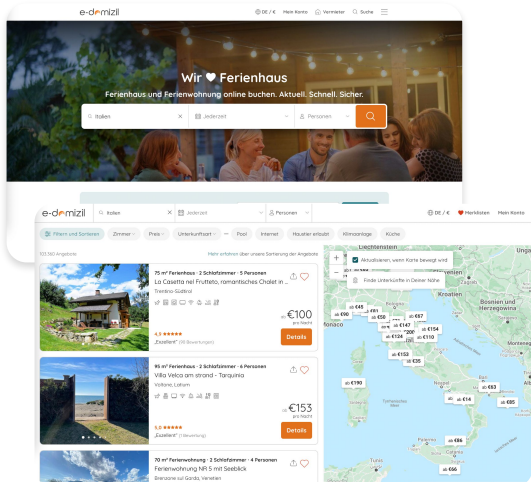
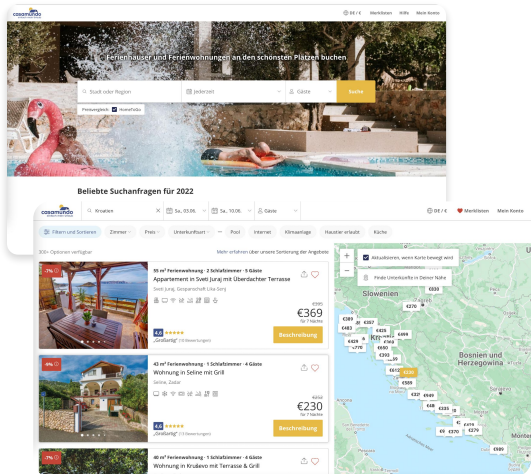
NRR **147%**

Strong reputation as software and integration partner loved by customers



Our whitelabel technologies also allowed us to bring our acquisitions quickly onto our marketplace tech & lift synergies

3



Fully live ~10 months after acquisition



Fully live ~7 months after acquisition



Fully live ~10 months after acquisition

Highlights from our 2022 ESG report

E

36%

lower carbon footprint across our German & Lithuanian offices (vs 2018)

S

96/100

points in our engagement survey, section "Work Life Balance"

G

0

Actions or complaints for fraud, donations or breach of anti-corruption or other fair competition practices

2019

2022

Climate neutral in Berlin HQ & LT

Successfully hit climate neutrality **across all global operations**

📍 Sogndal (Norway)

a home to go_green



Building a platform that enables & empowers **travelers** and **Partners** to make more sustainable choices



The green opportunity: We are dedicated to being a changemaker in sustainable travel for our industry

Incentivizing our Partners to incorporate sustainable practices and amenities by rewarding and highlighting green offers

Building a product where travelers can easily choose and be better educated about sustainable travel options - ultimately closing the say/do gap

Fostering an employee culture and operation that is focused on climate preservation and proactive climate action

73%

of travelers are more likely to choose an accommodation if it has implemented sustainable practices¹

70%

of global travelers expect the travel industry to offer more sustainable travel options²

71%

of job seekers want to work for environmentally sustainable companies after the pandemic³

¹ Accelerating the Transition to Net-Zero Travel: Skift Research + McKinsey, Sept. 2022

² A Net Zero Roadmap | World Travel & Tourism Council, Nov 2021

³ IBM Survey

📍 Bergen aan Zee (Netherlands)

