







home to go_

Investor presentation

Steffen Schneider, CFO
Sebastian Grabert, Director Investor Relations
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HomeToGo is the fastest growing public vacation rental player



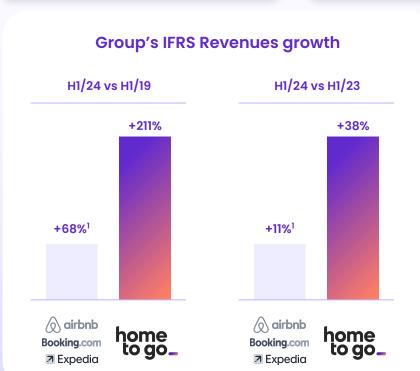
Founded in 2014, IPO 2021

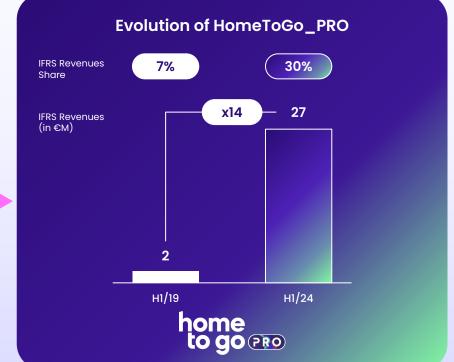


800+ employees globally



Reached Adjusted EBITDA break-even in 2023





HomeToGo combines the traveler facing HomeToGo B2C Marketplace and the newly introduced B2B segment HomeToGo_PRO

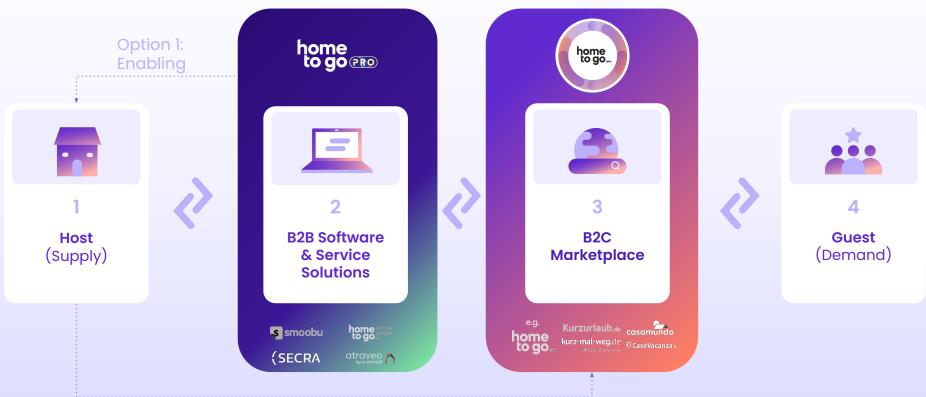
Marketplace with largest B2C selection of vacation rentals

home to go_ **IFRS Revenues** Offers FY/23 GBV Share 15M+ €1,430M ~70% kurz-mal-weg.de casamundo e-demizil Kurzurlaub.de tripping **WIMDU**

Software & Service Solutions B2B focusing on SaaS for the Supply side



HomeToGo serves the needs of both the supply and demand side along the value chain



