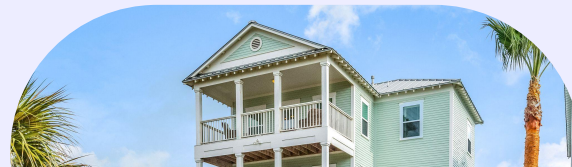


home to go_

Steffen Schneider

July 2023



HomeToGo at a glance

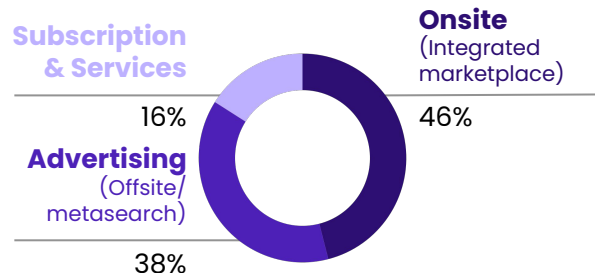
Overview

- **Facts:** Headquartered in Berlin, 600+ employees, localized apps and websites in 25 countries, €~400m market cap
- **Sector:** Alternative accommodations, fastest-growing subsector in travel industry¹
- **Business model:** Marketplace with the world's largest selection of vacation rentals (15m+ offers from 60k+ partners)

Highlights FY 22

- **IFRS Revenues** of €146m (+54% YoY; overachieved twice-upgraded Guidance)
- **Onsite IFRS Revenues** more than doubled from €32m to €67m
- **Subscriptions & Services IFRS Revenues** grew by 169% YoY from €9m to €24m

Business portfolio²

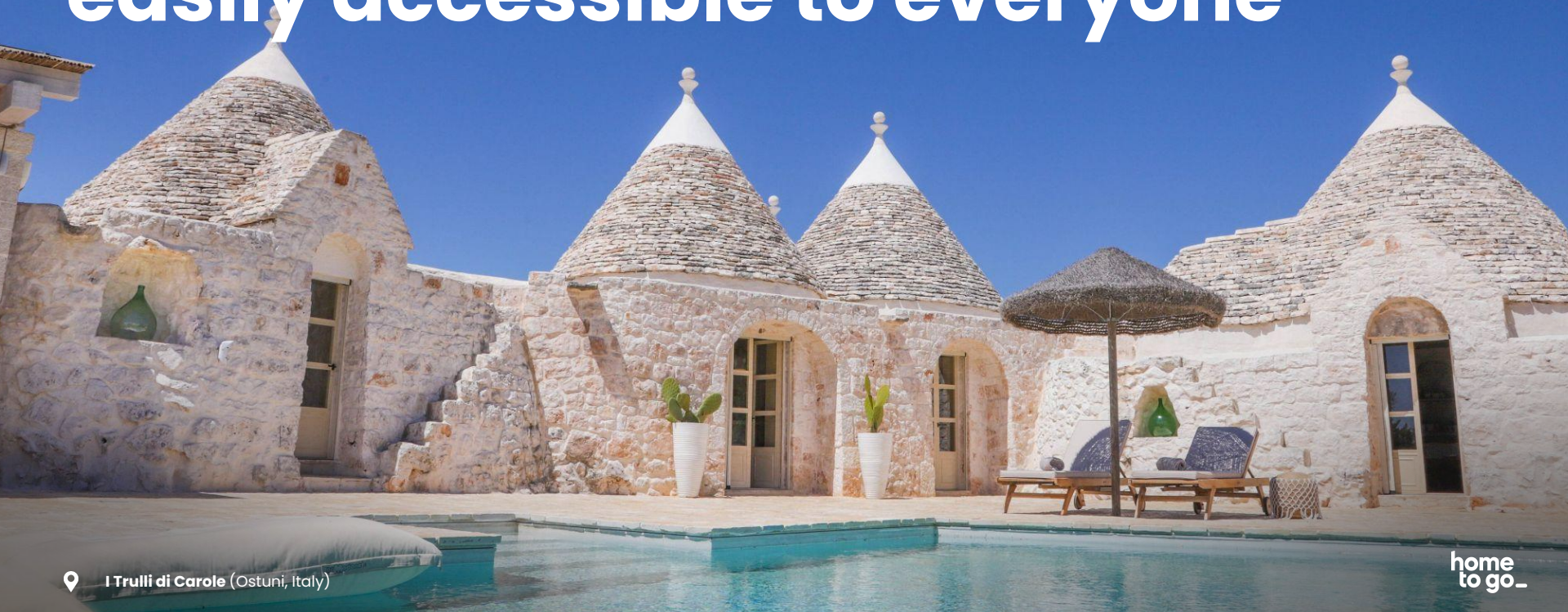


Guidance FY 23

- **Achieving Adj. EBITDA break-even** (midpoint between €(2.5m)-€2.5m)
- Growing **13-19% YoY** in **IFRS Revenues** to €165 - 175m
- Growing **13-25% YoY** in **Booking Revenues** to €185 - 205m

Our Vision


**making incredible homes
easily accessible to everyone**




I Trulli di Carole (Ostuni, Italy)