2022: A Successful Financial Performance

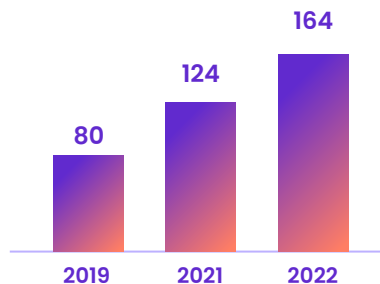
Steffen Schneider
CFO

Strong growth trajectory across all our core metrics

Adj EBITDA margin
(23)%, (22)%, (14)%

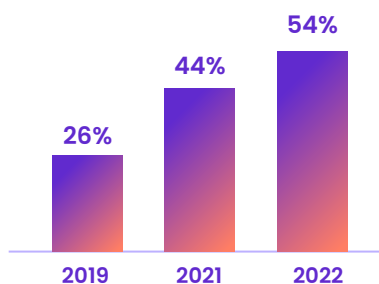
Booking Revenues

EUR million



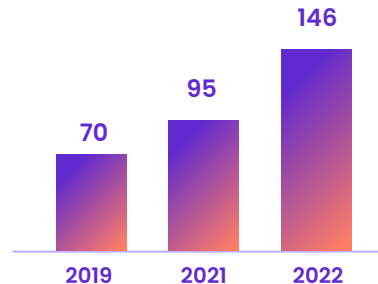
Scaling of Onsite

in % of Booking Revenues¹



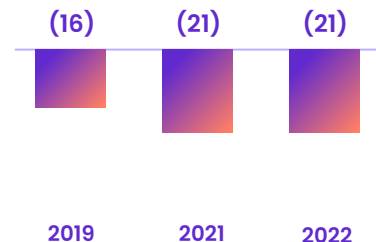
IFRS Revenues

EUR million



Adj. EBITDA

EUR million



HomeToGo has outperformed the twice upgraded FY/22 guidance

Guidance for FY2022

Achievement FY2022



GROWTH
IFRS Revenues

48-54%

Twice upgraded
guidance



55%



PROFITABILITY
(Adj. EBITDA*)

(14)-(18)%

Twice upgraded
guidance



(14)%



**CASH
GENERATION**

Cash flow
negative

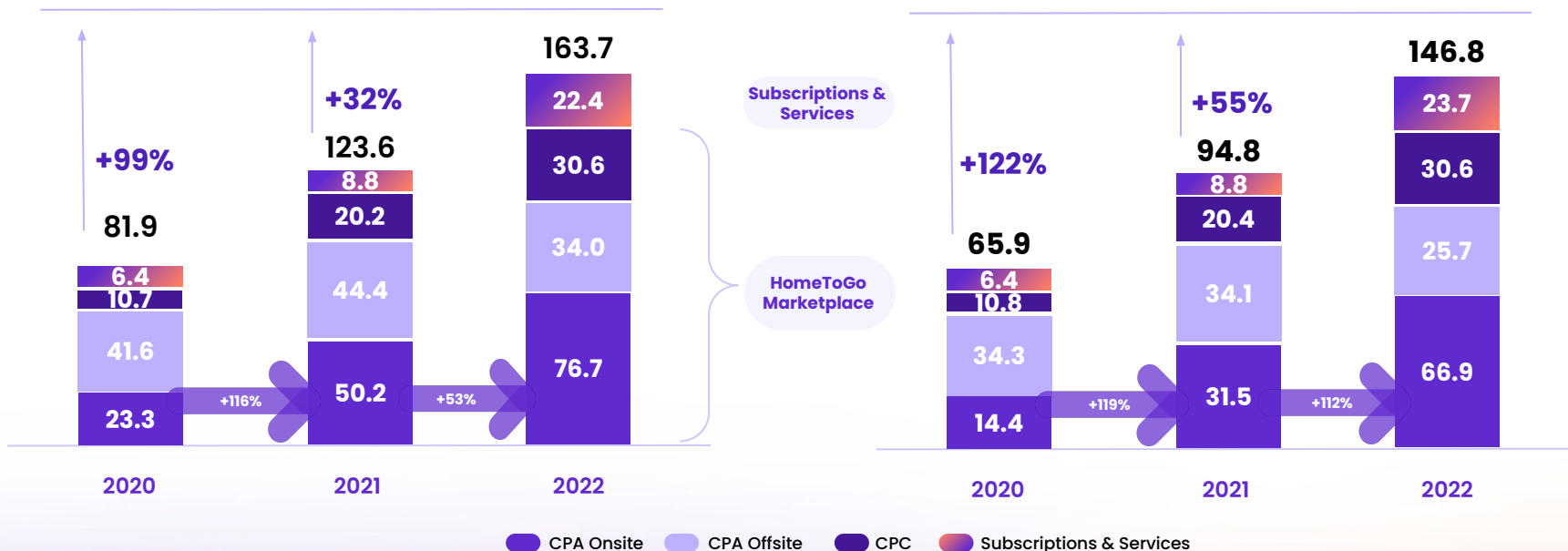


Cash flow
negative

Strong Onsite and Subscriptions & Services Booking Revenues growth in FY2022 following the acquisition of e-domizil and SECRA as well as strong YoY growth of Smoobu