Our journey so far



HomeToGo's revenue model in a nutshell





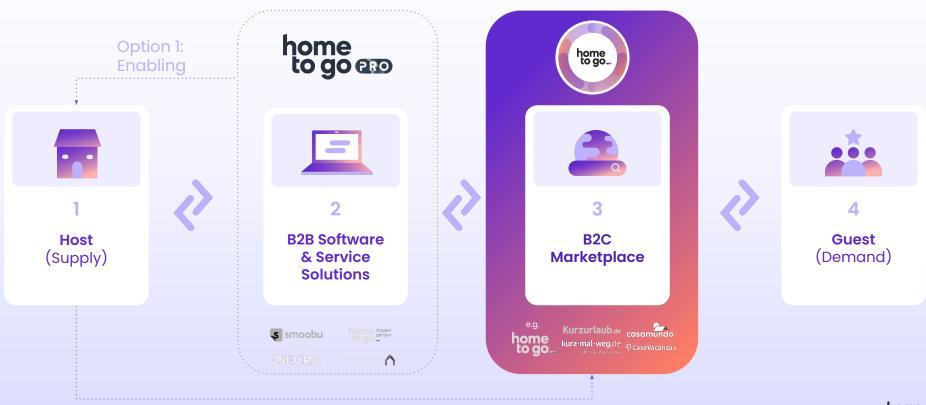
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Operating Segments

B2C segment: HomeToGo's Marketplace



HomeToGo serves the needs of both the supply and demand side along the value chain



Why HomeToGo?



Travelers

Creating an unparalleled experience to drive repeat demand



Supply

Growing our global footprint and scaling diversified supply, incl. targeted M&A



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

HomeToGo offers an unparalleled and highly curated selection of vacation rentals and great customer experience



World's largest selection of vacation rentals



Highly curated through smart tools & machine learning



Trusted checkout & payments

HomeToGo is top-ranked in the industry

Handelsblatt

The best travel portals in Germany for vacation rentals

Rang	Anbieter	Punkte	Note
1	Airbnb	94,7	Bester
2	Hometogo.de	91,8	Тор
3	Ferienhausmiete.de	91,7	Тор
4	E-Domizil	91,5	Тор
5	Casamundo.de	91,1	Тор
6	Tourist-online.de	88,5	Sehr gut
7	Bestfewo.de	88,2	Sehr gut
8	Fewo-direkt.de	88,0	Sehr gut
9	Interhome.de	87,8	Sehr gut
10	Interchalet.de	85,6	Sehr gut







Offering a highly attractive customer base



High average basket sizes

With an average stay length of 7 days for vacation rental 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 for vacation rental 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



^{*} Source: Conversion value segmented by age w.r.t. Google Ads Audience Report; Data pull for 1 January - 31 December 2023. Average length of stay including short trip business in Q1/24 was 4.2 days.

HomeToGo is a leading booking channel for many of the most relevant and best known property managers





We are a crucial revenues facilitator for our most important partners



Technology, data and AI have always been at the core of our business

Our roots State of the art machine learning

15 million+

Total accommodation offers

3.5 billion+

Images processed



50 million+

Monthly visits







ML/AI models

Proprietary cutting edge algorithms trained on a large amount of consumer data

Our product vision in Fully Al-powered marketplace



Al smart reviews & descriptions; personal Al travel assistant along the customer journey



Wholly owned proprietary architecture that is agnostic to Large Language Models



Boosting productivity in developing new product innovations

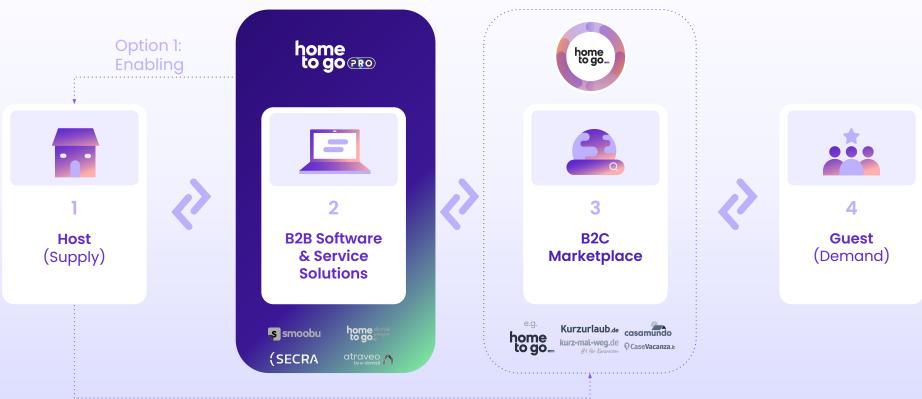


Operating Segments

B2B segment: HomeToGo_PRO



HomeToGo serves the needs of both the supply and demand side along the value chain



