



home
to go_

Investor presentation

Sebastian Grabert, CFA
Director Investor Relations and Corporate Finance

June 2024

HomeToGo is the fastest growing public vacation rental player



Founded in 2014,
IPO 2021



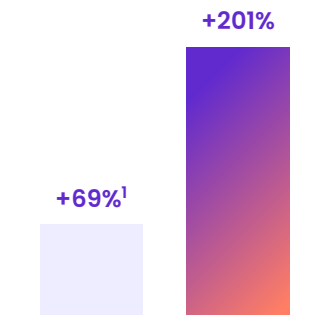
800+ employees
globally



Reached Adjusted EBITDA
break-even in 2023

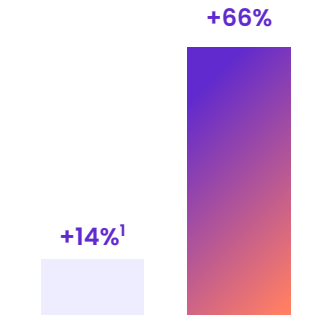
Historical IFRS Revenues growth

Q1/24 vs Q1/19



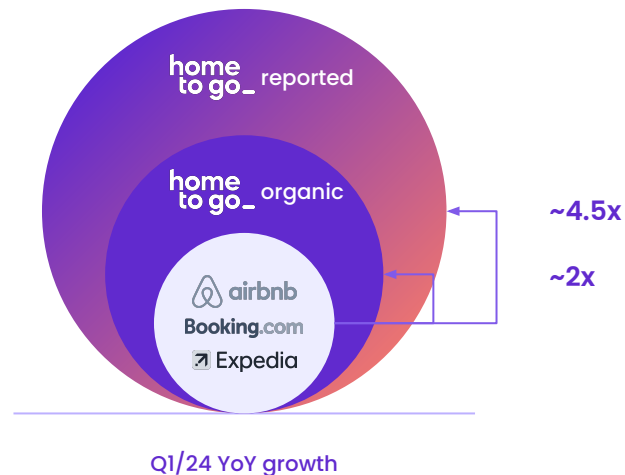
airbnb
Booking.com
Expedia
home to go

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 GBV¹
€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