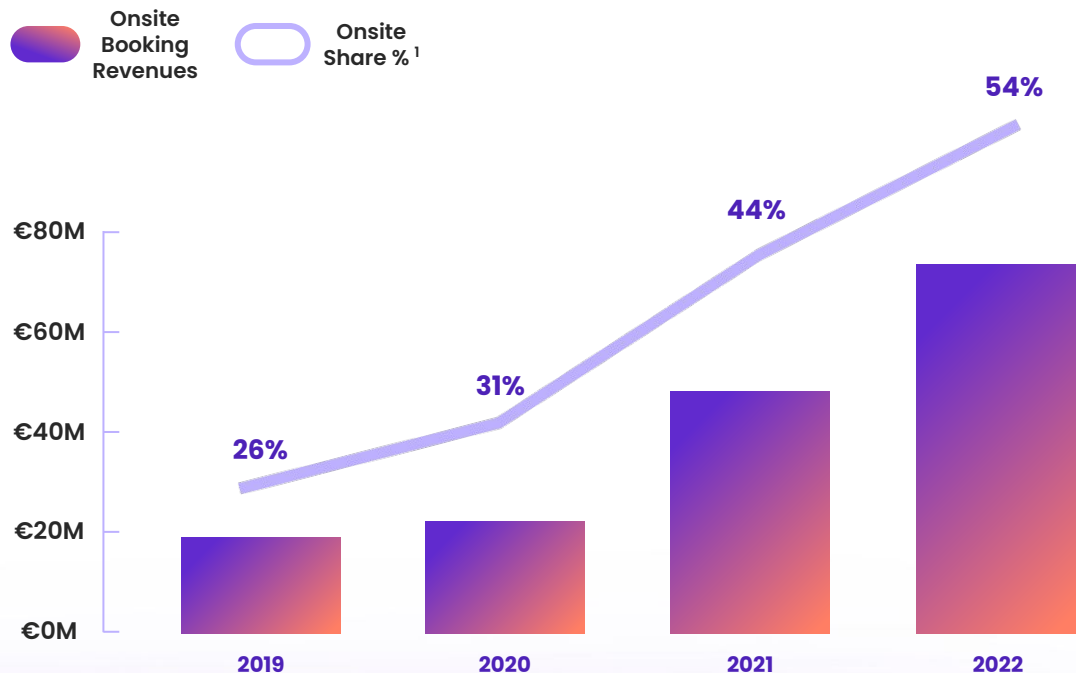
FY Booking Revenues¹ (EUR million) - by deal type

FY IFRS Revenues (EUR million) - by deal type



¹Non-IFRS operating metric to measure intra-month performance view defined as net Euro value of the commission generated by transactions (CPA, CPC, CPL etc.) before cancellation

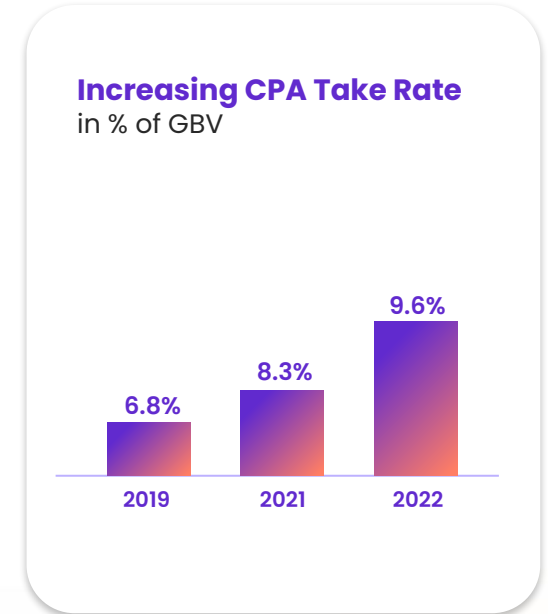
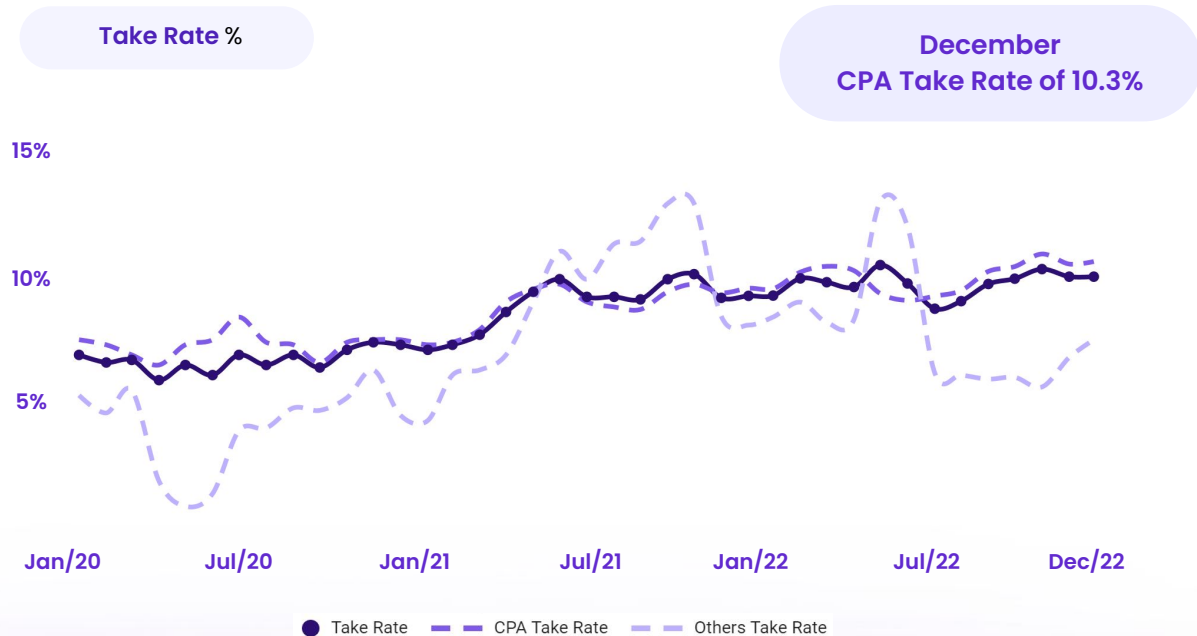
Onsite growth driven by attractive demand and strategic investments in our product