HomeToGo_PRO, our new home for our B2B Software & Service Solutions





Consists of Software & Service Solutions for the whole travel market



Special focus on SaaS for the supply-side of vacation rentals



Incl. HomeToGo Doppelgänger used by companies like







HomeToGo_PRO, our B2B Software & Service Solutions for the whole travel market



Centralized multi-channel distribution on 100+ booking platforms real-time price & availability synchronization of multiple properties



Intuitive software for

- website building & guest communication
- occupancy and revenue statistics
- review management



Scalable White Label and API products seamlessly connect and sell HomeToGo's vacation rental inventory



Product - Deep Dive 1

Continued success with our all-in-one SaaS solution for independent hosts: Smoobu

SMOOBU

An all-in-one SaaS solution to connect self-service focused hosts more easily to our Partners

Acquired 2021

H1/24 Rule of 40 ~50%







Subscription-based monetization

H1/24

Units >80K

Strong, credible reputation as an integration partner and software loved by hosts



home to go 🚥 **Product - Deep Dive 2**

High retention business SECRA offering full service solution suite for professional property managers

(SECRA

Acquired 2022

A property management system (PMS) targeted at professional property managers with full content sync and multi-channel distribution service







Mainly Volume-based monetization



Units >50K

Strong reputation as software and integration partner

Booking.com

Premier Connectivity Partner

Each B2B property management system delivers high value and monetization for distinct customers

SMOOBU



Service type

All-in-one self-service SaaS solution

Full-service professional software suite

Target customer

Self-service private hosts

(SECRA

Destination Marketina **Organizations**

(SECRA Fewo-Channelmanager

Private hosts

USP

Powerful solution to grow a vacation rental business: Sync 100+ of booking channels automatically for effective price and availability management

Software solution to manage & channel hundreds of vacation rentals simultaneously

property managers

Focus (SECRA

Fewo-Agent

Professional

Website builder & booking engine for DMOs

Content channeling to every relevant OTA in the industry

Monetization

Subscription-based

Subscription- and Volume-based (per booking)

HomeToGo Doppelgänger easily connects trusted brands to our unparalleled selection of vacation rentals

Added value for our partners

- Allows partners to monetize traffic and boost relevance / shortcut entry in Vacation Rental market
- Gain access to HomeToGo's award-winning in-house customer experience and the world's largest selection of vacation rentals
- Seamless and quick integration of about two weeks

Added value for HomeToGo

- Additional monetization of existing tech and supply of the Marketplace + improved brand visibility
- Participate in market share
- Scalable business model with attractive commercials due to high added value solution offered to partners

Number of live partners Booking Revenues x3 x3 y2/24 H1/23 H1/24

Doppelgänger helped our partners boost their vacation rental business





Booking Revenues

+90% YoY

in H1/24 after migrating to HomeToGo Doppelgänger



Financial Information

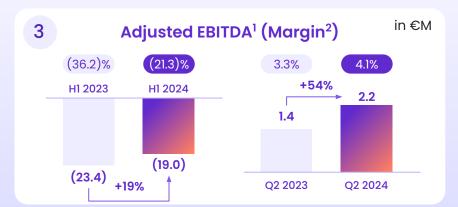
H1/24 Financials

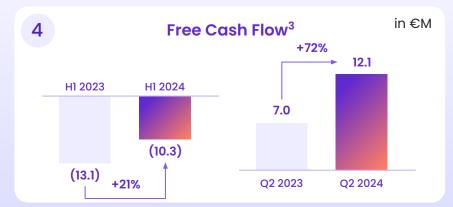


Strong top line growth alongside steady margin and 72% free cash flow improvement