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

+
Additional Monthly fee per property managed €9

Success Commission to market property

Low double-digit percentage

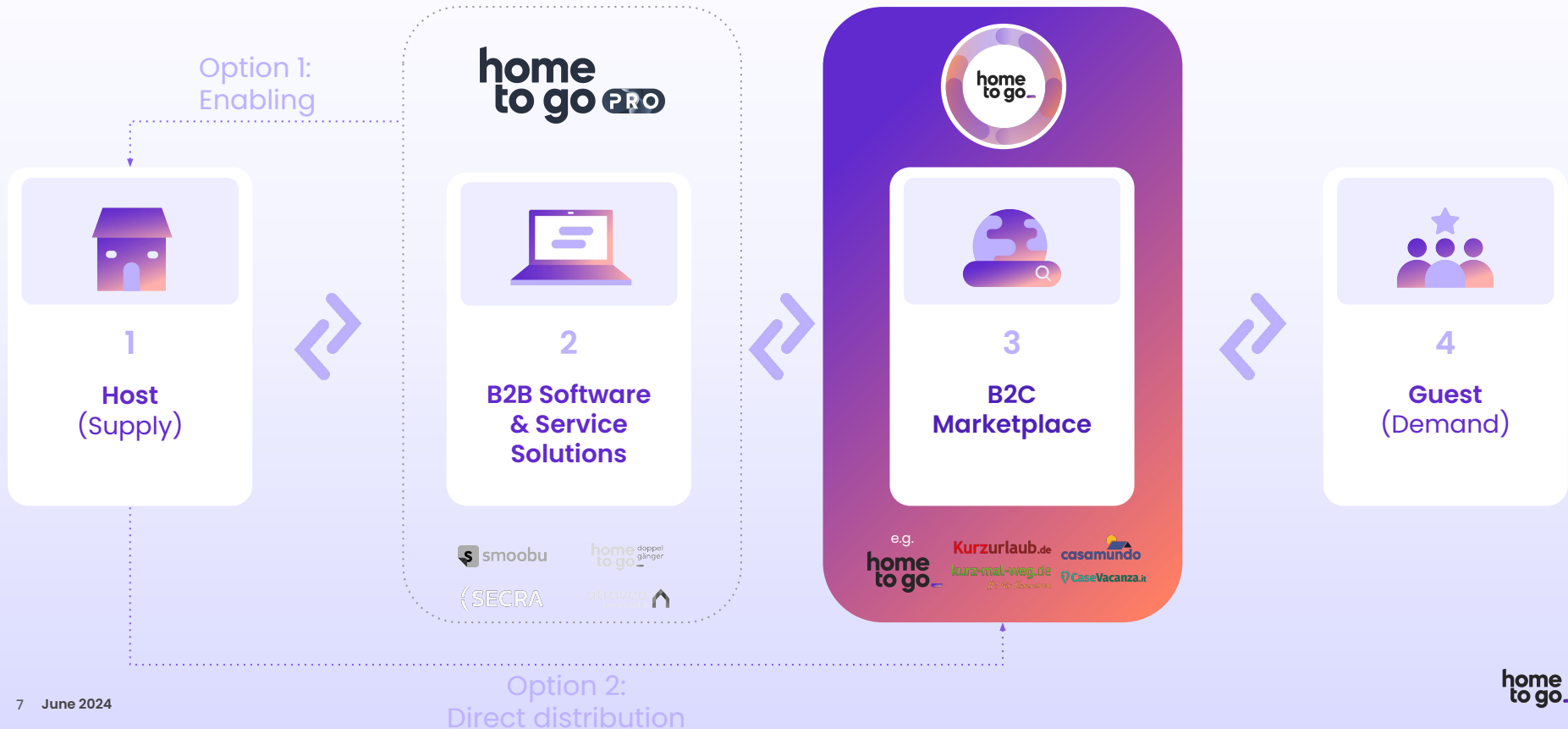
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Operating Segments

B2C segment:
HomeToGo's Marketplace



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



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

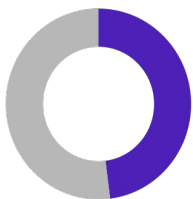
HomeToGo travelers show an opportunity for high purchasing power with more than **80% of travelers being older than 35 years*** and more than **39% of bookings being non-domestic**

