



home  
to go\_

# Investor presentation

Steffen Schneider, CFO

May 2024

# HomeToGo is the fastest growing public vacation rental player



Founded in 2014,  
IPO 2021



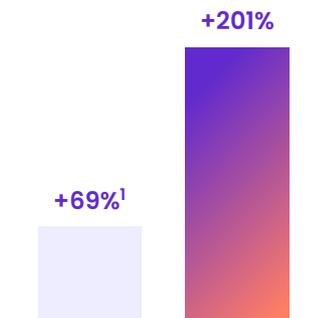
800+ employees  
globally



Reached Adjusted EBITDA  
break-even in 2023

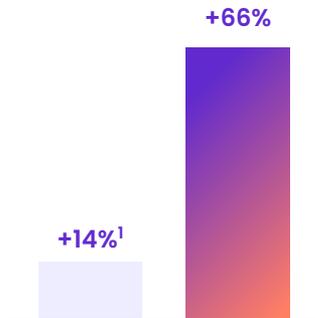
## Historical IFRS Revenues growth

Q1/24 vs Q1/19



airbnb  
Booking.com  
Expedia  
**home to go**

Q1/24 vs Q1/23



airbnb  
Booking.com  
Expedia  
**home to go**

## IFRS Revenues Q1/24 YoY growth



# HomeToGo combines the traveler facing HomeToGo B2C Marketplace and the newly introduced B2B segment HomeToGo\_PRO

## B2C

Marketplace with largest selection of vacation rentals



Offers  
**15M+**

IFRS Revenues Share  
**~70%**

FY/23 GBV  