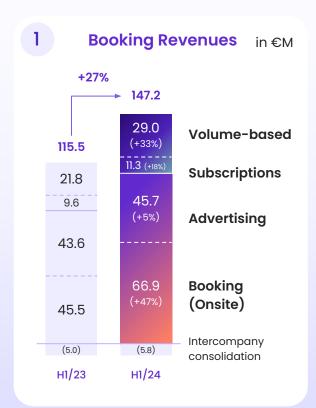


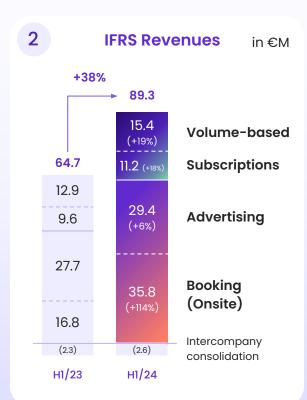


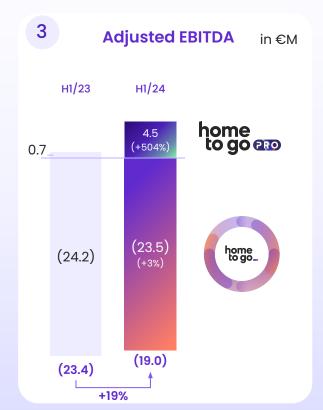




Strong growth in Booking (Onsite) and substantially improved profitability in HomeToGo_PRO

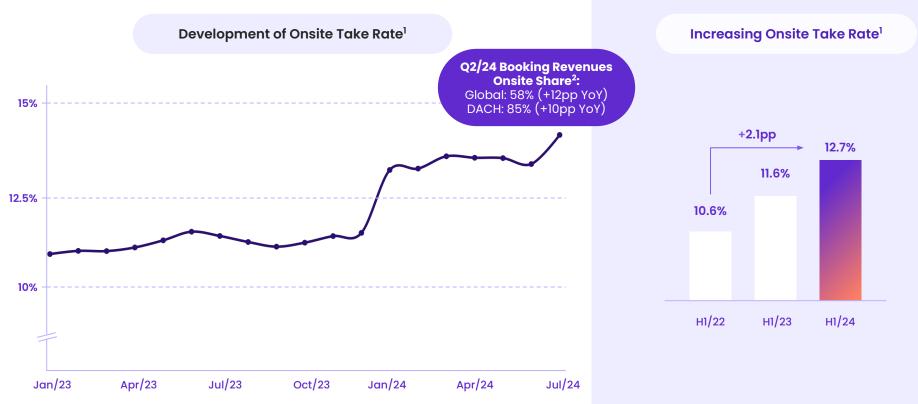






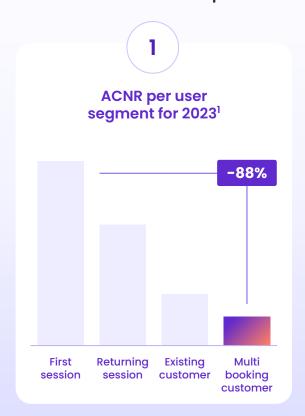


Continuous improvement of our Onsite Take Rate and Onsite Share in the HomeToGo Marketplace





Rapid growth of repeat demand and improvement in marketing efficiency as key success factors for profitability uplift









¹ ACNR = Acquisition cost / net revenue; net revenue as booking revenue after cancellations for 2023

² Booking Revenues from repeat customers include all Booking Revenues from existing customers (>= 1 lifetime booking on one of our brands)

³ Marketing and sales costs adjusted for expenses for share-based compensation, depreciation and amortization, and one-off items in relation to IFRS Revenues

Sequential increase in cash position driven by higher traveler advance payments

in €M



1 Both Q1/24 and Q2/24 liquidity include investments into other highly liquid short-term financial assets, i.e. money market funds and traveler advance payments. The latter represent an amount of €36.6M (31 Dec 2023: €3.9M)