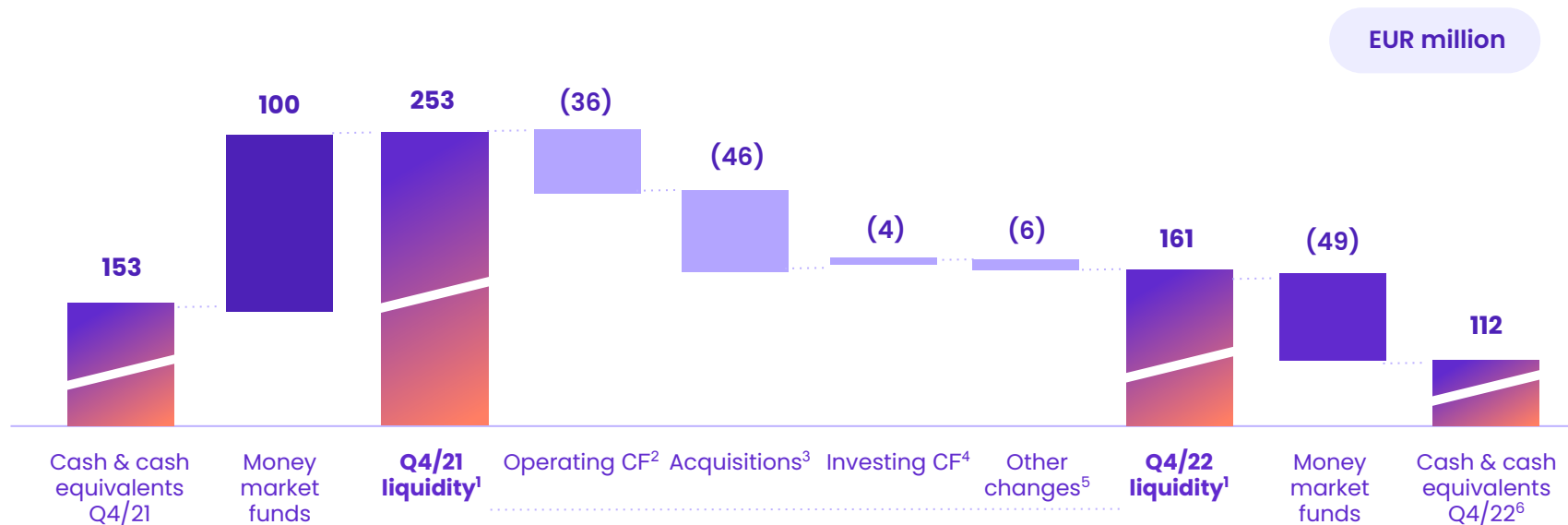
We cater to our Partners' needs and have developed into an integral part of their business:

- Partners have access to a highly attractive customer base
 - High average basket sizes
 - Long booking windows
 - Customers have high purchasing power
- Partners own the policies, i.e. cancellations
- Partners have access to hassle-free bookings

Continuous improvements of our Take Rate particular in the CPA Cluster reflecting higher Onsite share and improved commercials



Continued strong cash position at year-end despite acquisitions and build up of Record Booking Revenues Backlog



¹ Both Q4/22 and Q4/21 liquidity include investments into highly liquid short-term deposits with maturity of more than 3 and less than 12 months.