**€1,430M**

casamundo

e-domizil

kurz-mal-weg.de  
#1 für Kurzreisen

Kurzurlaub.de

tripping

WIMDU

CaseVacanza.it

## B2B

Software & Service Solutions focusing on SaaS for the Supply side

# home to go PRO

Preferred partner status from



Premier Connectivity Partner for

Booking.com

Paid Accounts  
**~60K**

Inventory on HomeToGo\_PRO  
**200K+**

IFRS Revenues Share  
**~30%**

FY/23 Enabled GBV<sup>1</sup>  
**€2,055M**

amivac

Agriturismo.it

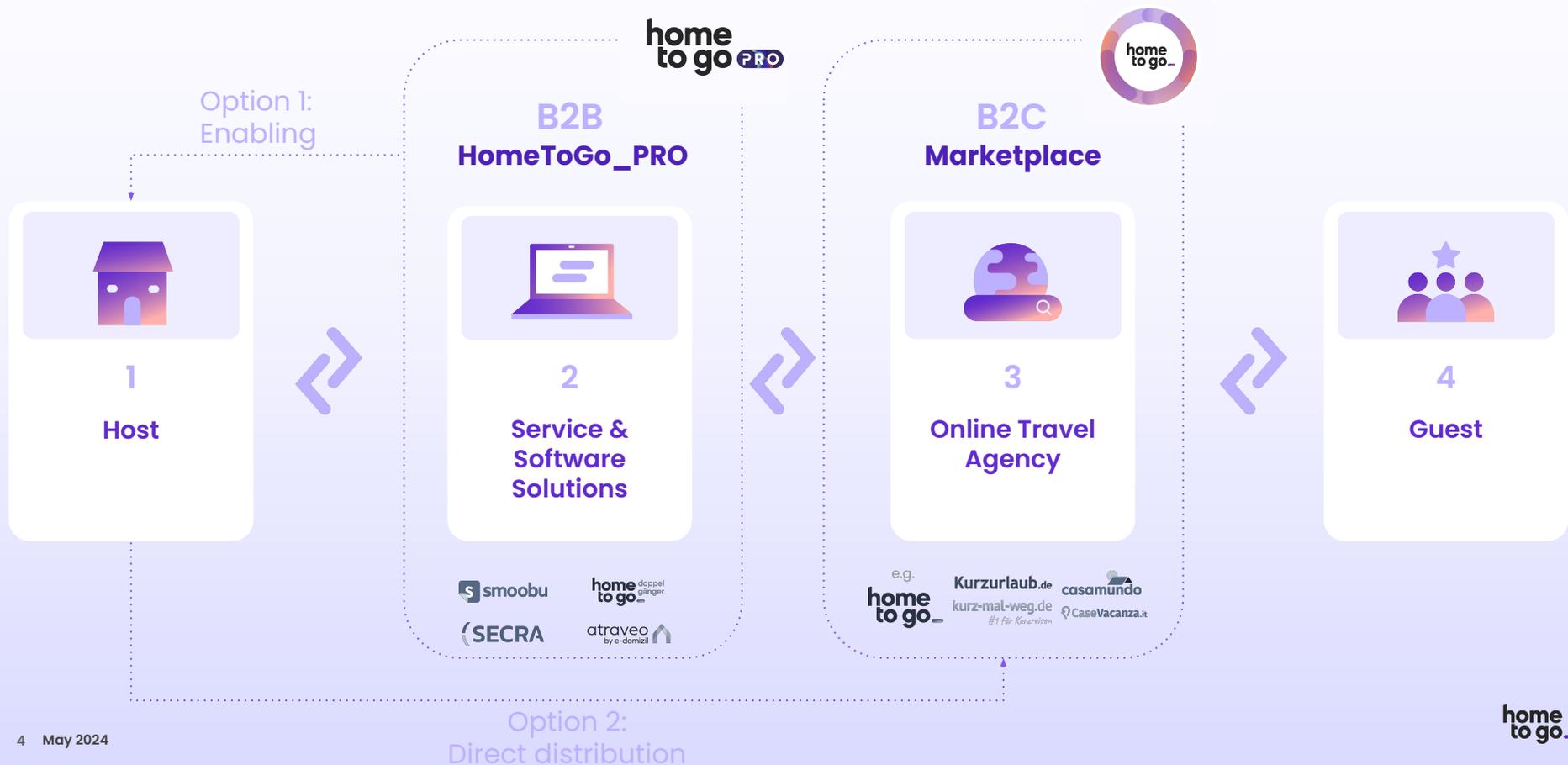
atraveo  
by e-domizil

EscapadaRural

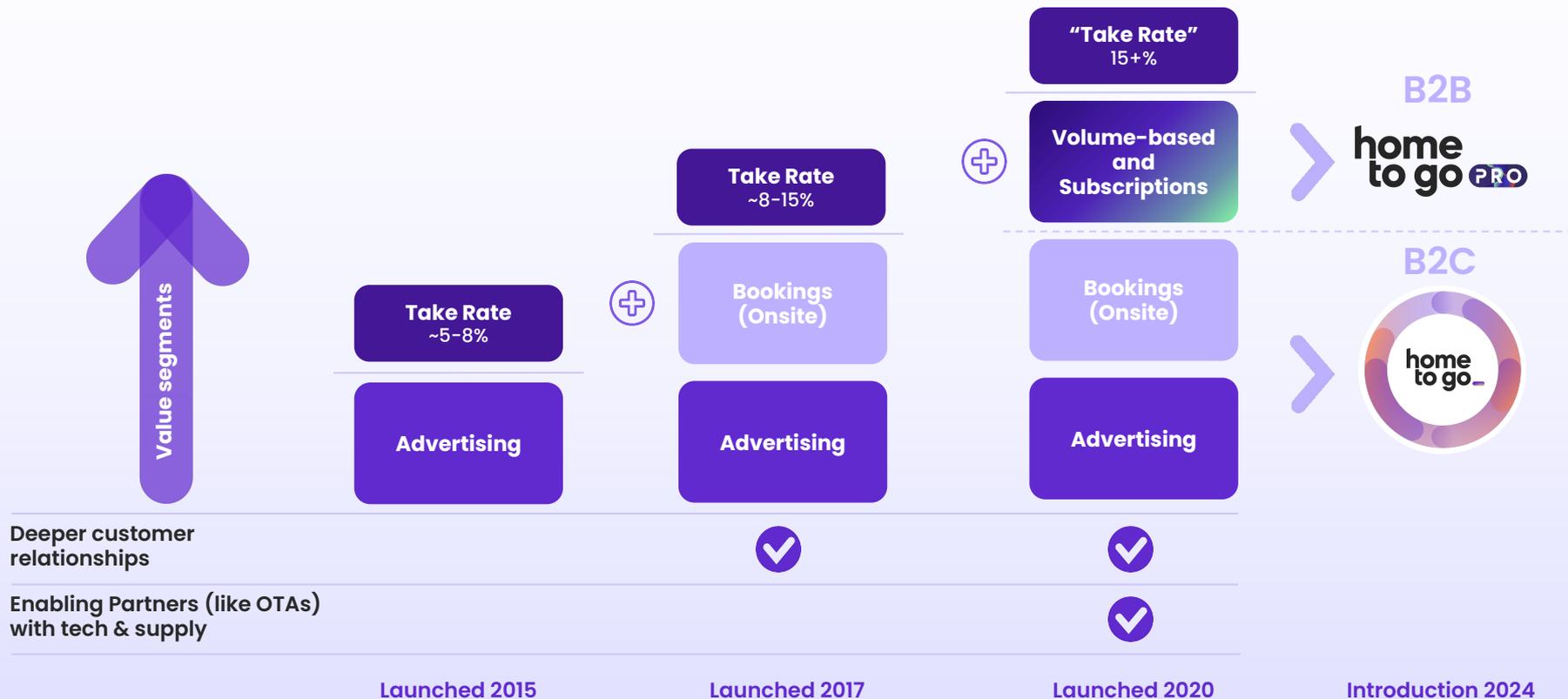
SECRA

smoobu

# 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

## B2C: Marketplace (~70% of IFRS revenues)



Bookings (Onsite)

Advertising

Traveler's total spent  
(Gross Booking Value)