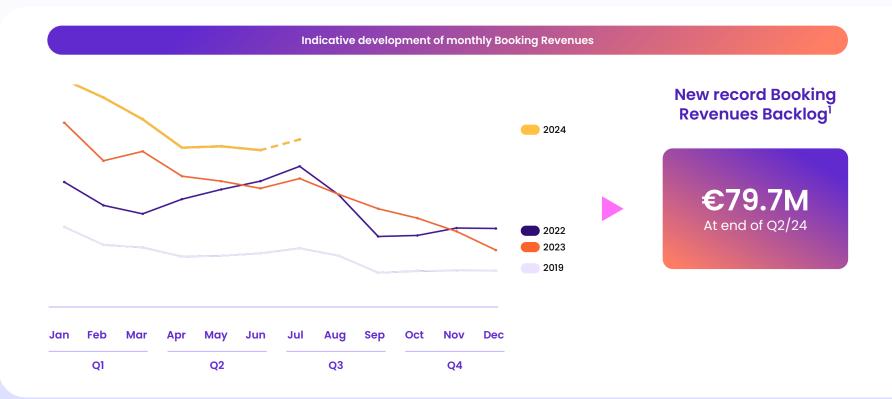
² Operating cash flow includes inflows in the amount of €18.9M (Q2/23: €18.2M) for traveler advance payments collected as part of payment services for hosts.

³ Includes cash flows from investments in fixed and intangible assets as well as the cash purchase prices for acquisitions, net of cash acquired. Presentation is adjusted for

⁴ Includes financing cash flow and effect of exchange rate on cash and cash equivalents.

⁵ Q2/24 cash & cash equivalents include cash of €15.9M that is restricted due to statutory requirements.

Booking Revenues significantly above previous year leading to new record Booking Revenues Backlog



Guidance for 2024 Confirmed: Growth at improved profitability



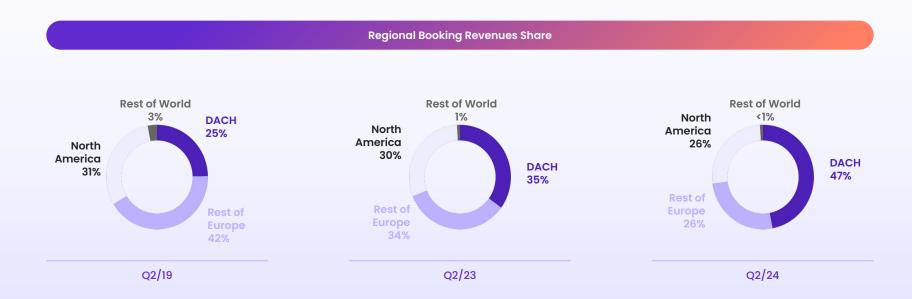
Investor presentation Appendix



Current analyst recommendations - average price target of EUR 4.76

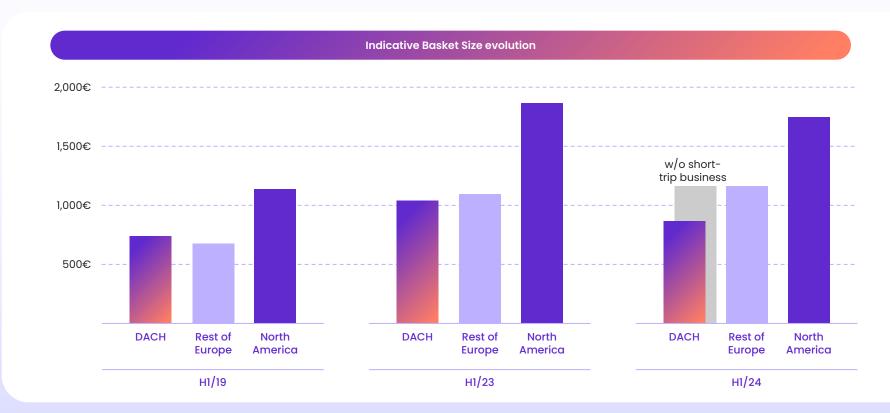
Institution	Analyst	Rating	Price Target	
Berenberg	Wolfgang Specht	Buy	EUR 5.00	
Cantor Fitzgerald	Bharath Nagaraj	Buy	EUR 4.50	
Deutsche Bank	Silvia Cuneo	Buy	EUR 4.00	
Hauck Aufhäuser	Christian Salis	Buy	EUR 5.20	
Quirin Privatbank	Marcel Ghazi	Buy	EUR 3.70	
Stifel	Benjamin Kohnke	Buy	EUR 4.10	
Warburg Research Felix Ellmann		Buy	EUR 6.80	