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

³ Includes payments for the acquisitions of subsidiaries, net of cash acquired.

⁴ Includes only cash flows from investments in fixed and intangible assets as well as payments.

⁵ Includes financing cash flow and the effect of exchange rate on cash and cash equivalents.

⁶ Q4/22 cash & cash equivalents include cash of EUR 2.3m that is restricted due to statutory requirements.

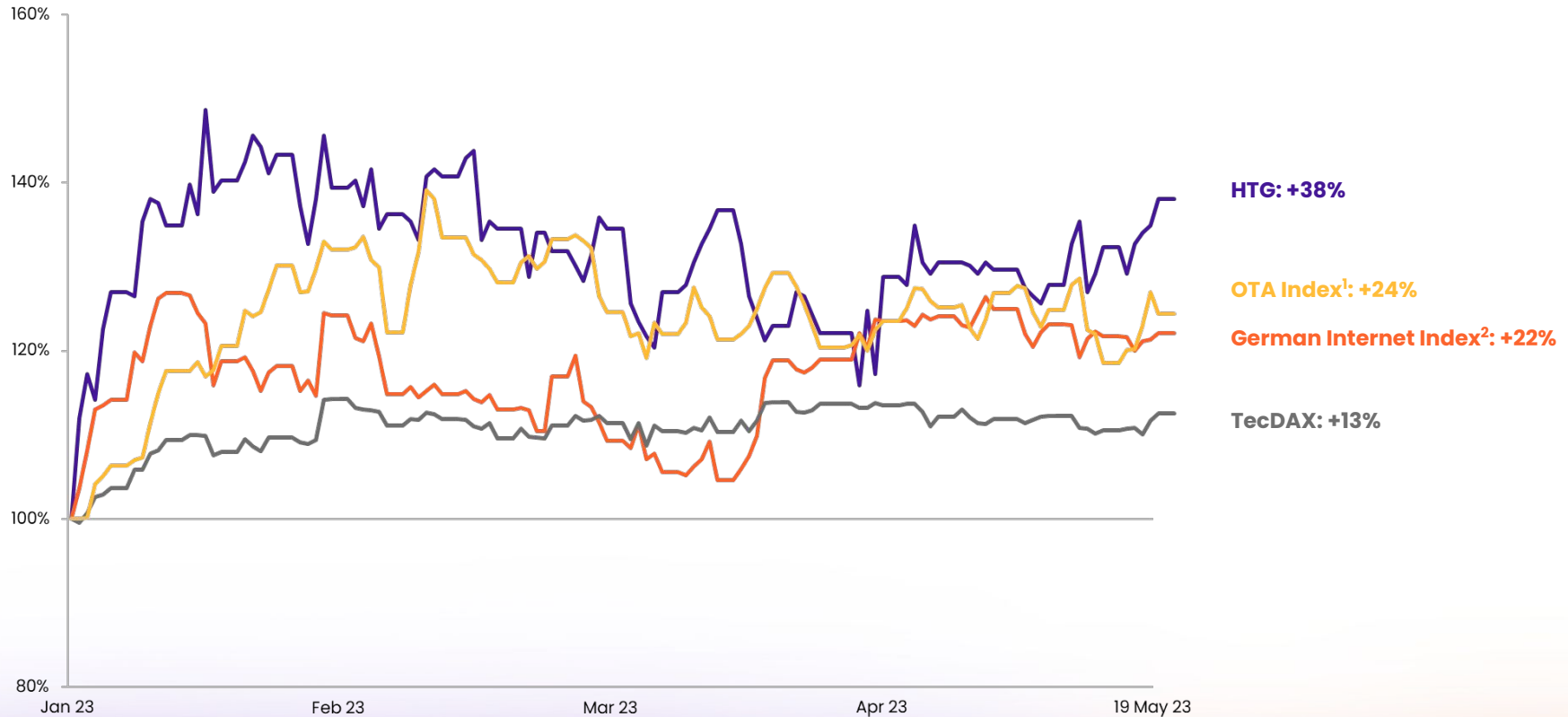
Unsatisfying share price performance in 2022...



¹ Average price return of Airbnb, Inc., Booking Holdings, Inc., and Expedia Group, Inc.

² Average price return of Zalando SE, AUTO1 Group SE, HelloFresh SE, Mister Spex SE, and Shop Apotheke Europe NV

... but decent recovery in 2023 outperforming our peers YTD



¹ Average price return of Airbnb, Inc., Booking Holdings, Inc., and Expedia Group, Inc.