€1,000

**x** Our revenue share  
("take rate")

10.2%

**=** Booking Revenue

€102

Illustrative example

## B2B: Software & Service Solutions (~30% of IFRS Revenues)



SaaS

Volume Based

e.g. **SMOObU**

atraveo by e-domizil **home to go** doppelgänger

**(SECRA)**

Monthly base fee €20

Success Commission to market property

+  
Additional Monthly fee per property managed €9

Low double-digit percentage

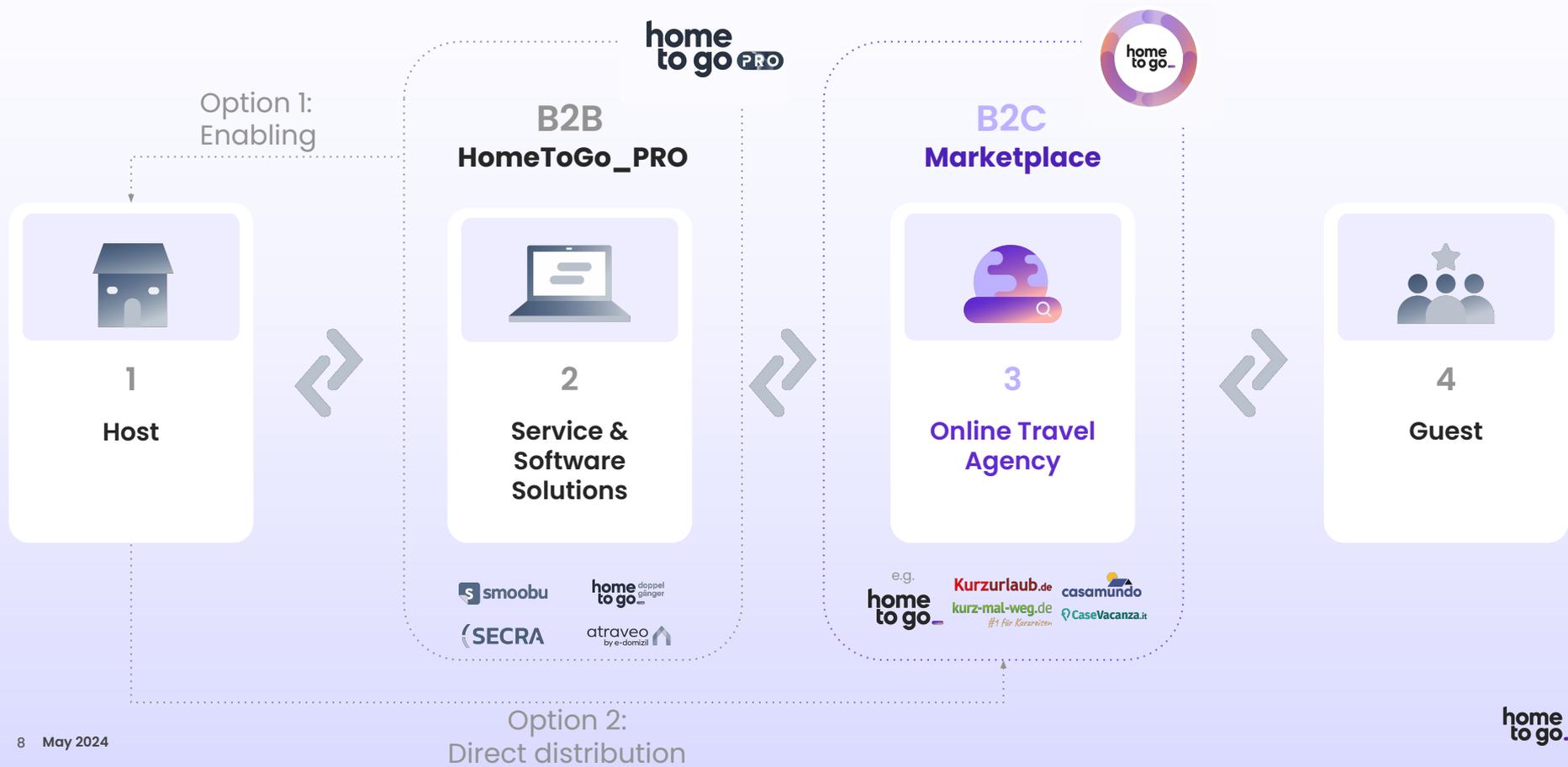
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to go\_

# Operating Segments

B2C segment:  
HomeToGo's Marketplace



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



# Why HomeToGo?

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

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	Top
3	Ferienhausmiete.de	91,7	Top
4	E-Domizil 	91,5	Top
5	Casamundo.de 	91,1	Top
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

## Newsweek



# 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

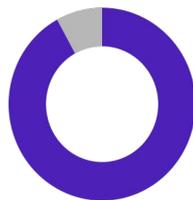
## HomeToGo positioning

**Top 2**  
Booking Channel



**~50%**  
of Top 25 partner<sup>1</sup>

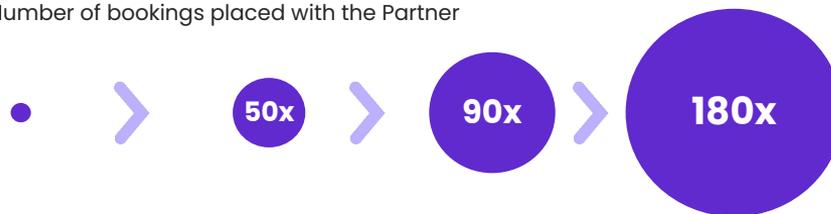
**Top 5**  
Booking Channel



**~90%**  
of Top 25 partner<sup>1</sup>

## Growing our and our Partners' success

Number of bookings placed with the Partner



**Q1 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 2024**

**180x** bookings growth compared to Q1 2017

**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

### Fully AI-powered marketplace



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



Boosting productivity in developing new product innovations



Wholly owned proprietary architecture that is agnostic to Large Language Models

home  
to go\_

# 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 consists of B2B Software & Service Solutions for the whole travel market

American & European-wide offering to the supply side of vacation rentals



B2B Software & Service Solutions  
for the whole travel market  
(Online Travel Agencies, Property Managers, Hosts)