Acquisition-related shift in regional Booking Revenues share





Successful development of short-trip business reflected in DACH Basket Size

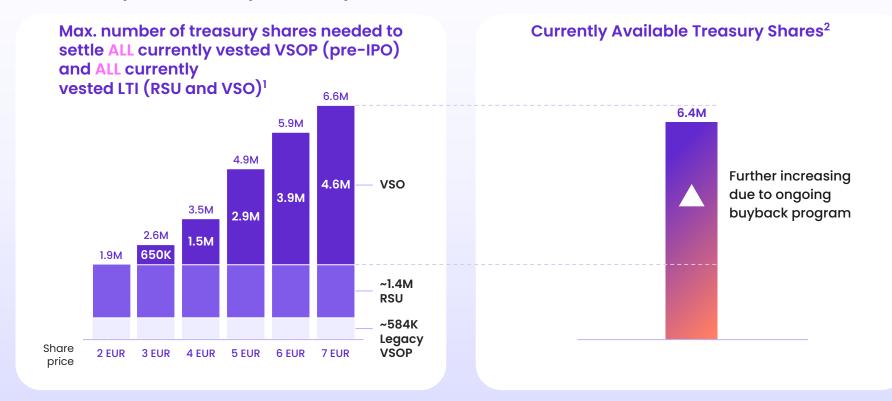


In H1/24, significant progress in profitability across all major cost components as a result of economies of scale and higher marketing efficiency

Costs and margins ^{1,2}	H1		Q2			
(in % of IFRS Revenues)	2023	2024	Delta	2023	2024	Delta
Cost of revenues	(3.1)%	(2.0)%	+1.1pp	(2.3)%	(1.3)%	+1.0pp
Gross profit	96.9%	98.0%	+1.1pp	97.7%	98.7%	+1.0pp
Marketing & Sales	(97.2)%	(85.0)%	+12.2pp	(67.7)%	(64.9)%	+2.8pp
Product Development	(19.8)%	(19.6)%	+0.2pp	(14.5)%	(17.8)%	(3.4)pp
Administrative expenses	(15.7)%	(15.2)%	+0.5pp	(11.9)%	(12.3)%	(0.5)pp
Other income and expenses	(0.4)%	0.5%	+0.9pp	(0.4)%	0.5%	+0.8pp
Adjusted EBITDA ¹	(36.2)%	(21.3)%	+14.9pp	3.3%	4.1%	+0.8pp

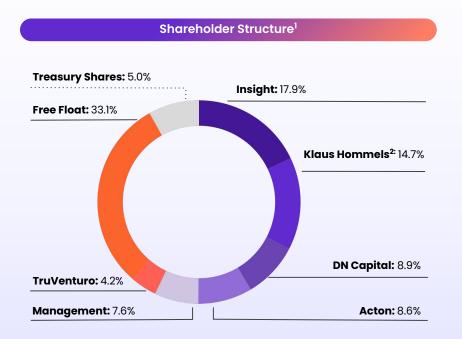


The value of ALL (incl. legacy VSOP prior IPO) vested share-based compensation is below €4.0M despite being accounted for at higher values and easily covered by treasury shares