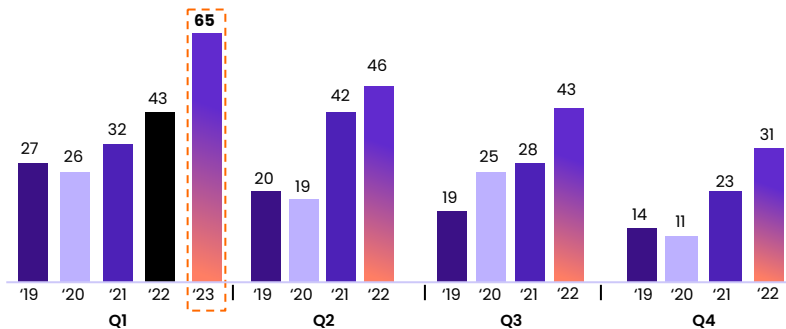
² Average price return of Zalando SE, AUTO1 Group SE, HelloFresh SE, Mister Spex SE, and Shop Apotheke Europe NV

📍 Florence (Italy)

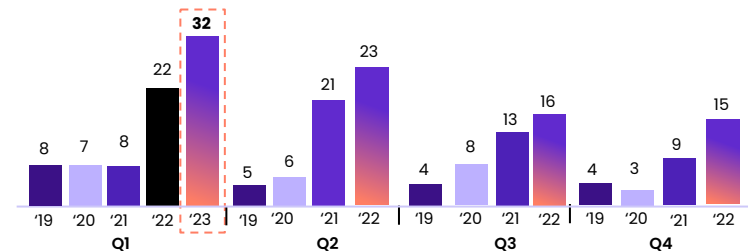
Q1 and Outlook 2023

All-time high Booking Revenues and robust IFRS Revenues in Q1; Adjusted EBITDA Margin improved

Booking Revenues (EUR million)

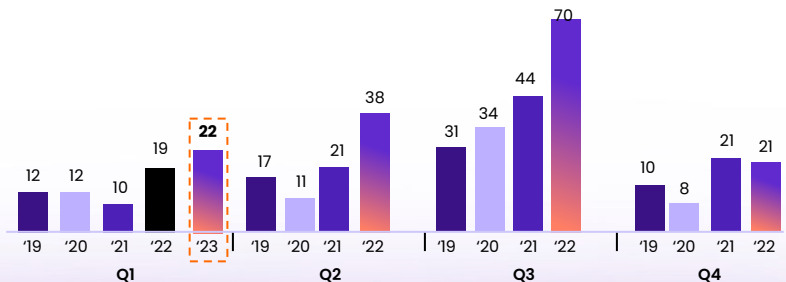


Onsite Booking Revenues (EUR million)



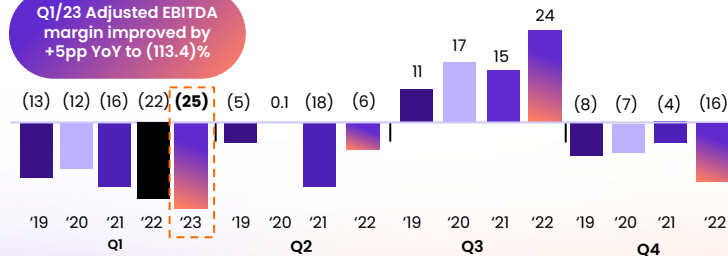
Q1/23 Booking Revenues
Onsite Share: 58% (+3pp YoY)
For DACH region: 85%
(+13pp YoY)

IFRS Revenues (EUR million)



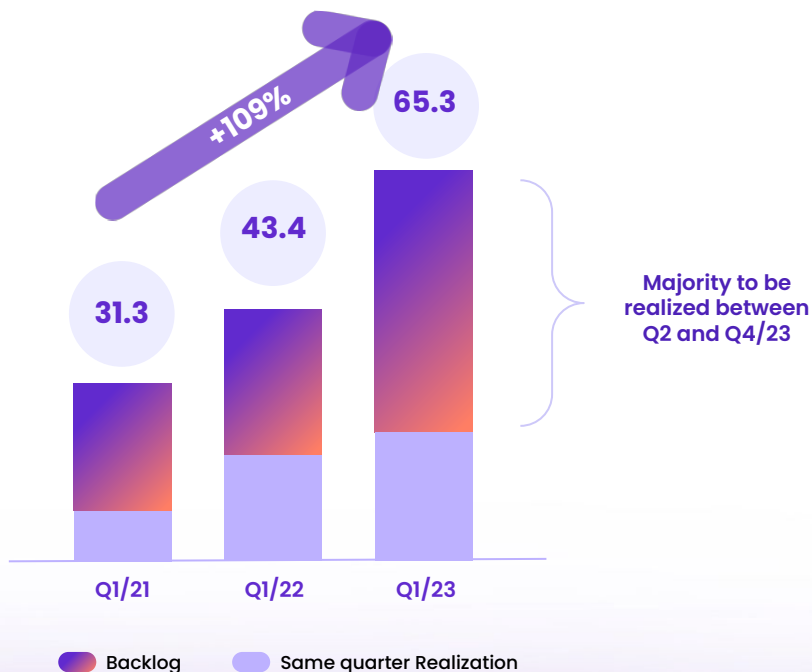
Adjusted EBITDA¹ (EUR million)