Subscriptions and  
Volume-based services

Listing and distribution  
of vacation rentals

Self-service  
solutions

Real-time channel  
management

Website &  
Communications

Brokerage of  
vacation rentals

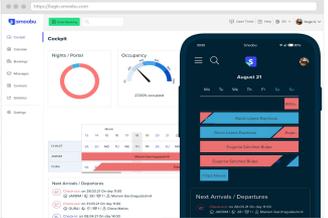
Redistribution  
solutions

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

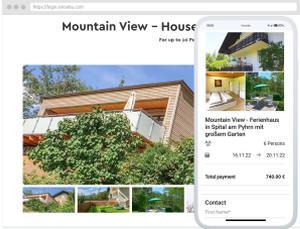
## SMOOBU

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

Acquired Mar 2021



Overview via central cockpit incl. guest communication



Click-and-build own website easily



Synchronise data like prices & availabilities

Q1 2024

MRR YoY Growth **>30%**

Rule of 40 **>60%**

Net Retention Rate **~100%**

Strong reputation as software and integration partner loved by customers



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# Financial Information

Q1/24 Financials

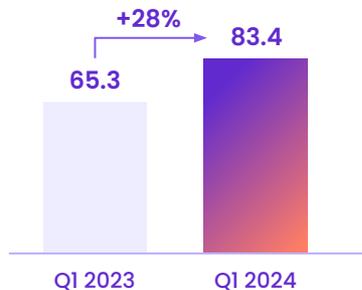


# Strong top line growth alongside margin improvement in Q1/24

1

## Booking Revenues

in €M



2

## IFRS Revenues

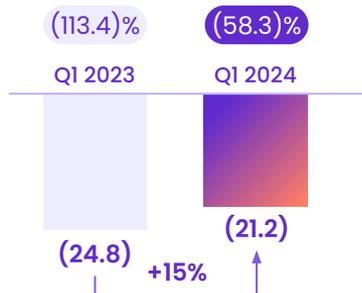
in €M



3

## Adjusted EBITDA<sup>1</sup> (Margin<sup>2</sup>)

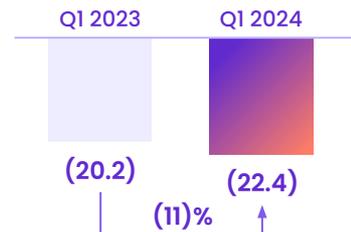
in €M



4

## Free Cash Flow<sup>3</sup>

in €M

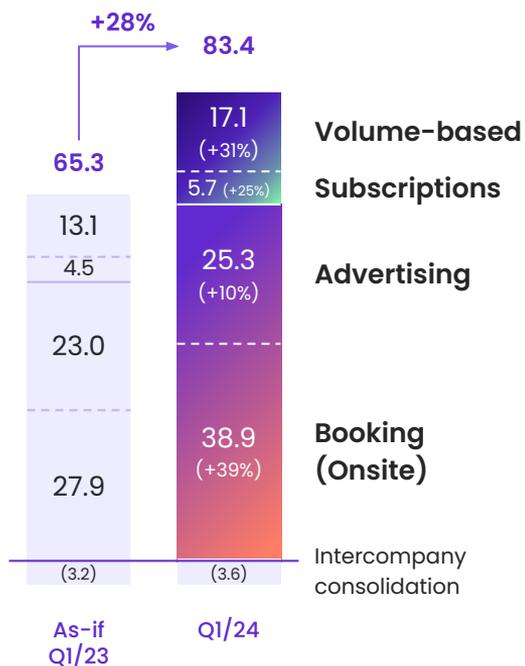


<sup>1</sup> Net income (loss) before income taxes, finance income/finance expenses, depreciation and amortization adjusted for expenses for share-based compensation and one-off items.

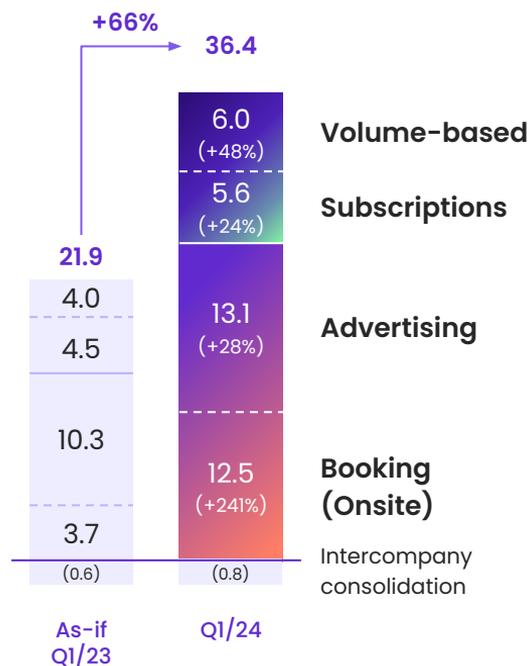
<sup>2</sup> Margin in % of IFRS Revenues. <sup>3</sup> Free Cash Flow is defined as net cash used in operating activities added by net interest result and deducted by capital expenditures (net tangible and intangible investments); please see slide 29 for a complete FCF bridge