home
to go_

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

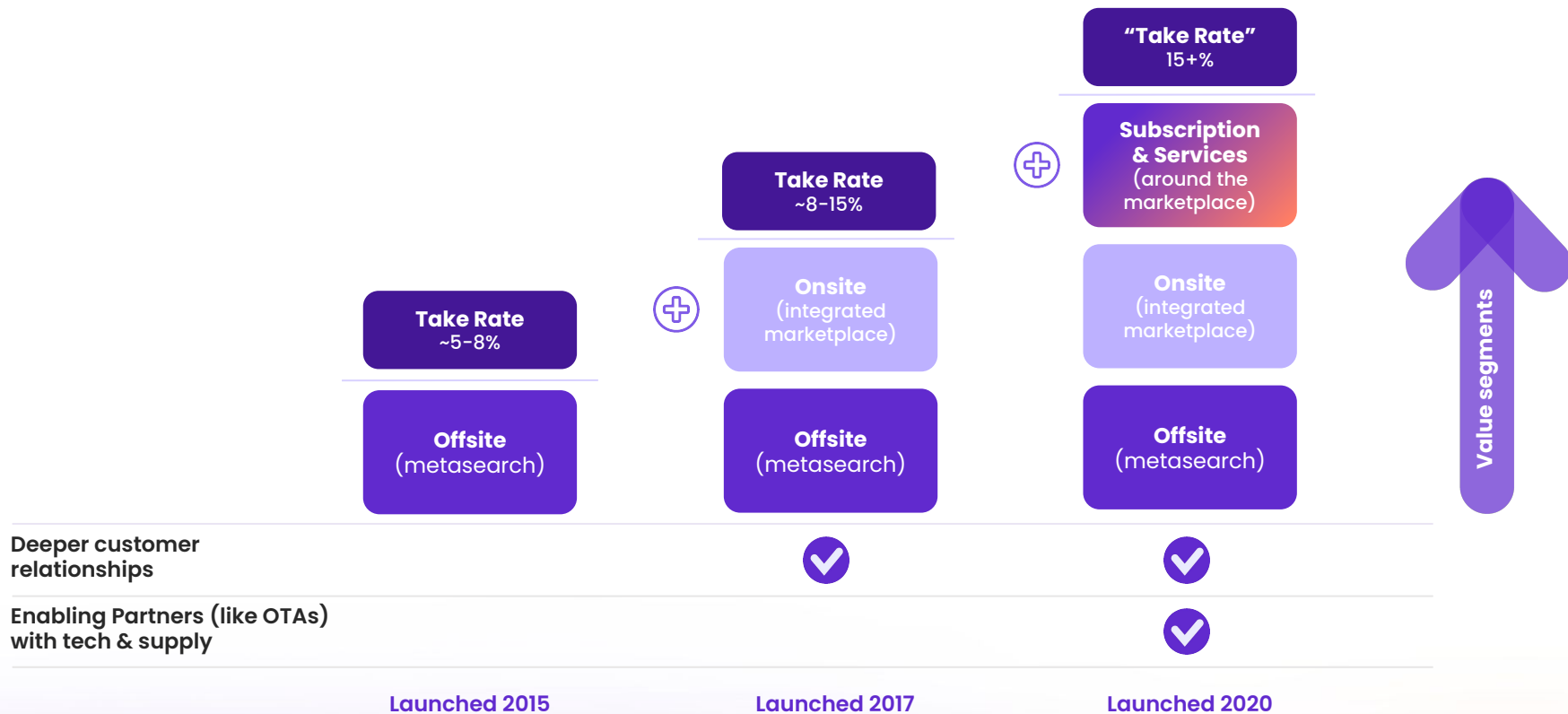


A pain for travelers
to find the right place to stay

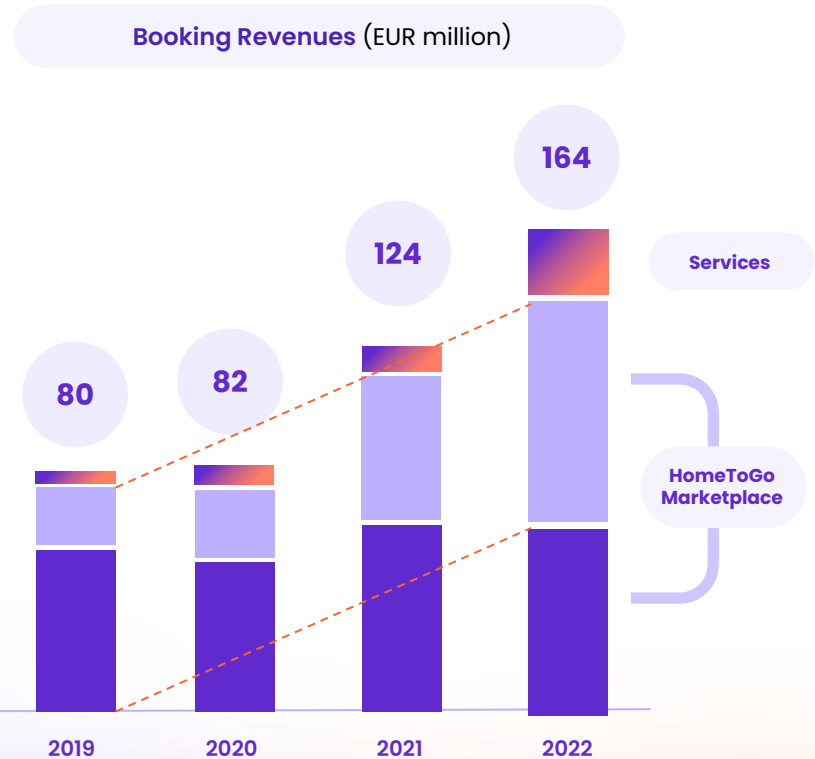
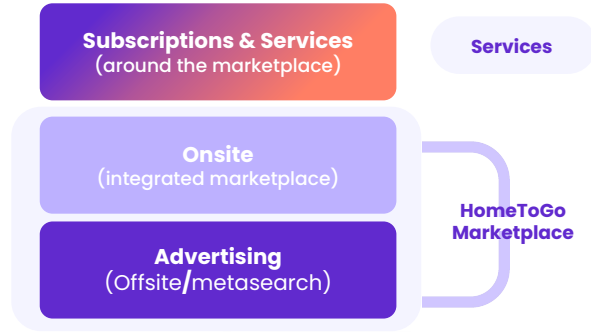
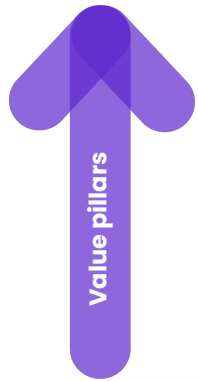


A pain for suppliers
Lacking access to the right demand,
standards, technology and data

On our journey so far...



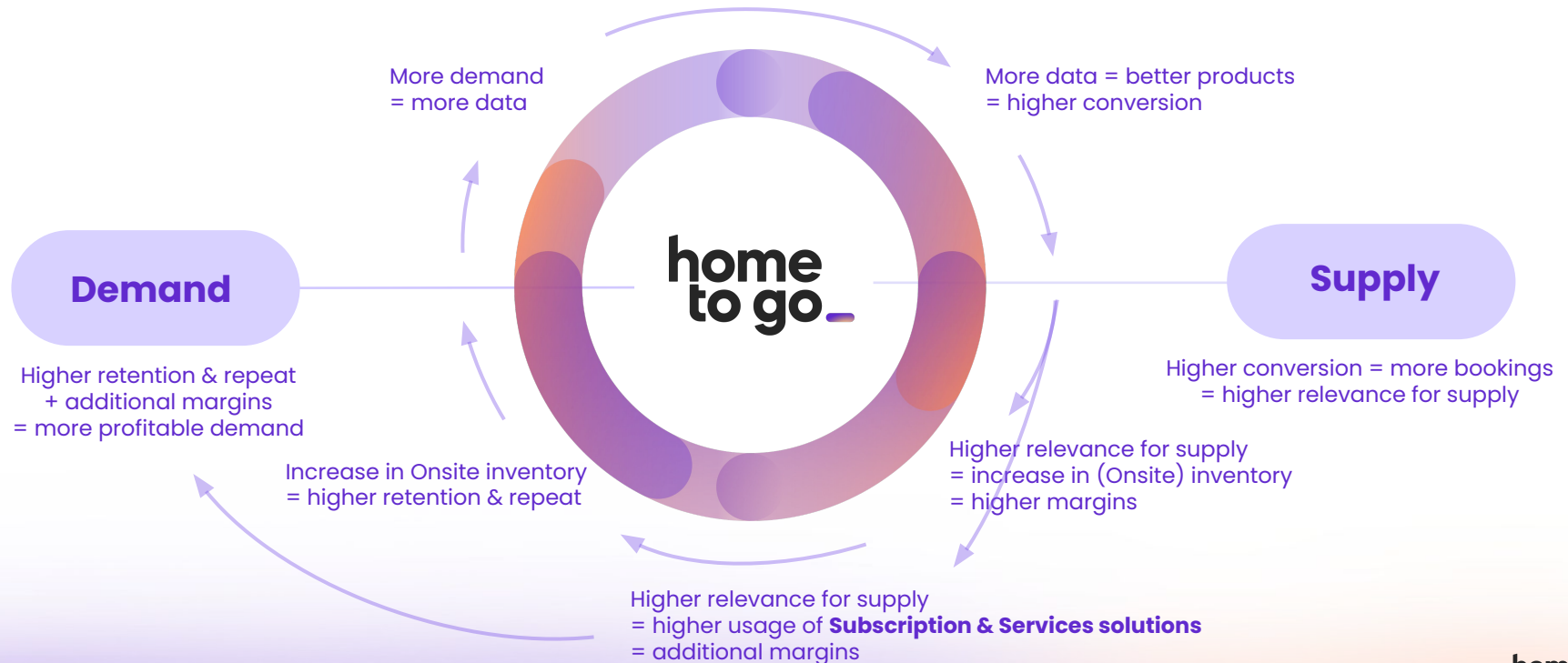
... we grew the 2022 Onsite marketplace to almost the size of the entire HomeToGo in 2019 while building up Services



We are solving the key pain points of the market with technology by matching the right travelers with the right suppliers



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



We are a healthy business with a strong cash position...

We already have the right assets today...