The HomeToGo Share



Share Information				
Ticker symbol	HTG			
Type of Shares	Class A Shares (Public Shares) and Class B Shares (Founder Shares)			
Stock Exchange	Frankfurt Stock Exchange			
Market Segment	Regulated Market (Prime Standard) of the Frankfurt Stock Exchange			
First Day of Trading	September 22, 2021			
Total Number of Shares Outstanding	120,773,051 (116,189,718 Class A Shares and 4,583,333 Class B Shares)			
Total Number of Issued Shares	127,138,982 (122,555,649 Class A Shares and 4,583,333 Class B Shares)			
Issued Share Capital	€ 2,441,068.45			



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Book directly on HomeToGo

499 m² Villa · 6 bedrooms · 14 guests Modern Villa in Ždrelac with Sp 5.0 ★★★★ (1 rating)

Ždrelac, Zadar County

Details

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Glossary

Core KPIs

Booking Revenues Booking Revenues is a 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. Booking Revenues do not correspond to, and should not be considered as alternative or substitute for IFRS Revenues recognized in accordance with IFRS. Contrary to IFRS Revenues, Booking Revenues are recorded at the point in time when the booking is made. Revenues from non-booking activities as included in Advertising or revenues from Subscriptions are considered without any difference in revenue recognition for Booking Revenues as under IFRS to complement the view.

IFRS Revenues Revenues according to IFRS accounting policies. IFRS Revenues from booking-related activities are recognized on check-in date. Revenues from non-booking- related activities are recognized when services are provided click or referral date. IFRS Revenues from Subscriptions are recognized over time.

Adjusted EBITDA Net income (loss) before

- (i) income taxes:
- (ii) finance income, finance expenses:
- (iii) depreciation and amortization:

adjusted for

- (iv) expenses for share-based compensation and
- (v) one-off items. One-off items relate to one-time and therefore non-recurring expenses and income outside the normal course of operational business. Among others those would include for example income and expenses for business combinations and other merger & acquisitions (M&A) activities, litigation, restructuring, government grants and other items that are not recurring on a regular basis and thus impede comparison of the underlying operational performance between financial periods.

Free Cash Flow (FCF) Free Cash Flow is defined as net cash from operating activities added by net interest result and deducted by capital expenditures defined as net investment into PPE as well as into intangibles and internally-generated intangible assets.

Reporting seaments and revenue activities

Marketplace Our reporting segment Marketplace aggregates all business models and revenue activities that are focused on the traveler as our customer. Revenues are mainly generated not directly with the traveler, but indirectly with our Partners and comprise revenue activities from Booking (Onsite) and Advertising.

Booking (Onsite) Revenues from Booking (Onsite) occur when the traveler booking journey is entirely completed on a HomeToGo Marketplace website. Booking (Onsite) is largely comparable to former CPA Onsite business.

Advertising Revenues from Advertising comprise all activities when the travelers (booking) journey is not entrirely completed on a HomeToGo Marketplace website Advertising is largely comparable to former CPA Offsite and CPC.

HomeToGo_PRO Our reporting segment HomeToGo_PRO aggregates all business models and revenue activities that are focused on the supplier of the vacation rental (hosts, property managers, destinations or others) or other (travel) businesses that want to offer vacation rentals themselves. It comprises revenues from Volume-based services as well as subscriptions that are tailored to enable the direct supplier or other third party being successful in the vacation rental market. Our Marketplace is partially utilized to promote and monetize the vacation rentals from our HomeToGo_PRO segment. Inter-segment revenues and expenses are reported as 'Intercompany consolidation' under 'Group' in our KPI cockpit.

Subscriptions Revenues from Subscriptions result from Software as a Service ('SaaS') and online advertising services for direct suppliers of vacation rentals who can use these over a determined period - irrespective of the amount of bookings. Accordingly, the related revenues are recognized over time.