# HomeToGo\_PRO already swings into Adjusted EBITDA profitability

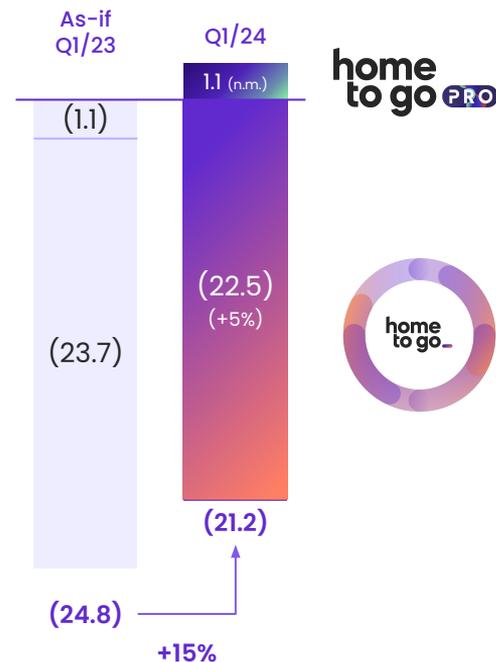
## 1 Booking Revenues in €M



## 2 IFRS Revenues in €M

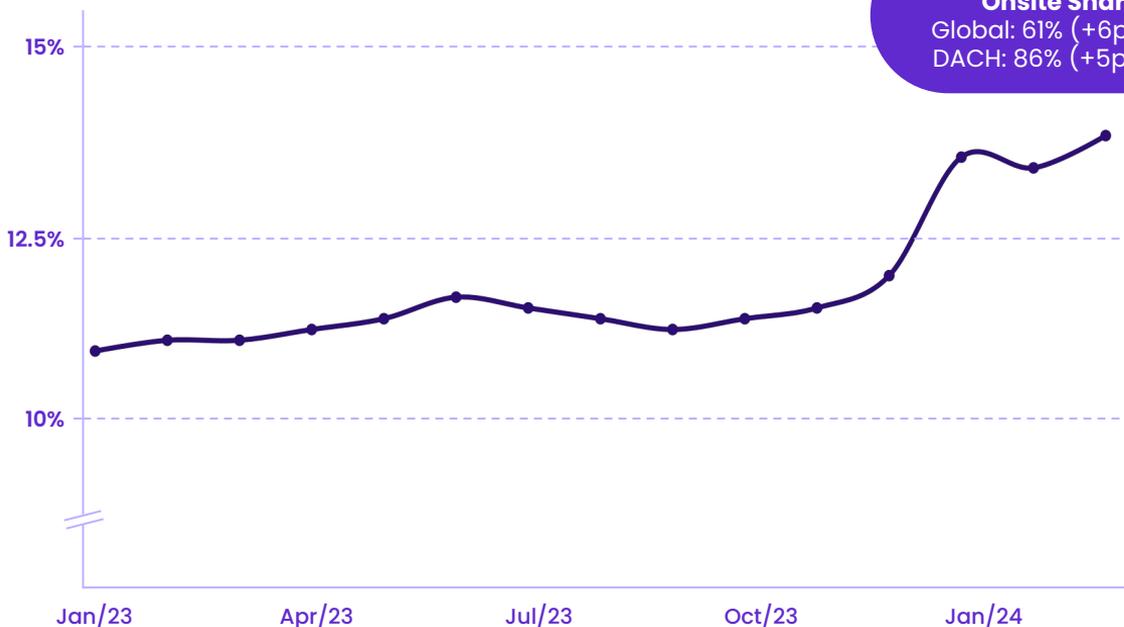


## 3 Adjusted EBITDA in €M

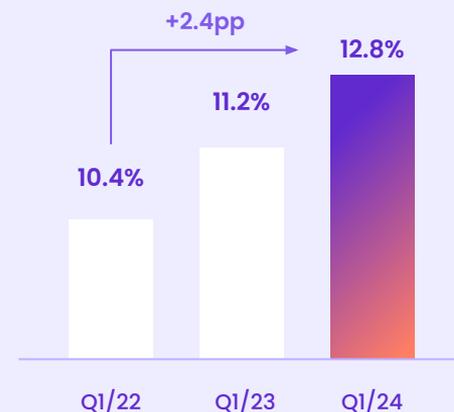


# Continuous improvement of our Onsite Take Rate and Onsite Share in the HomeToGo Marketplace

## Development of Onsite Take Rate<sup>1</sup>



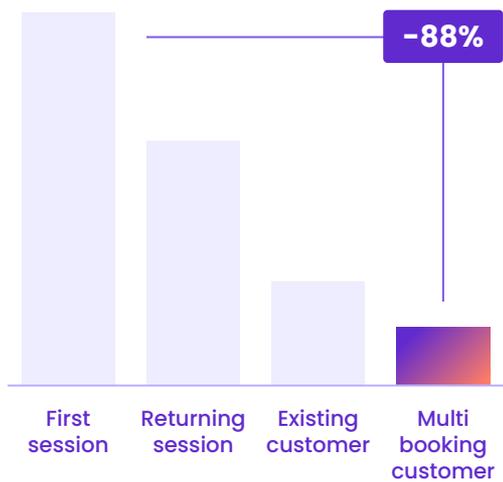
## Increasing Onsite Take Rate<sup>1</sup>



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

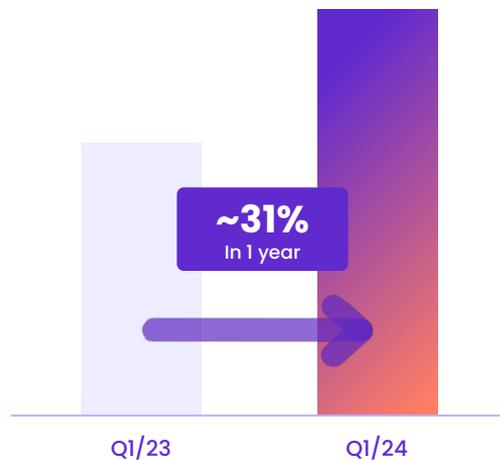
1

### ACNR per user segment for 2023<sup>1</sup>



2

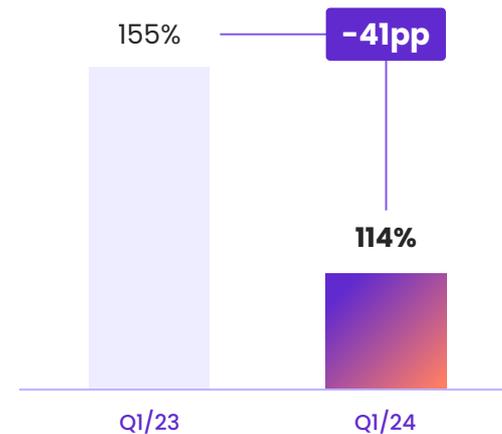
### Growth of Booking Revenues from Repeat Customers<sup>2</sup>