Customer reach

~50m monthly visits
in peak months



Largest selection through strong partnerships

60k+ trusted Partners with 15m+ offers



DACH profitable* and high cash balance

140m EUR cash and cash equivalents
(~133m EUR in net cash) to invest through-cycle



Scalable tech backbone

to continuously drive innovation



...to accomplish our vision

Our Vision

**making incredible
homes easily accessible
to everyone**



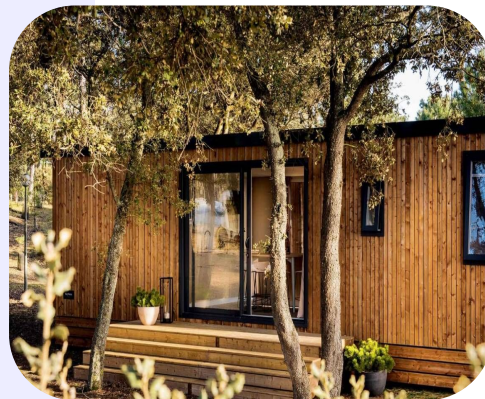
...a home to go_



House in San Bernardino County (California, USA)

home
to go_

Whether you go GLAMPING



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



Lodge · 4 guests · 1 bedroom

Resort Hoge Kempen 4

📍 Zutendaal, Flanders

★ 5,0/5,0 (1)

[Details](#)

Book on HomeToGo

[View deal](#)



01 Apr. - 08 Apr.
€438 **€38** -73%

Unusual rental ·

Tente Lodge Vie

📍 Trédrez-Locq

★ 4,1/5,0 (68)

[Details](#)

Want to sit on a THRONE



03 Dec. - 10 Dec.

€450 **€64** -57%  /night · €451 total

Castle · 6 guests · 3 bedrooms

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

📍 Saint-Lô-d'Ourville, Normandy



Book on HomeToGo

Details

[View deal](#)



06 Dec. - 13 Dec.

€247 /night · €

Castle · 16 guests

Château de Goy

📍 Gesves, Wallonia

★ 4,6/5,0 (1)

Details

Or simply want to be AWAY



07 Jan. - 14 Jan.

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

House · 6 guests · 2 bedrooms

House in Juliusruh with Garden, Terrace & Sauna

📍 Juliusruh, Breege, Mecklenburg-Vorpommern



Book on HomeToGo

Details

View deal



Jun 10 - Jun 17

€687 for 7 nights

Found on Interhome

45 m² House · 1 bedro

House in Oberau

5.0 ★★★★★ (2 rati

📍 Oberau, Tyrol

Details

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



May 20 - May 27

-24% ~~€1,193~~ **€903** for 7 nights

Found on I.D.Riva Tours GmbH

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

📍 Melnica, Istria

Details

📍 Croatia

View deal



Jun 3 - Jun 10

€550 for 7 nights

Found on Novasol

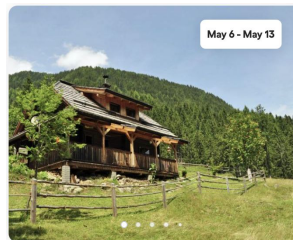
50 m² House · 2 bedrooms · 6 guests
House in Molde with Terrace & Barbecue
4.6 ★★★★★ (3 ratings)

📍 Møre og Romsdal

Details

📍 Norway

View deal



May 6 - May 13

-27% ~~€764~~ **€555** for 7 nights

Found on Belvilla

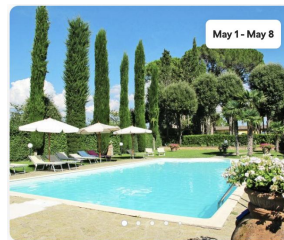
75 m² Chalet · 2 bedrooms · 4 guests
Almhütte im Walde
4.5 ★★★★★ (182 ratings)

📍 Teuchl, Carinthia

Details

📍 Austria

View deal



May 1 - May 8

-28% ~~€876~~ **€629** for 7 nights

Found on Inter Chalet

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

📍 Poggibonsi

Details

📍 Italy

View deal



May 6 - May 13

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

Found on Kona Coast Vacations

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

📍 Kahaluu-Keauhou, North Kona

Details

📍 Hawaii

View deal



Apr 1 - Apr 8

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

Found on Paradies Rügen

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

📍 Glowe, Rügen

Details

📍 Germany

View deal

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**



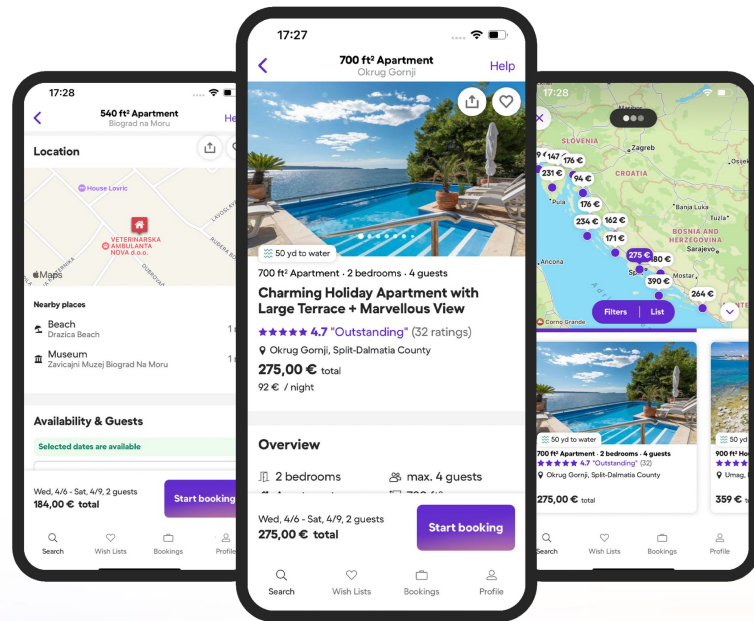
World's largest selection of vacation rentals



Highly curated through smart tools & machine learning



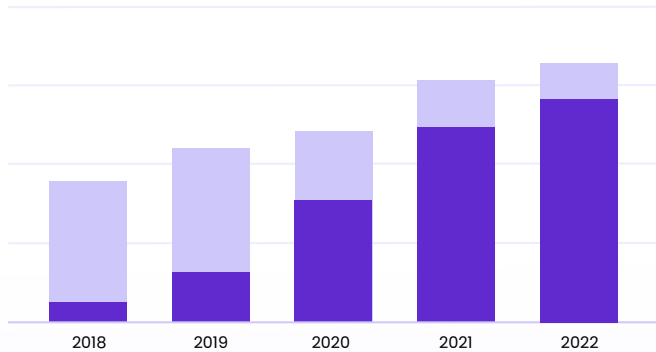
Trusted checkout & payments



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

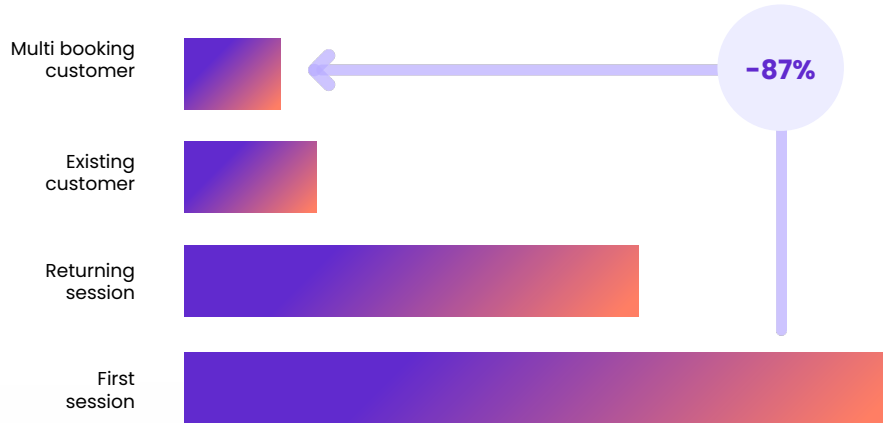
2018 2019 2020 2021 2022



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

1

ACNR per user segment for 2022 Oct 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

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

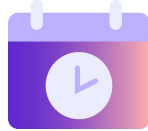
Enable online market
access via software solutions