* 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

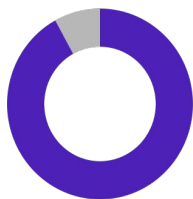
HomeToGo positioning

Top 2
Booking Channel



~50%
of Top 25 partner¹

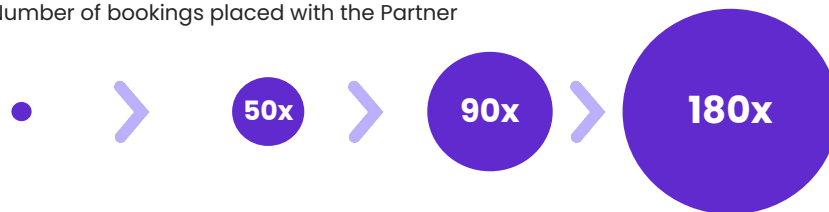
Top 5
Booking Channel



~90%
of Top 25 partner¹

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

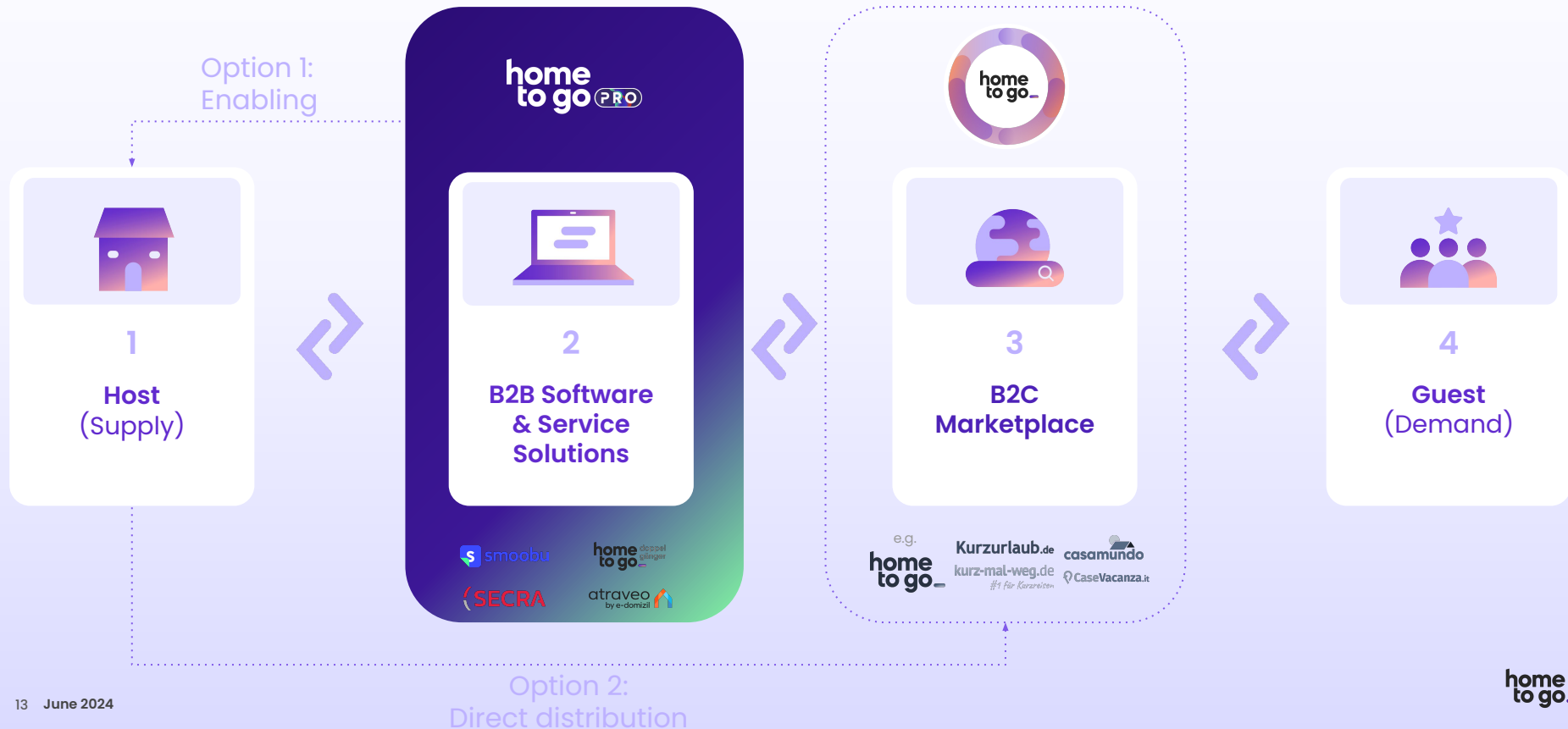
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Operating Segments