3

### Clear focus on marketing efficiency<sup>3</sup>

Marketing cost / IFRS Revenues<sup>3</sup>



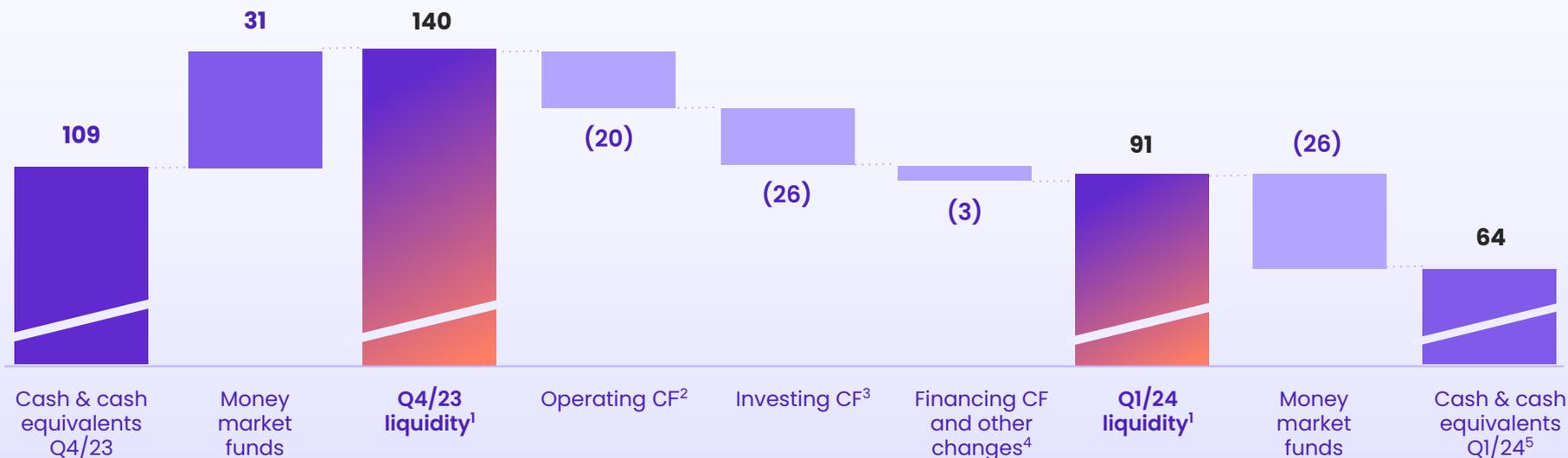
<sup>1</sup> ACNR = Acquisition cost / net revenue; net revenue as booking revenue after cancellations for 2023

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

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

# Expected decrease in cash position in Q1/24 mainly due to payment for acquisitions of subsidiaries as well as seasonality building up backlog

in €M



<sup>1</sup> Both Q4/23 and Q1/24 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 €17.7M (31 Dec 2023: €3.9M)

<sup>2</sup> Operating cash flow includes inflows in the amount of €5.5M (Q1/23: €4.2M) for traveler advance payments collected as part of payment services for hosts.

<sup>3</sup> 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 proceeds from sale of €5 million stake in money market fund compared to presentation in consolidated financial statements.

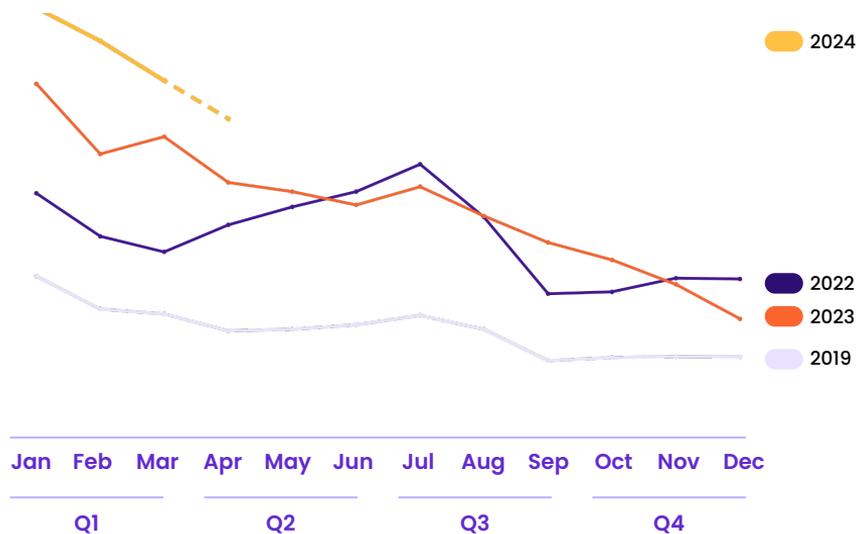
<sup>4</sup> Includes financing cash flow and effect of exchange rate on cash and cash equivalents.

<sup>5</sup> Q1/24 cash & cash equivalents include cash of €0.3M that is restricted due to statutory requirements.