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

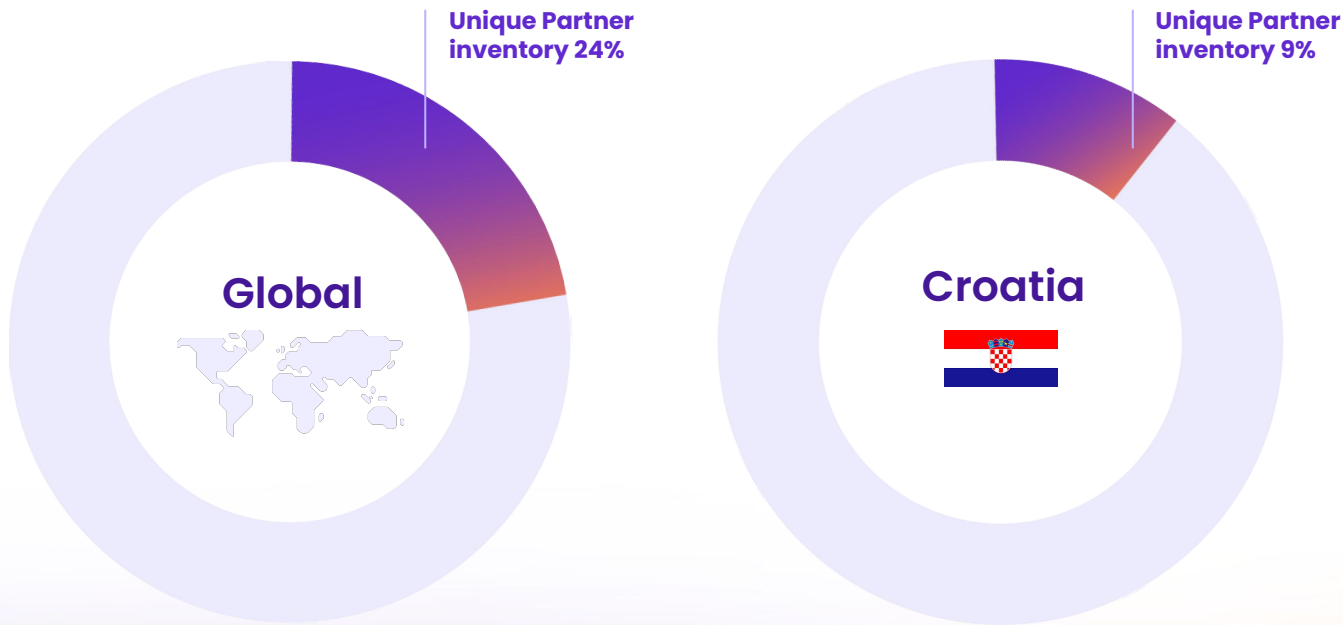


Attractive customer group

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**

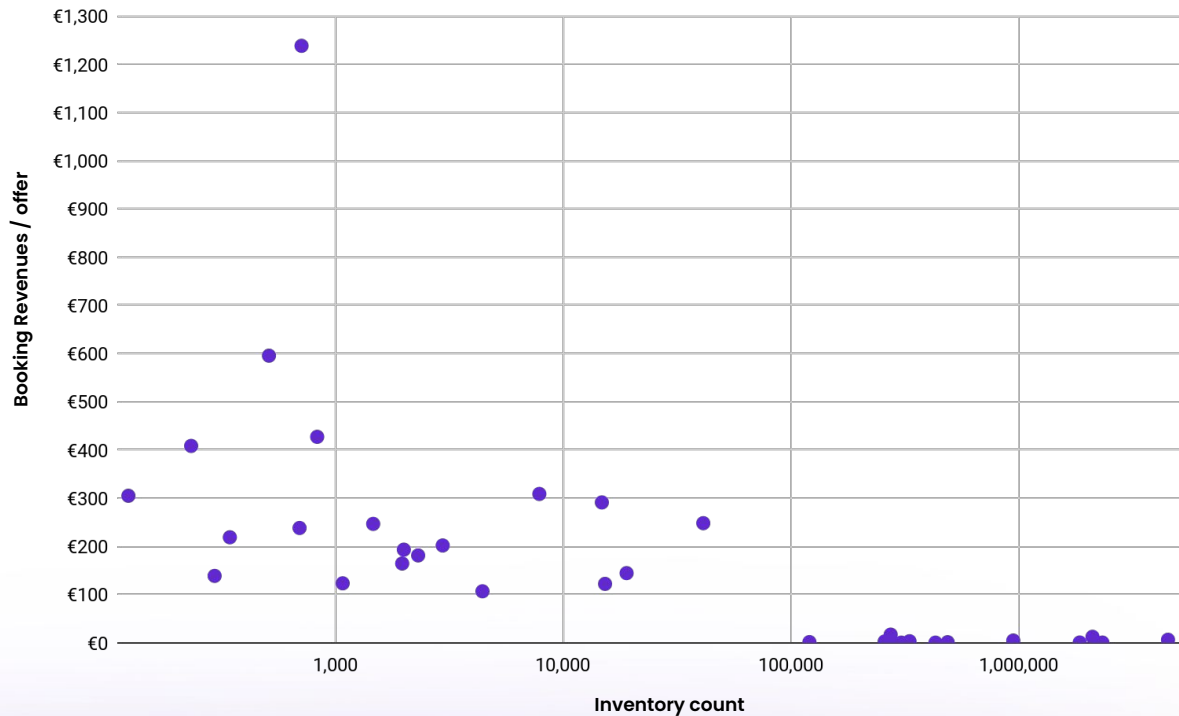
We are not dependent on large Partners – our amazing accommodations come from a variety of Partners

Share of unique inventory of our three largest Partners*



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

Small providers have the most valuable accommodation selection



Our champion*:



House in Port d'Andratx (Mallorca, Spain)

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

Number of bookings placed with the Partner



50x



90x



160x

2017

Partner switches to HomeToGo Onsite booking

Q1 2018

50x bookings growth compared to Q1 2017

Q1 2020

90x bookings growth compared to Q1 2017

Q1 2023

160x bookings growth compared to Q1 2017

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



3.5+ billion

Images processed through our data pipelines



AI models

Proprietary algorithms built to solve various problems



50+ million

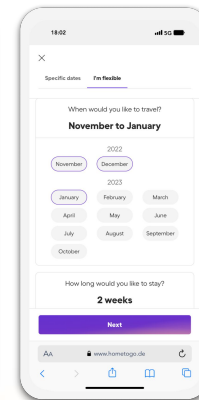
Visits from users looking for their best accommodation



100+

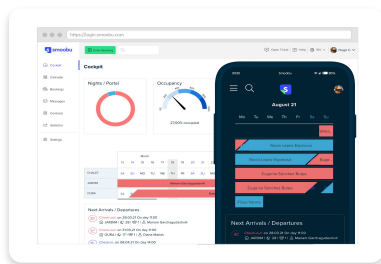
A/B experiments in production at the same time

Before & after

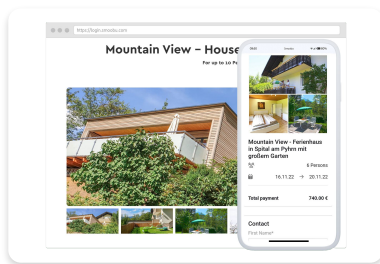


Always delivering our customers an amazing and targeted experience

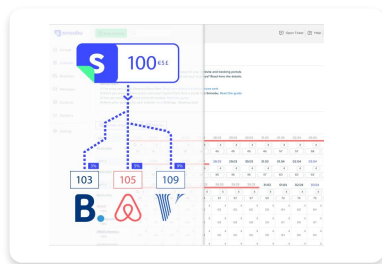
When we add solutions, we focus on companies with healthy business fundamentals and scale them further



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

3

MRR
YoY Growth

+100%

Rule of 40

114%

Magic Number

0.74

DBNER

173%

NRR

147%

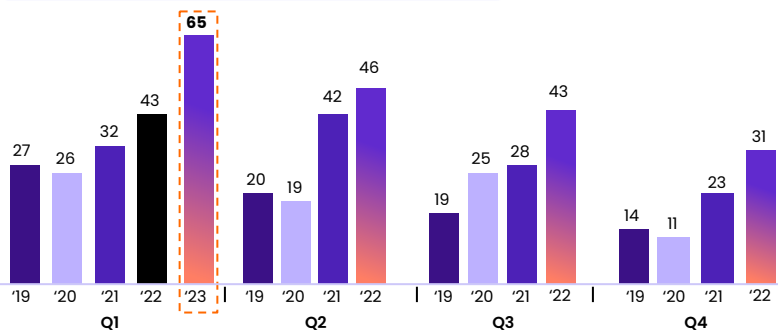
Strong reputation as software and integration partner loved by customers