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

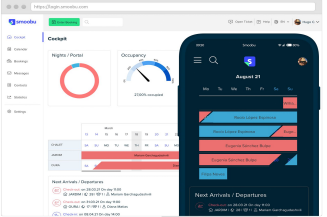
Redistribution solutions

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

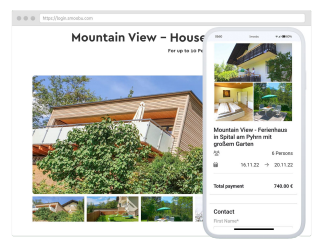
SMOOBU

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

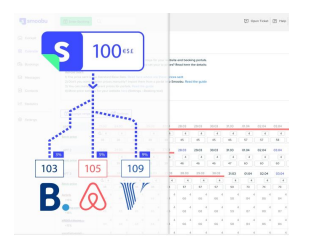
Acquired Mar 2021



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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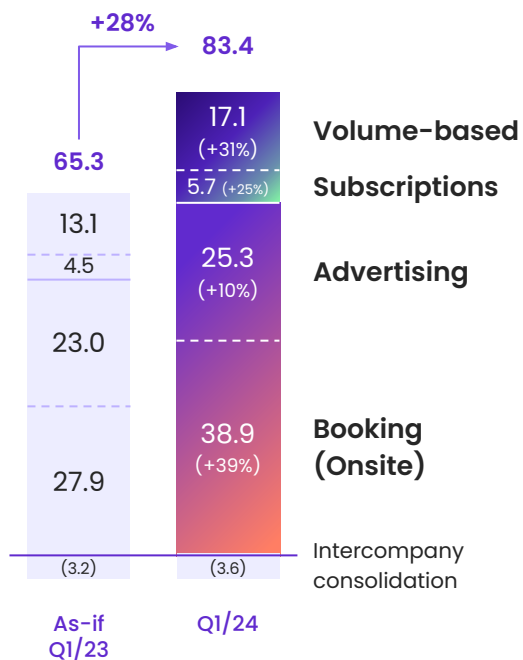
Financial Information