# Booking Revenues significantly above previous years

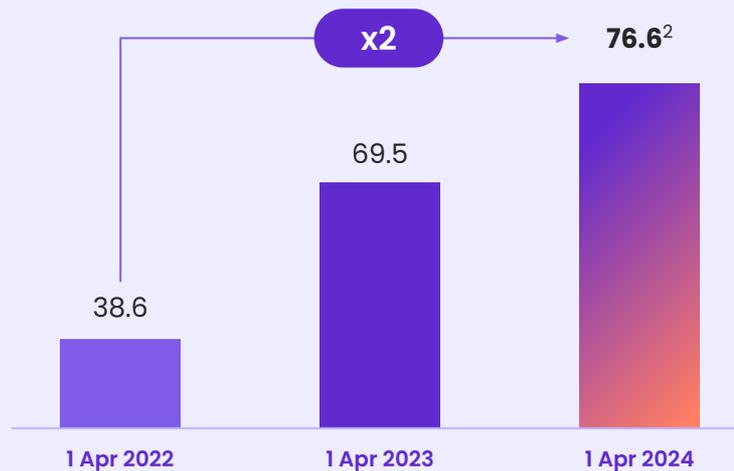
Favorable start into the year

Indicative monthly Booking Revenues



Building the foundation for accelerated growth in 2024

Booking Revenues Backlog<sup>1</sup>, in €M



<sup>1</sup> 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.

<sup>2</sup> The backlog figure is as of 31 March 2024

# Guidance for 2024 Confirmed: Accelerated growth at improved profitability

1

Booking  
Revenues

€>250M

>30% YoY

2

IFRS  
Revenues

€>220M

>35% YoY

3

Adjusted  
EBITDA<sup>1</sup>

€>10M

>400% YoY

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# Investor presentation

## Appendix

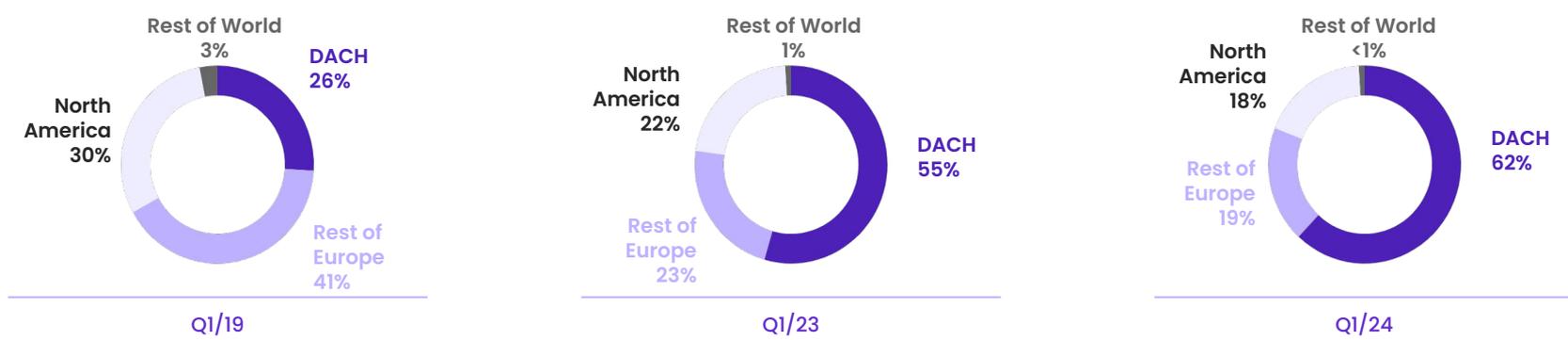


# Current analyst recommendations

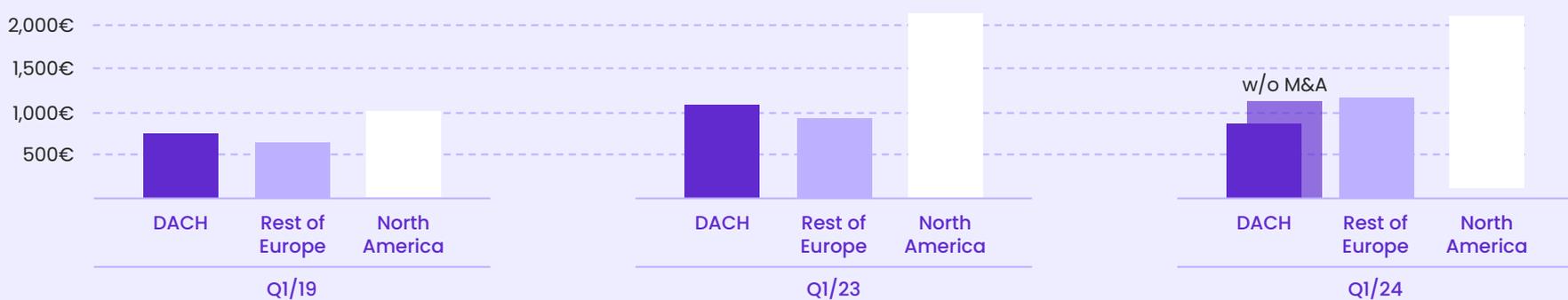
Institution	Analyst	Rating	Price Target
Berenberg	Wolfgang Specht	Buy	EUR 5.00
Cantor Fitzgerald	Bharath Nagaraj	Buy	EUR 4.50
Deutsche Bank	Silvia Cuneo	Buy	EUR 4.80
Hauck Aufhäuser	Christian Salis	Buy	EUR 5.50
Quirin Privatbank	Marcel Ghazi	Buy	EUR 3.56
Stifel	Benjamin Kohnke	Buy	EUR 4.60
Warburg Research	Felix Ellmann	Buy	EUR 6.60