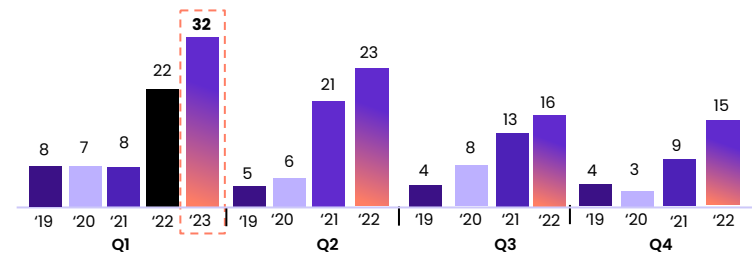
Financials

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

Booking Revenues (EUR million)

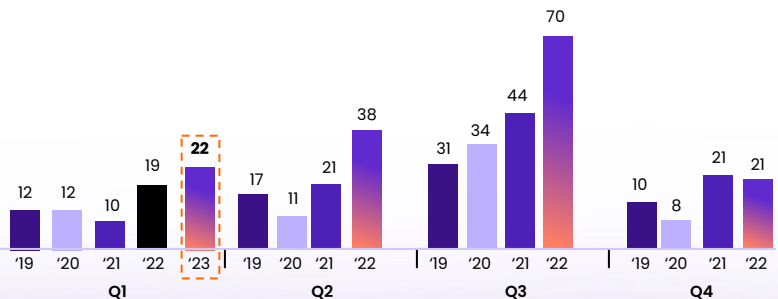


Onsite Booking Revenues (EUR million)

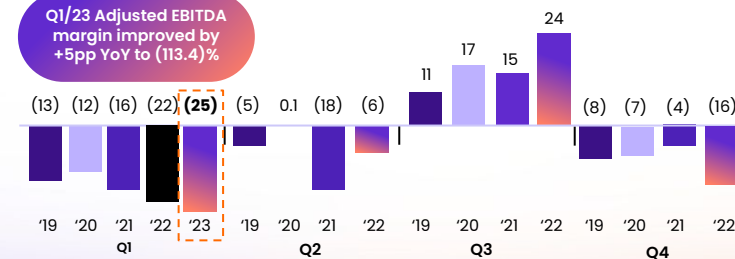


Q1/23 Booking Revenues
Onsite Share: 58% (+3pp YoY)
For DACH region: 85%
(+13pp YoY)

IFRS Revenues (EUR million)



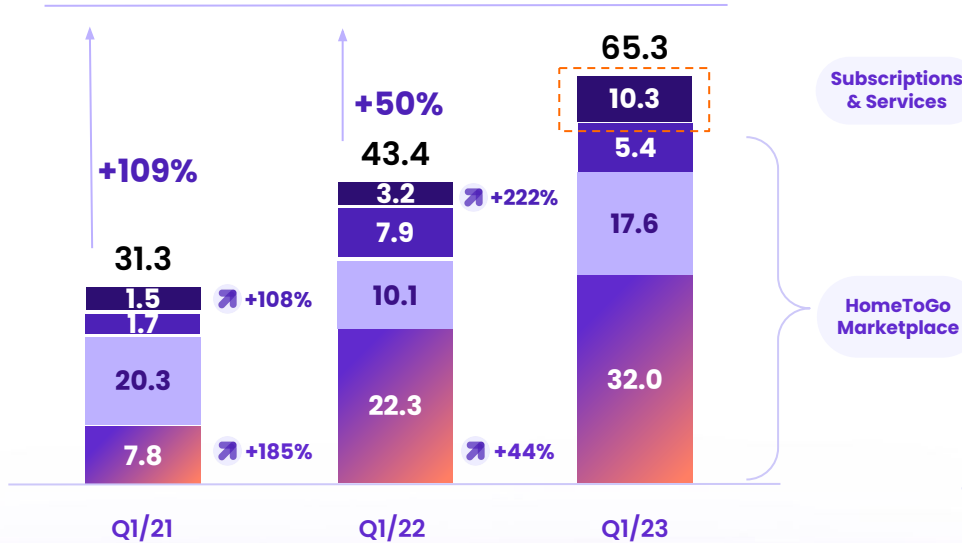
Adjusted EBITDA¹ (EUR million)



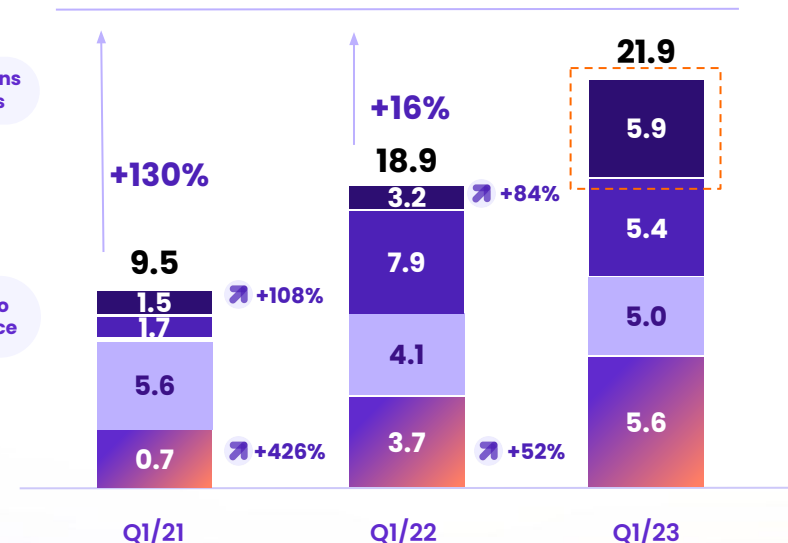
Q1/23 Adjusted EBITDA
margin improved by
+5pp YoY to (113.4)%

Strong Onsite and Subscriptions & Services growth led to more than doubling Booking and IFRS Revenues over two years

Booking Revenues¹ (EUR million) - by deal type



IFRS Revenues (EUR million) - by deal type

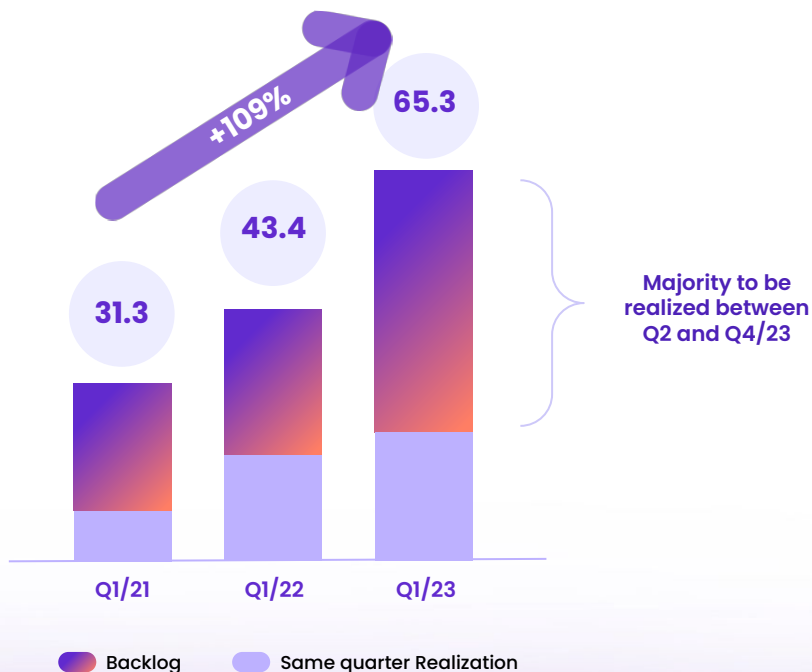


CPA Onsite CPA Offsite CPC Subscriptions & Services

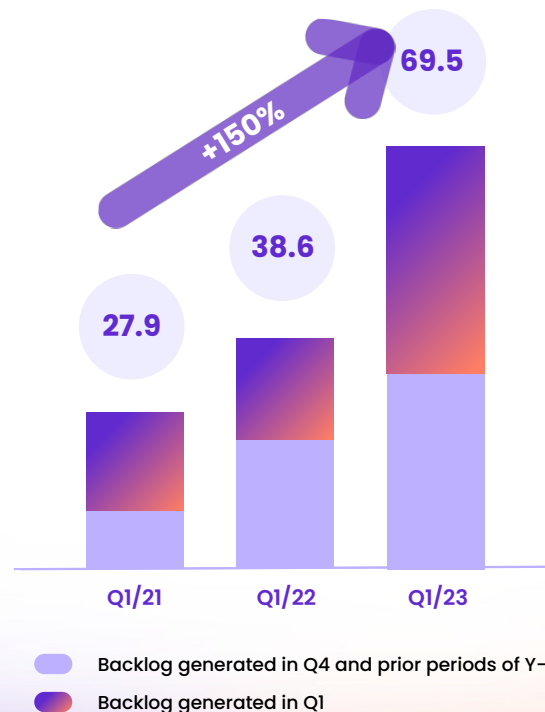
¹Non-GAAP operating metric to measure performance that is defined as the net Euro value of bookings before cancellations generated by transactions on the HomeToGo platforms in a reporting period (CPA, CPC, CPL and Subscriptions & Services)

