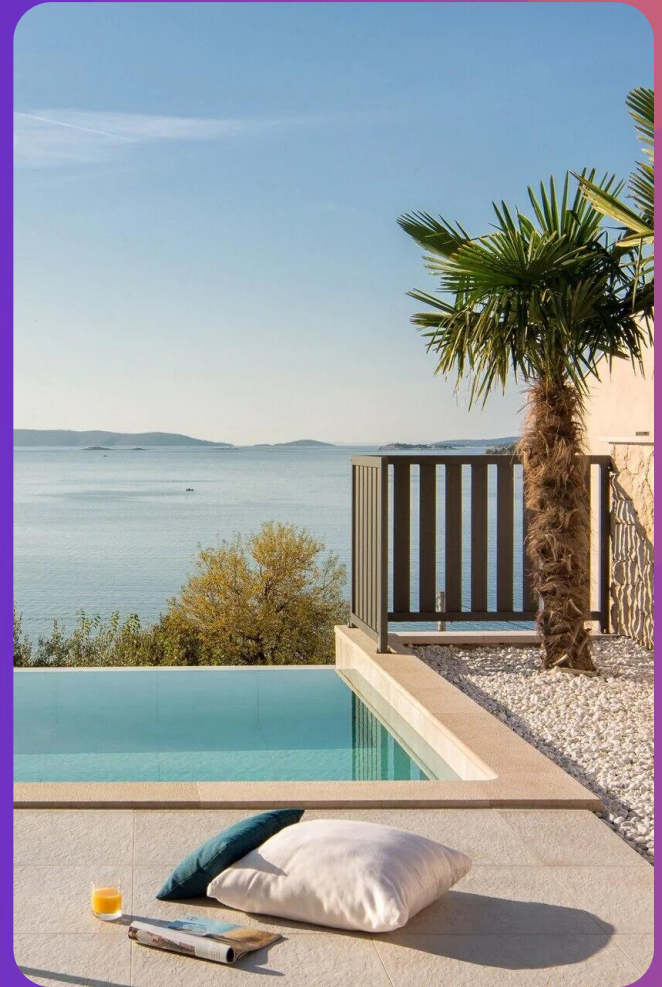


# home to go\_

Analysts and Investors call  
on the majority acquisition of  
KMW Reisen GmbH  
and Super Urlaub GmbH

Dr Patrick Andrae, Co-Founder & CEO  
Dr Bodo Thielmann, Chief Investment Director

18 December 2023



# Largest transaction in HomeToGo's history to boost Repurchase Revenues



## The Why?

- 1 **Additional (Repeat) Demand:** Unique opportunity to further strengthen our demand side by unlocking new demand, esp. **adding shoulder season travellers** and upsell to existing ones by adding **thematic travel & hotel for short trips** for all HomeToGo customers and **increase repeat frequency**
- 2 **Enhancing Supply:** Highly attractive travel segment while opening the door for **future cross-selling and redistribution of inventory** across platforms – incl. new demand for HomeToGo Marketplace supply partners & new unique supply for HomeToGo\_PRO customers
- 3 **Attractive commercials for boosting repeat customers** by offering short trips during shoulder seasons as HomeToGo travellers usually book the main summer and winter high season with us

## Thematic travel

Offering **value-enhanced “thematic” short term trips** (Dining, Sport, Wellness & Spa and other):

- **Higher monetisation** of existing customers through offering complementary thematic services to travel
- **Lower price sensitivity** of customers due to blended rates of value-enhanced services and accommodation

## Supply enhancement

**Complementary platforms** offer the possibility for **cross-selling**:

- **Leverage our vacation rental supply side** by creating even more unique stays with value-enhanced services (esp. for shoulder seasons)
- Additional **unique supply** for HomeToGo Marketplace and HomeToGo\_PRO customers
- Adding gift **voucher options** to HTG Group

## City travel

**Expanding into city areas** beyond the typical (rural) vacation areas:

- **Complementary supply** for existing demand
- **Offer more city travel accommodation** that is not exposed to rapid change in regulation compared to short term rental inventory from private host