Volume-based Volume-based revenues are consumption-based usage fees for software and other services resulting mainly from the amount of bookings and services to the direct provider of the vacation rental or other third party.

Further financial KPIs (Non-GAAP)

Gross Booking Value (GBV) GBV is the gross EUR value of bookings on our platform in a reporting period (as reported by our Partners). GBV is recorded at the time of booking and is not adjusted for cancellations or any other alterations after booking. For Onsite and Volume-based transactions, GBV includes the booking volume as tracked in the booking confirmation to the traveler. For transactions reported under Advertising, the GBV is partially provided by the supplier of the property, otherwise it is estimated. For Subscriptions, GBV is estimated, as well. The estimations are based on traffic or inquiry volumes, expected conversion rates, tracked duration of stay and tracked price per night. While the product of the two latter ones describe the basket size.

Onsite Take Rate Onsite Take Rate is the margin realized on the gross booking amount on the Marketplace and is defined as Booking Revenues from Booking (Onsite) divided by GBV from Booking (Onsite).

Booking Revenues Backlog Booking Revenues Backlog comprises Booking Revenues before cancellation generated in the reporting period or prior with IFRS Revenues recognition based on check-in date after the reporting period.

Cancellation Rate Cancellation Rate reflects the share of Booking Revenues that are cancelled subsequently, however, before being recognized as IFRS Revenues. This metric is monitored continuously and used for forecasting and budget planning.

Non-financial KPIs

Bookings Bookings represent the number of bookings generated by travelers using the Marketplace and services of HomeToGo PRO.

Booking Basket Size Booking Basket Size is defined as Gross Booking Value per booking before cancellations. It comprises Onsite bookings and bookings on external websites of Advertising and HomeToGo_PRO services. The Booking Basket Size is the product of the average daily rate and average length of stay.

Other defined terms

Partners Contracted businesses (such as online travel agencies, tour operators, property managers, other inventory suppliers, software partners) or private persons that distribute, manage or own accommodations which they directly or indirectly list on HomeToGo Group platforms.

Repeat Booking Revenues Booking Revenues coming from existing customers, i.e. users of our platform that have placed at least one booking before.

Returning Visitor Clearly identifiable user, e.g. via cookie or login, returning to one of the HomeToGo Group websites. Hence, the user had at least one lifetime visit before; data excl. Agriturismo, AMIVAC, e-domizil, EscapadaRural, SECRA, Kurz Mal Weg and Kurzurlaub.

Provides subscriptions listing services for both homeowners and professional agencies. AMIVAC SAS (Paris, France) is a direct (100%) subsidiary of HomeToGo GmbH.

e-domizil

Specialist for vacation rentals, including brands e-domizil, e-domizil CH, atraveo and tourist-online, de, e-domizil GmbH (Frankfurt a.M., Germany) is a direct (100%) subsidiary of HomeToGo GmbH and holds the two subsidiaries e-domizil AG (Zurich, Switzerland) and Atraveo GmbH (Düsseldorf, Germany).

Kurz Mal Wea and Kurzurlaub

Two German market leading brands that are offering thematic travel bundles with hotels for short trips. KMW Reisen GmbH (Hamburg, Germany), Super Urlaub GmbH (Schwerin, Germany) and its Austrian subsidiary Kurzurlaub SHBC GmbH (Wien, Austria) are indirect (51%) subsidiaries of HomeToGo GmbH.

Offers software for hosts, rental agencies and destinations facilitates end-to-end management and marketing services for vacation rentals, SECRA Bookings GmbH (Sierksdorf, Germany) is a direct (100%) subsidiary of HomeToGo GmbH.

All-in-one SaaS solution that connects self-service hosts more easily to partners, Smoobu GmbH (Berlin, Germany) is a direct (100%) subsidiary of HomeToGo GmbH



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.

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 afferently, 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

Quarterly financial information is unaudited and may be subject to change.