Q1/24 Financials

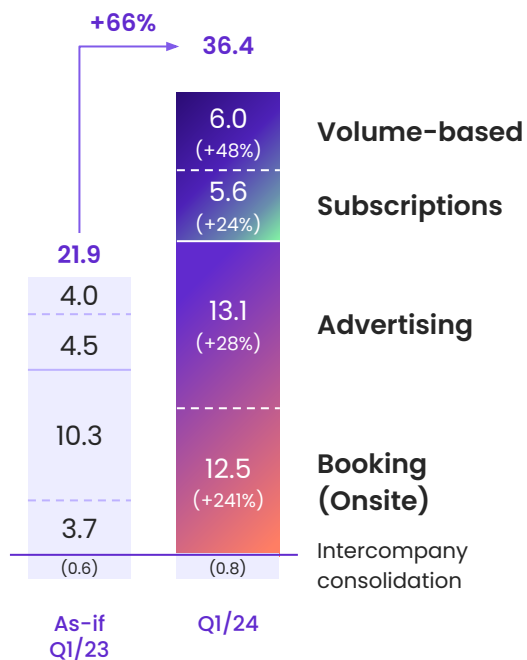


HomeToGo_PRO already swings into Adjusted EBITDA profitability

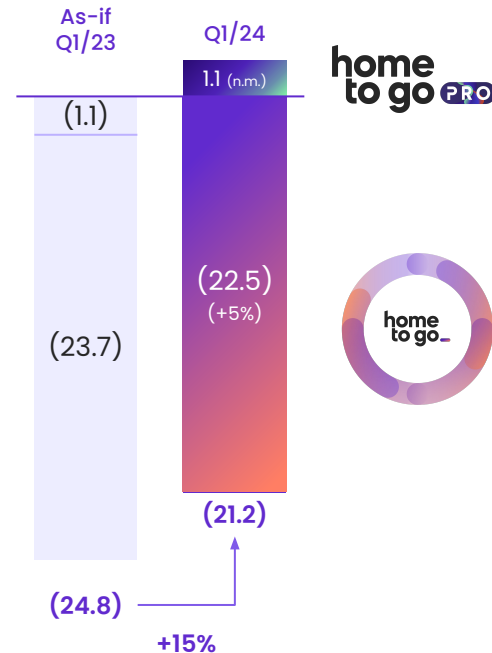
1 Booking Revenues in €M



2 IFRS Revenues in €M

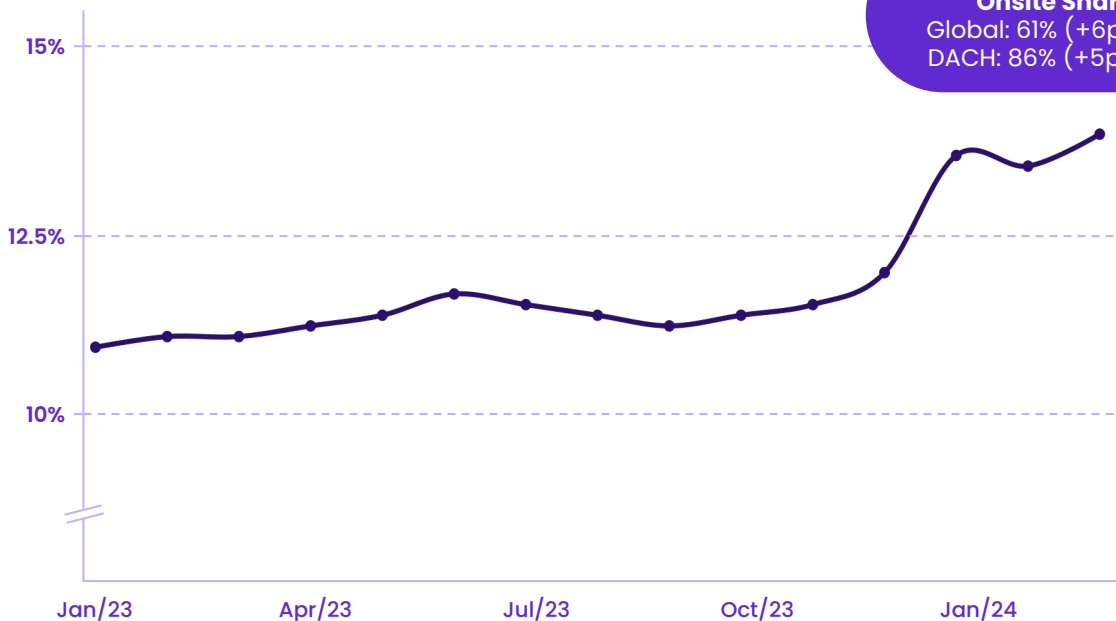


3 Adjusted EBITDA in €M

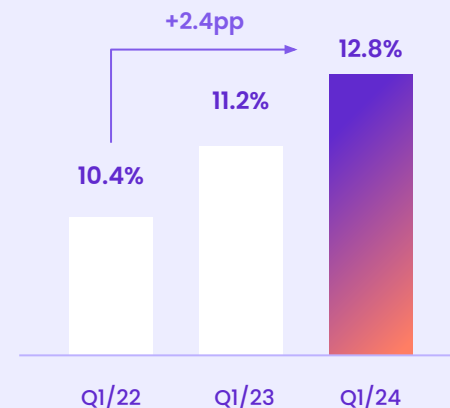


Continuous improvement of our Onsite Take Rate and Onsite Share in the HomeToGo Marketplace