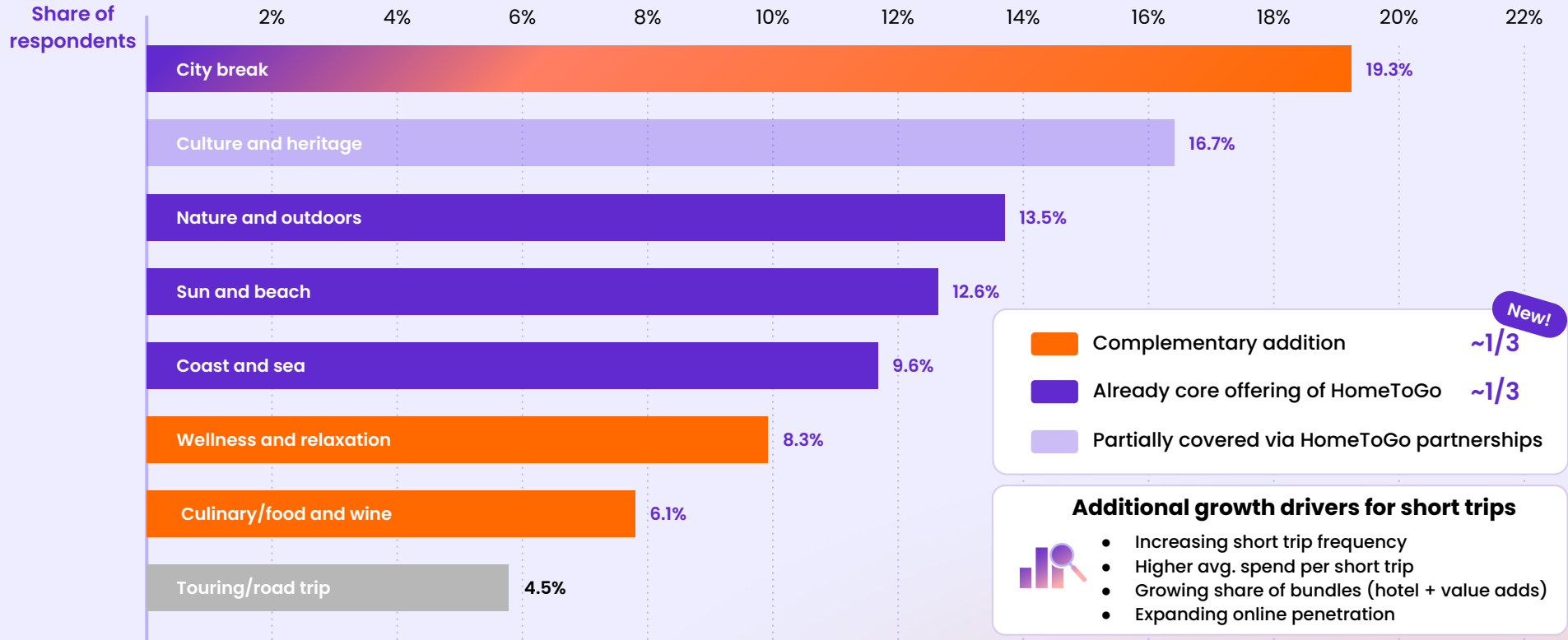
# The acquisition adds substantial value to our marketplace



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# Customer view

# Share of Europeans planning to take leisure overnight trip domestically or in Europe in the next 6 months<sup>1</sup>



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# Commercials

# HomeToGo enters the thematic short-trip market by acquiring and merging #1 and #2 specialist providers

home  
to go\_

## Joint forces

**Merging the two leading specialist providers for thematic short-term stays in DACH market.**

Access to HomeToGo's global reach and vacation rental inventory

→ **Drive (repeat) demand** through new demand sources and cross-/up-selling

## Offering

**Value-enhanced services** (dining, wellness, sports, other activities), in-destination offerings and hotel stays for short trips in DACH & neighboring leisure destinations where HomeToGo already has a strong supply of vacation rentals → **leverage supply**

## 1. Super Urlaub GmbH

**Kurzurlaub.de**

**Kurzurlaub.at**



- Leading #1 specialist in DACH
- Offering more than 30,000 bookable travel offers
- Top-quality city breaks, wellness trips and seaside vacations

## 2. KMW Reisen GmbH

**kurz-mal-weg.de**

*#1 für Kurzreisen*

- Strongly growing #2 provider in the segment with increasing profitability
- More than 19,000 travel offers with a focus on exceptional travel experiences.