Strong CPA bookings leading to record-high Booking Revenues Backlog

Booking Revenues (EUR million)



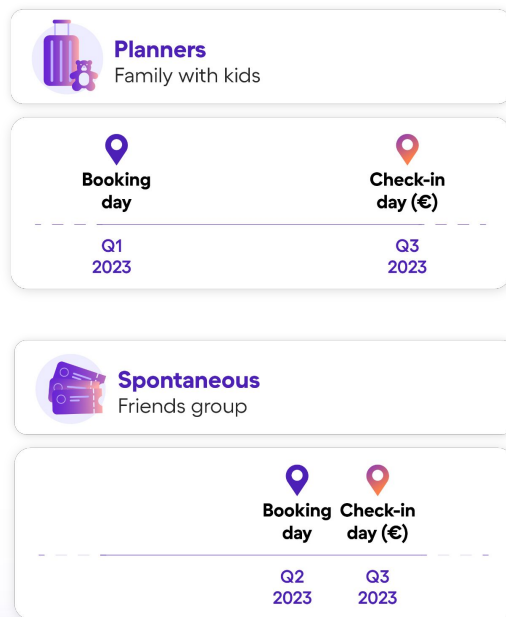
Booking Revenues Backlog¹ (EUR million)



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

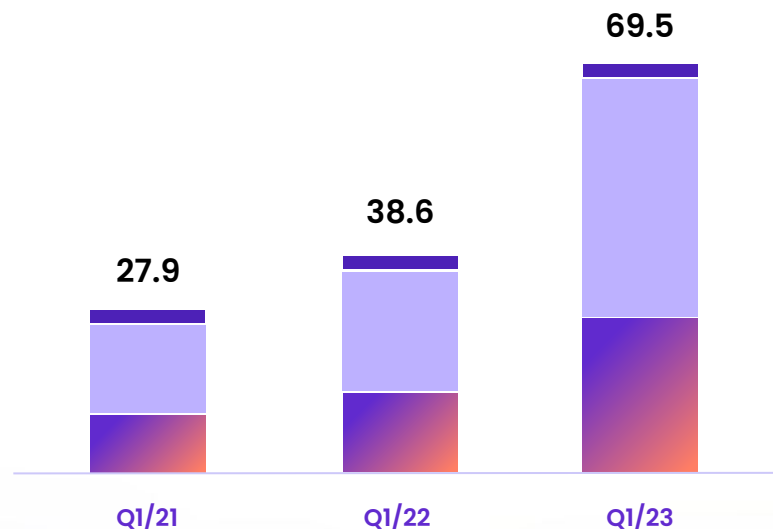
The majority of the Booking Revenues Backlog will turn into IFRS Revenues in Q3

Booking Revenues¹ Backlog (EUR million)



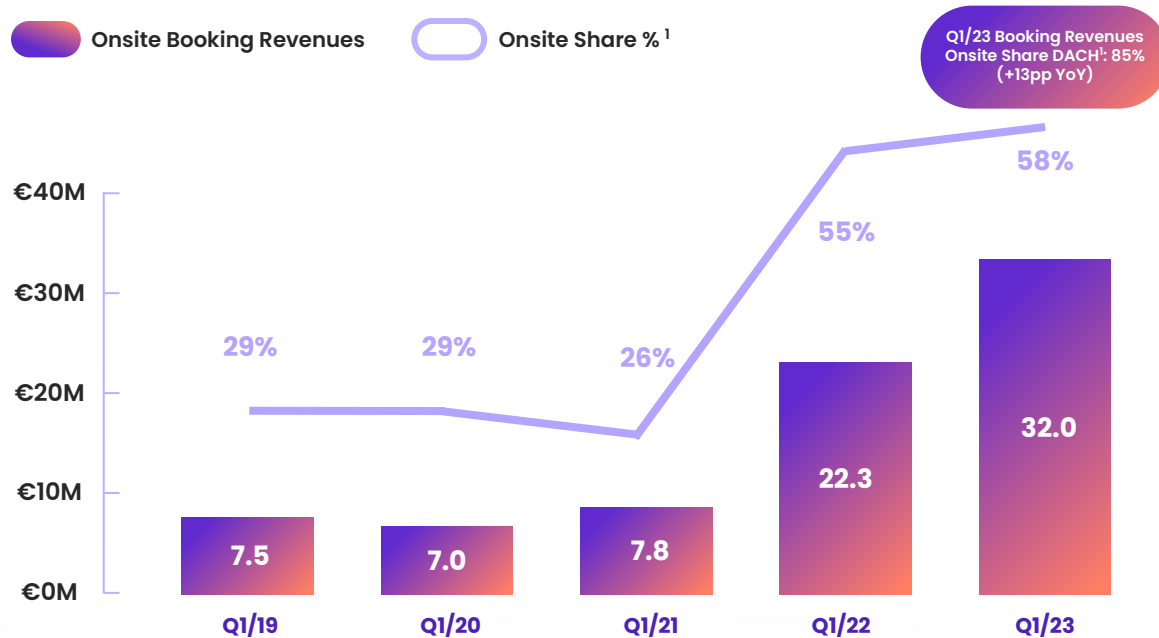
■ Booking Revenues
 ■ IFRS Revenues

Booking Revenues¹ Backlog (EUR million)



■ Check-in date in Q2
 ■ Check-in date in Q3
 ■ Check-in date in Q4

Further increase in Onsite share driven by strong CPA demand



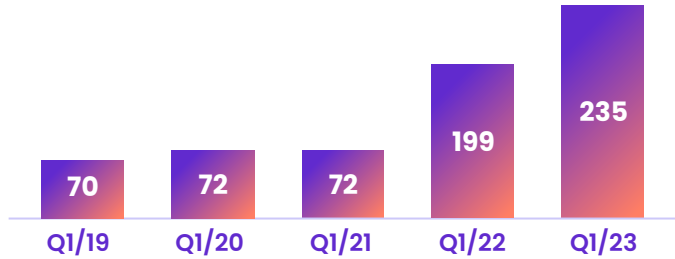
We cater to our Partners' needs and have developed into an integral part of their business:

Partners have access to a highly attractive customer base:

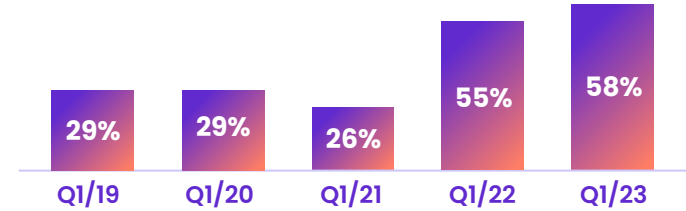
- High average basket sizes
- Long booking windows
- Customers have high purchasing power

Strong progress across regions in building up Onsite Business

Onsite Bookings ('000 bookings)