Development of Onsite Take Rate¹



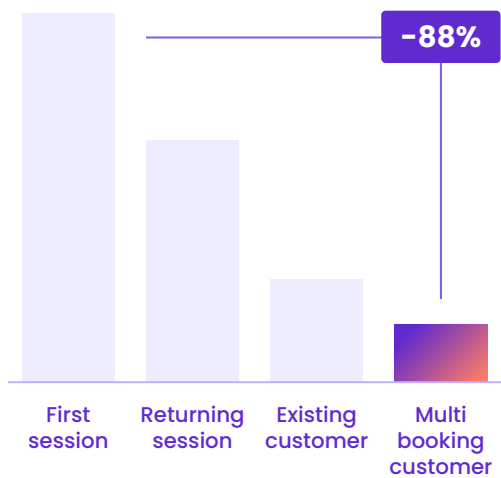
Increasing Onsite Take Rate¹



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

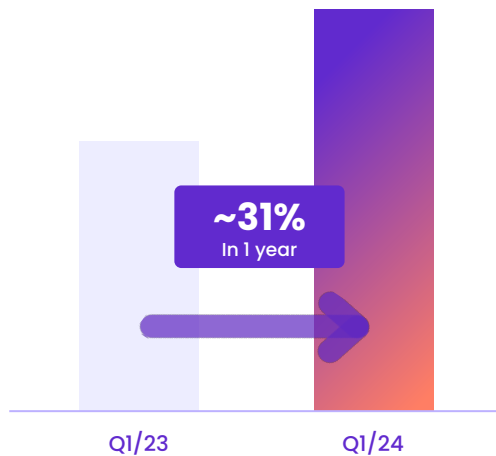
1

ACNR per user segment for 2023¹



2

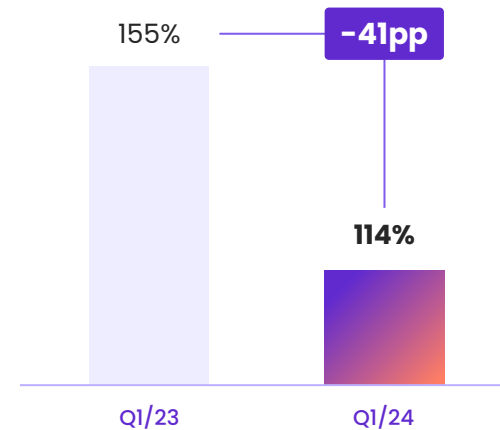
Growth of Booking Revenues from Repeat Customers²



3

Clear focus on marketing efficiency³

Marketing cost / IFRS Revenues³



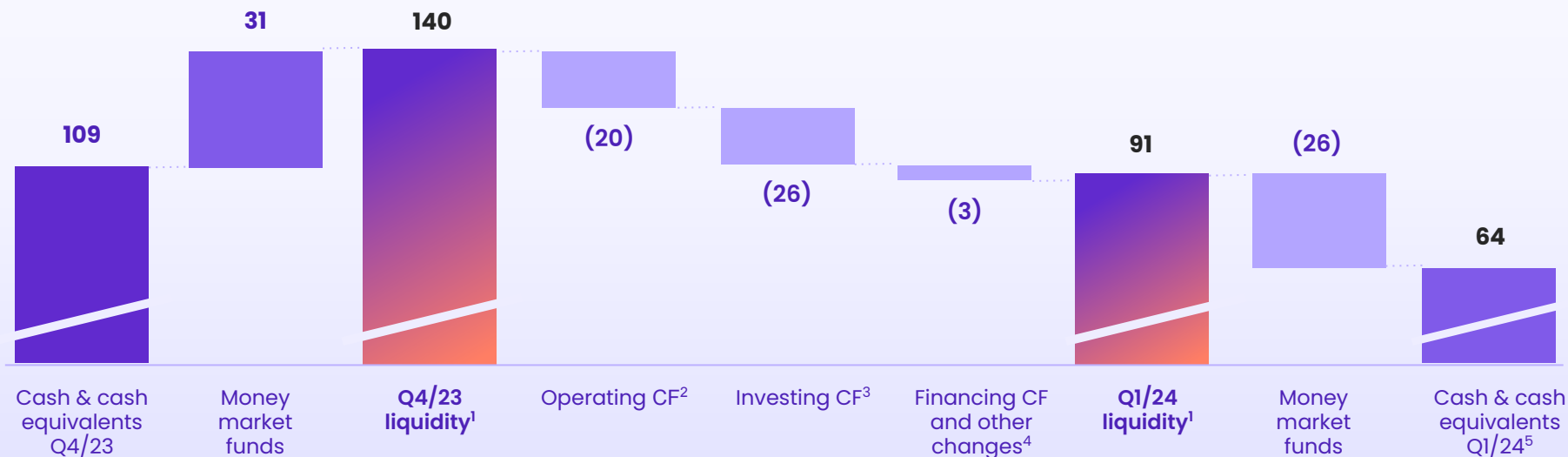
1 ACNR = Acquisition cost / net revenue; net revenue as booking revenue after cancellations for 2023