Q1/23 Adjusted EBITDA
margin improved by
+5pp YoY to (113.4)%

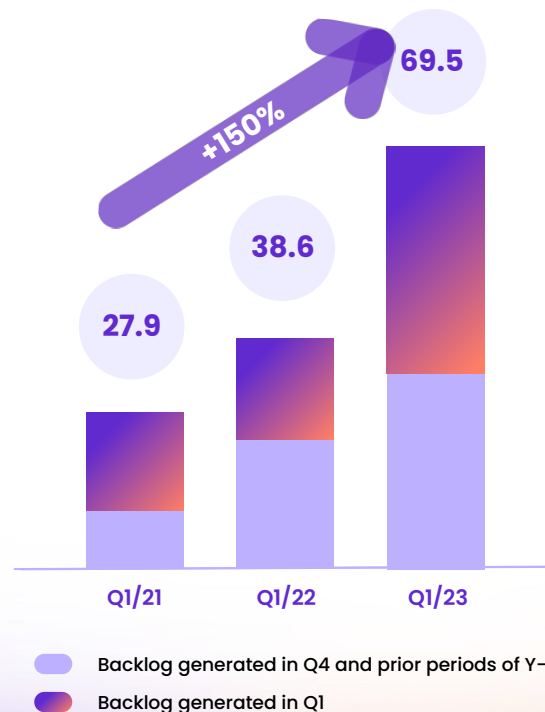


Strong CPA bookings leading to record-high Booking Revenues Backlog

Booking Revenues (EUR million)



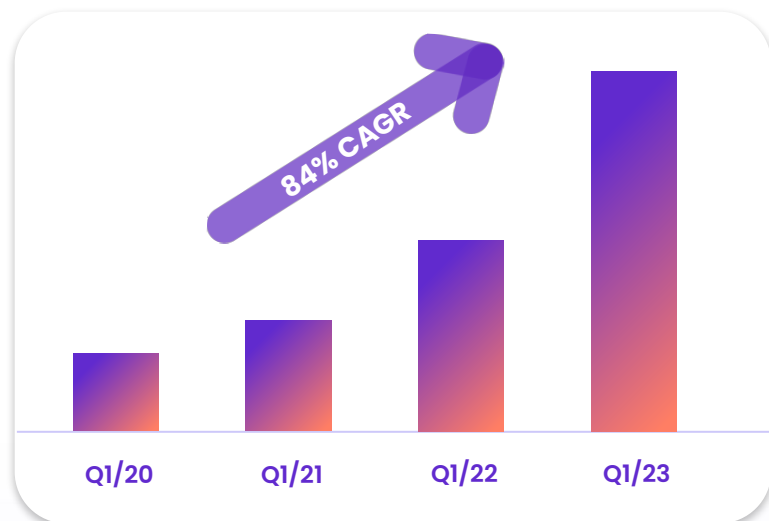
Booking Revenues Backlog¹ (EUR million)



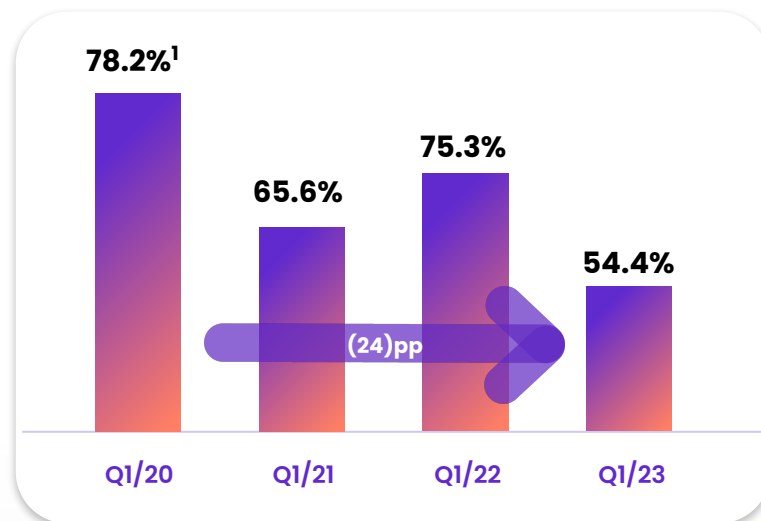
¹Booking Revenues generated until the end of the respective reported quarter, with IFRS revenue recognition based on check-in date after the reporting date within the financial year