# Acquisition-related shift in regional Booking Revenues share and Basket Size

## Regional Booking Revenues Share



## Indicative Basket Size evolution



# Significant progress in profitability across all major cost components as a result of economies of scale and higher marketing efficiency

Costs and margins <sup>1,2</sup> (in % of IFRS Revenues)	Q1		
	2023	2024	Delta
Cost of revenues	(4.7)%	(3.0)%	+1.7pp
Gross profit	95.3%	97.0%	+1.7pp
Marketing & Sales	(154.9)%	(114.0)%	+40.9pp
Product Development	(30.2)%	(21.5)%	+8.7pp
Administrative expenses	(23.0)%	(18.9)%	+4.1pp
Other income and expenses	(0.5)%	(0.9)%	(0.4)pp
Adjusted EBITDA <sup>1</sup>	(113.4)%	(58.3)%	+55.1pp

<sup>1</sup> Adjusted for expenses for share-based compensation, depreciation and amortization and non-operating one-off items

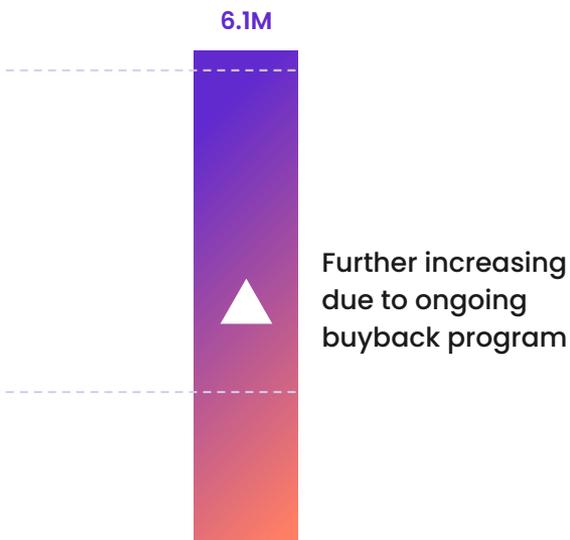
<sup>2</sup> Rounding differences may occur

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

Max. number of treasury shares needed to settle ALL currently vested VSOP (pre-IPO) and ALL currently vested LTI (RSU and VSO)<sup>1</sup>



Currently Available Treasury Shares<sup>2</sup>

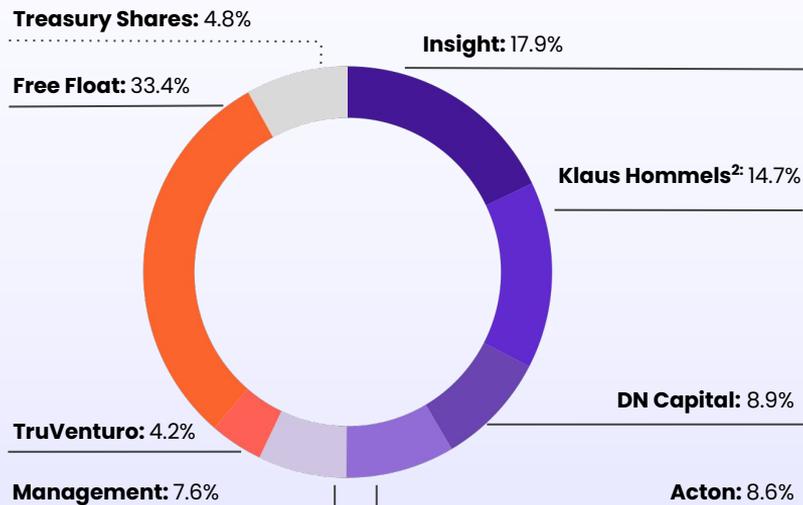


<sup>1</sup> Granted as of 31 Mar 2024. Assumptions: All eligible employees exercise their vested entitlements; Legacy VSOP without hurdle options (€12.00 / €14.00), RSU = restricted stock units, VSO = virtual stock options

<sup>2</sup> As of 10 May 2024

# The HomeToGo Share

## Shareholder Structure<sup>1</sup>



## 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	121,021,696 (116,438,363 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

# HomeToGo Investor Relations Contact

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Grabert, CFA**



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**Carsten  
Fricke, CFA**



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## Team Contact

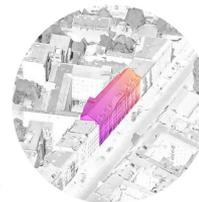
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L-1273 Luxembourg

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<https://ir.hometogo.de/>

## HQ Office Location

HomeToGo GmbH  
Pappelallee 78/79  
10437 Berlin

IR@hometogo.com  
<https://ir.hometogo.de/>





from **430 €** per night  
Book directly on HomeToGo

**250 m<sup>2</sup> Villa - 4 bedrooms - 10 guests**  
Beautiful Villa Aron, in Dalmatia, with a Pool  
**5.0** ★★★★★ (3 ratings)

📍 Pakoštane, Zadar County

Details [View deal](#)



from **836 €** per night  
Book directly on HomeToGo

**499 m<sup>2</sup> Villa - 6 bedrooms - 14 guests**  
Modern Villa in Ždrelac with Sp  
**5.0** ★★★★★ (1 rating)

📍 Ždrelac, Zadar County

Details

Scan Me



home  
to go.

# 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 used in 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.

## 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.

## Reporting segments 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 entirely 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.

## 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 and SECRA.

# 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

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