# Value-enhanced services & Unique gift vouchers



Wellness & Spa



Sport



Dining



+

Voucher



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# Deal structure

# Structures of the deal



## Deal structure

- Majority acquisition of Super Urlaub GmbH and KMW Reisen GmbH, **two leading marketplaces for thematic short-term stays in DACH**
- HTG will hold a **51% majority stake** in the combined business
- **Closing and full consolidation** starting in January 2024
- **Consideration paid for 51% stake:** around €31M of which around €6M is paid in HomeToGo SE shares (fully financed through Treasury Shares)

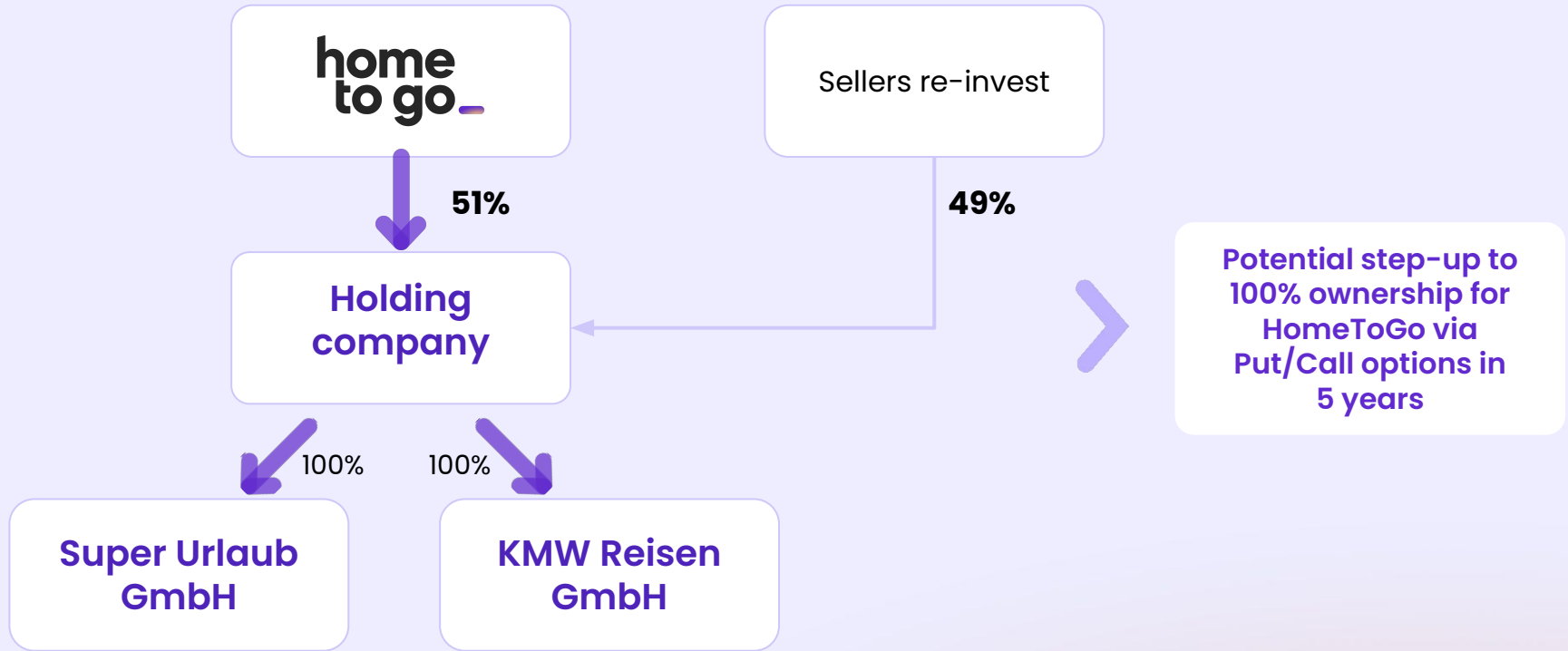


## Financials

In FY/23e the combined acquired businesses expect to generate

- **Pro-forma revenues of around EUR 30M<sup>1</sup>** and
- **Pro-forma Adjusted EBITDA margin<sup>2</sup> of more than 25%<sup>1</sup>**

# Deal structure



In line with HomeToGo's M&A strategy, they will continue to operate predominantly autonomously, consumer brands will be continued



# 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.