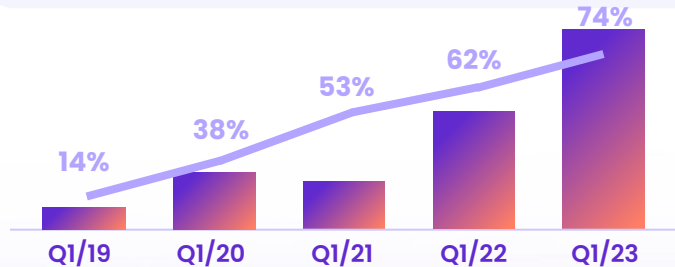


Onsite Share¹ (% of Booking Revenues)

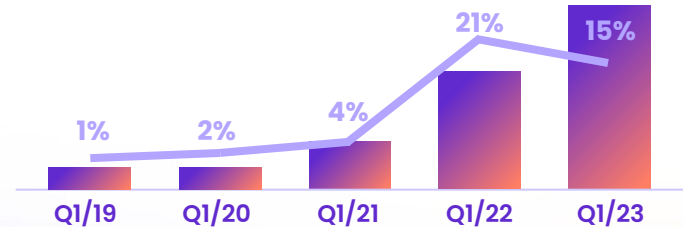


Q1/23 Booking Revenues
Onsite Share DACH¹: 85%
(+13pp YoY)

Europe Onsite business



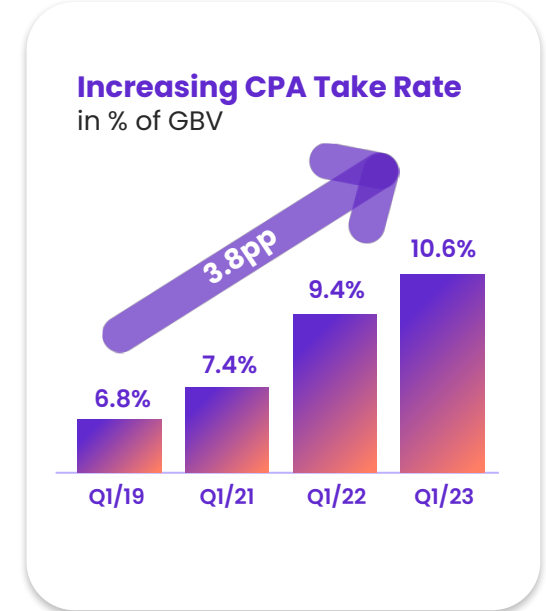
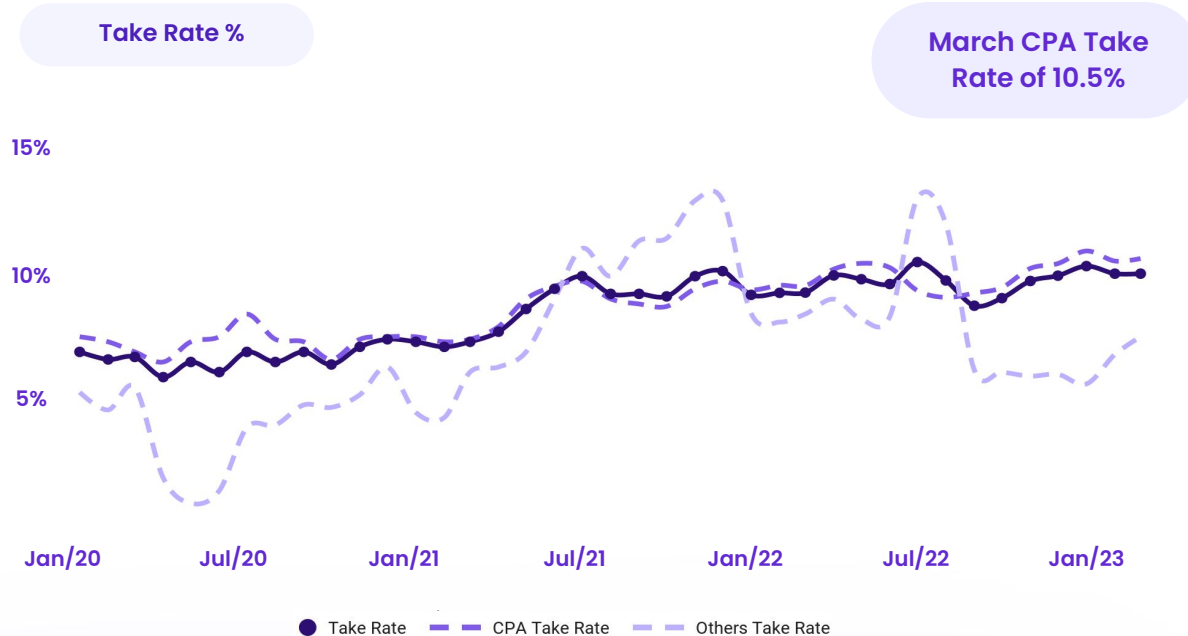
North America Onsite business



Onsite Booking Revenues

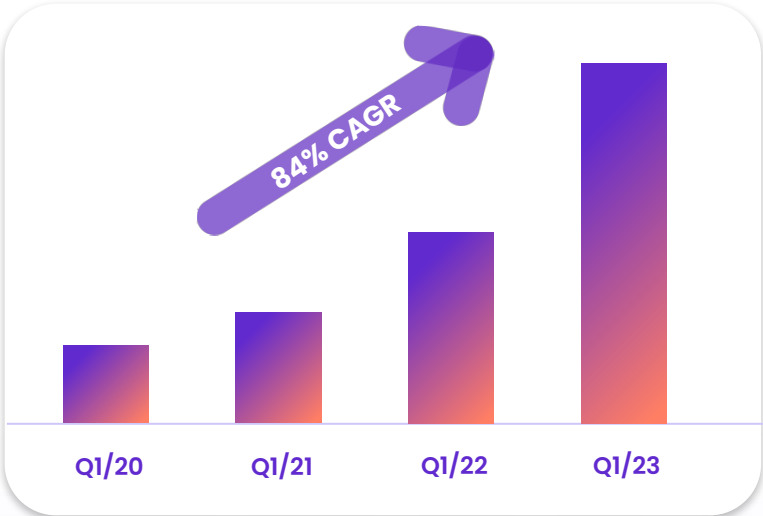
Onsite Share %¹

Continuous improvements of our CPA Take Rate reflecting higher Onsite share and better overall economics

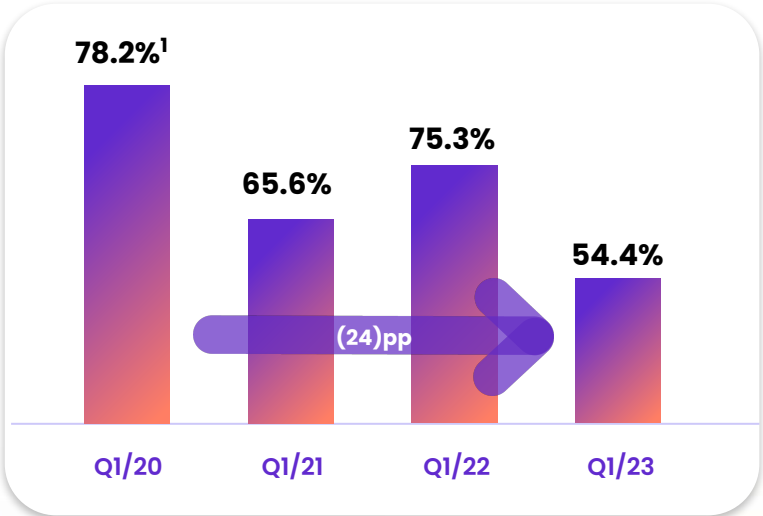


Favourable development of profitable Repeat Booking Revenues stream alongside with significantly improved marketing efficiency

Repeat Booking Revenues from existing customers



Marketing and sales cost to Booking Revenues ratio



¹ Marketing and sales expenses for Q1/20 were approximated based on full year figures for FY/20.