Favourable development of profitable Repeat Booking Revenues stream alongside with significantly improved marketing efficiency

Repeat Booking Revenues from existing customers

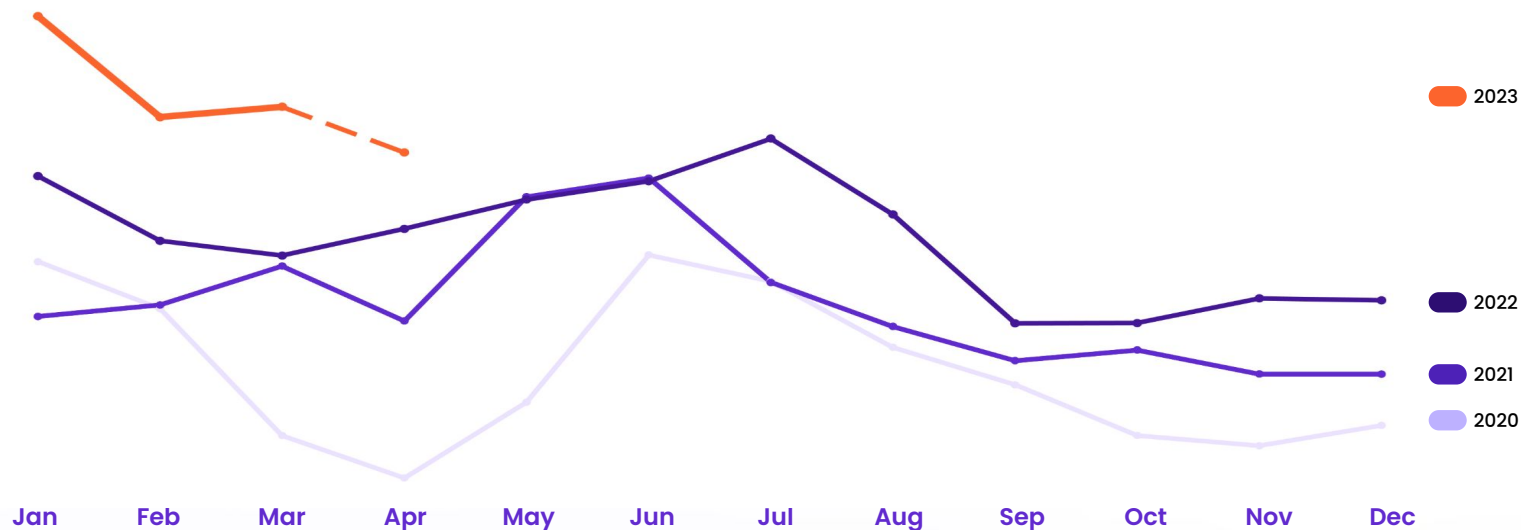


Marketing and sales cost to Booking Revenues ratio



Strong performance continues into Q2 and provides high confidence for our 2023 guidance

Monthly Booking Revenues



For 2023, we aim to break-even Adjusted EBITDA while maintaining a double-digit IFRS Revenues growth rate

FY2023 Guidance

Booking Revenues¹

+13% – +25%

EUR 185–205m

Onsite Booking Revenues Share^{1,2}

+2pp – +7pp

56%–61%

Q1/23
Adj. EBITDA
(24.8)m

IFRS Revenues

+13% – +19%

EUR 165–175m

Adjusted EBITDA³

(2%) – +2% margin

EUR (2.5)–2.5m

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 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.

³ Adjusted for expenses for share-based compensation and expected one-off items for FY/23

A wide-angle photograph of a vast lavender field at sunset. The rows of purple flowers stretch towards the horizon, where a small, simple house and a tall, thin cypress tree are silhouetted against the glowing sky. The sky is filled with soft, wispy clouds in shades of blue, purple, and orange. The overall mood is peaceful and nostalgic.

Thank You

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.

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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.