Significant progress in profitability driven by higher Sales & Marketing efficiency

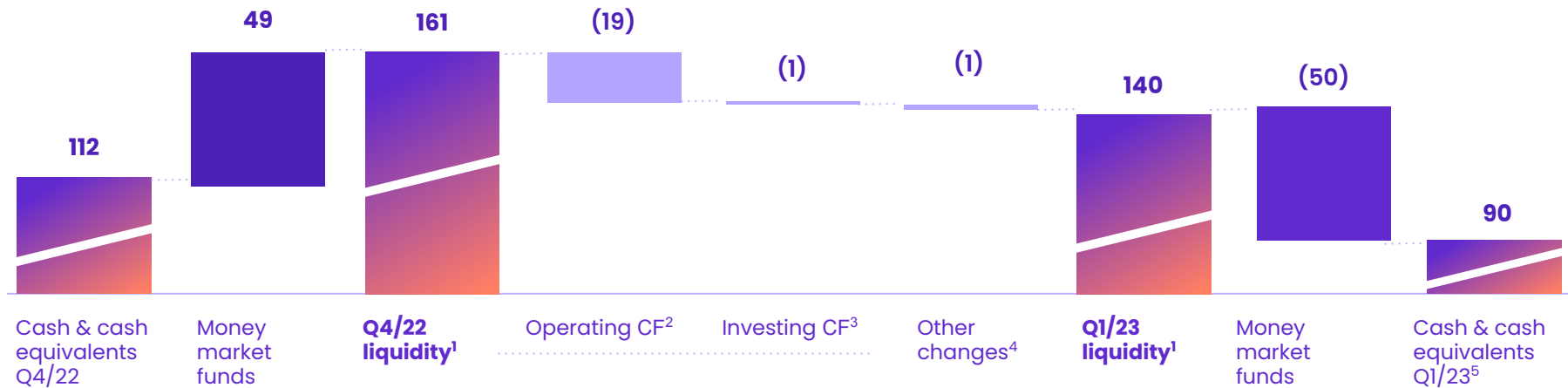
Costs and margins^{1,2}

(in % of IFRS Revenues)

	Q1		
	2022	2023	Delta
Cost of Revenues	(6.5%)	(4.7%)	1.8pp
Gross profit	93.5%	95.3%	1.8pp
Sales & Marketing	(170.2%)	(154.9%)	15.3pp
Product Development	(24.6%)	(30.2%)	(5.6)pp
Administrative expenses	(20.3%)	(23.0%)	(2.7)pp
Other income and expenses	3.3%	(0.5%)	(3.8)pp
Adjusted EBITDA ¹	(118.3%)	(113.4%)	4.9pp

Strong cash position at the end Q1/23 despite building up Record Booking Revenues Backlog and significant outstanding Cash Inflows

EUR million



¹ Both Q4/22 and Q1/23 liquidity include investments into other highly liquid short-term financial assets.

² Operating cash flow includes inflows in the amount of EUR 4m for traveler advance payments collected as part of payment services for hosts.

³ Includes only cash flows from investments in fixed and intangible assets.

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

⁵ Q1/23 cash & cash equivalents include cash of EUR 0.8m that is restricted due to statutory requirements.

LOOKING AHEAD

HomeToGo has outperformed the twice upgraded FY2022 guidance – now aiming for break-even with double-digit growth

	Guidance for FY2022	Achievement FY2022	Guidance for FY2023	Goal for FY2024-2025
 <p>GROWTH IFRS Revenues</p>	<p>48-54%</p> <p>Twice upgraded guidance</p>	<p>✓ 55%</p>	<p>13-19%</p>	<p>30-35%</p>
 <p>PROFITABILITY (Adj. EBITDA*)</p>	<p>(14)-(18)%</p> <p>Twice upgraded guidance</p>	<p>✓ (14)%</p>	<p>~0%</p>	<p>5-15%</p> <p>Starting at the lower end in 2024 and approaching higher end by 2025</p>
 <p>CASH GENERATION</p>	<p>Cash flow negative</p>	<p>✓ Cash flow negative</p>	<ul style="list-style-type: none"> ○ Little CapEx (mainly capitalized R&D) ○ Working capital needs mainly during the year ○ Cash outflow for taxes and social contributions of VSOP/LTI 	

We are well-prepared to deliver on our 2023 break-even guidance

Measures on our path to profitability

Topline measures

Marketing efficiency measures

Operating measures

home
to go_

Our approach

Consolidate contracts within HomeToGo Group for optimal Take Rate

Implement add-on services for travelers to create additional Take Rate uplift

Tighter steering of our ROI-based marketing approach and increased scale of repeat and top-of-funnel demand

Optimal resource allocation and paced overhead investments, combined with economies of scope from lifting acquisition synergy potentials

Adj. EBITDA
impact margin

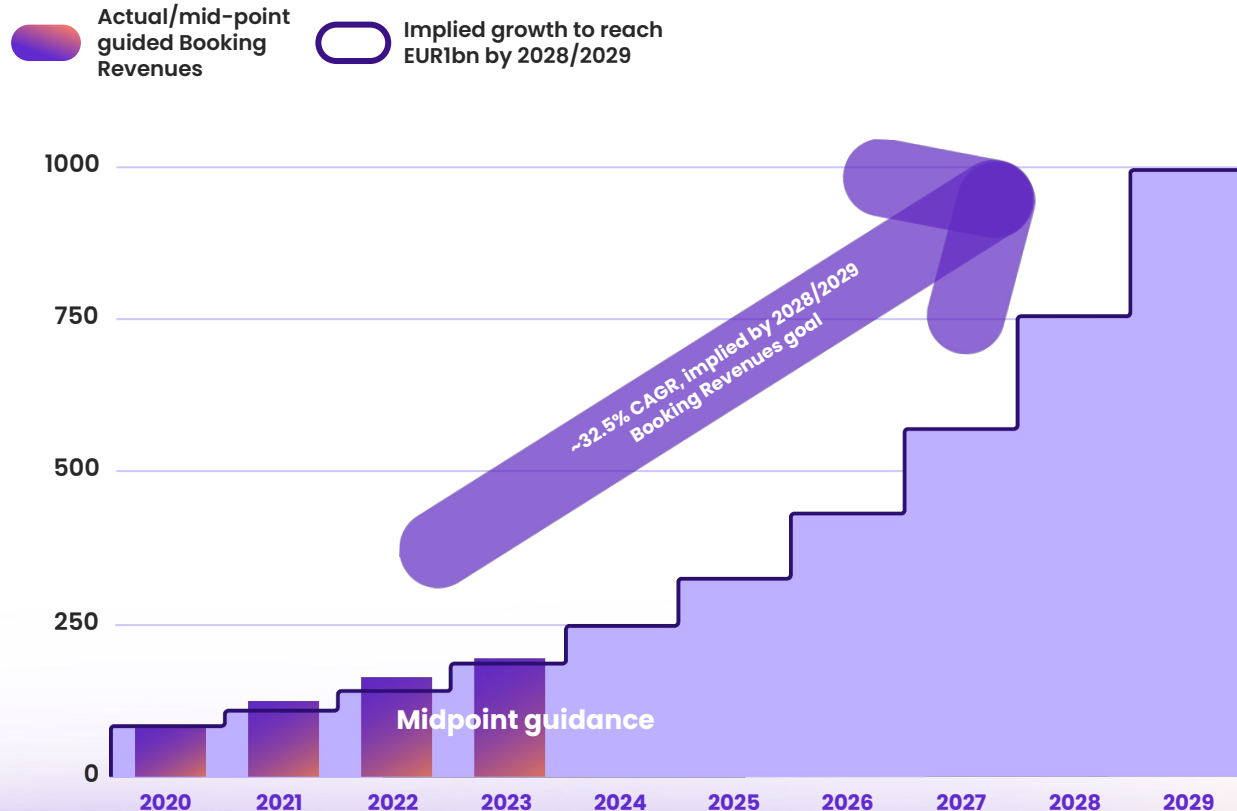
Low

Mid

High

Mid

We are on the right track to reach our long term ambition of EUR1bn in Booking Revenues by FY2028/29



Our **2020–2022 Booking Revenues CAGR** clearly **outperformed the required CAGR of 32.5%**, implied by our long term **ambition to reach EUR1bn** in booking revenues by FY2028/29

Future growth will be driven by:

- Continued CPA Take Rate expansion
- Geographic expansion
- New Services
- Payments & Add-ons
- Selected, profitable M&A

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 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.