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

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



¹ 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)

² 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.

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 proceeds from sale of €5 million stake in money market fund compared to presentation in consolidated financial statements.

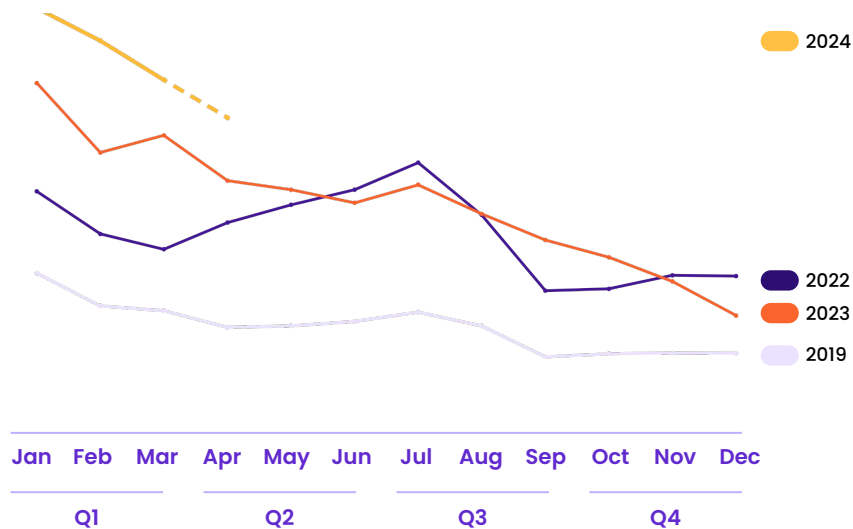
⁴ Includes financing cash flow and effect of exchange rate on cash and cash equivalents.

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

Booking Revenues significantly above previous years

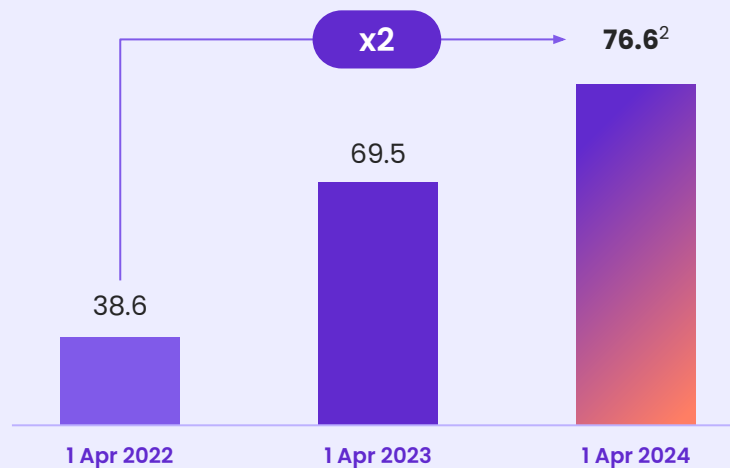
Favorable start into the year

Indicative monthly Booking Revenues



Building the foundation for accelerated growth in 2024

Booking Revenues Backlog¹, in €M



¹ 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.

² 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
EBITDA¹

€>10M

>400% YoY

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Investor presentation

Appendix

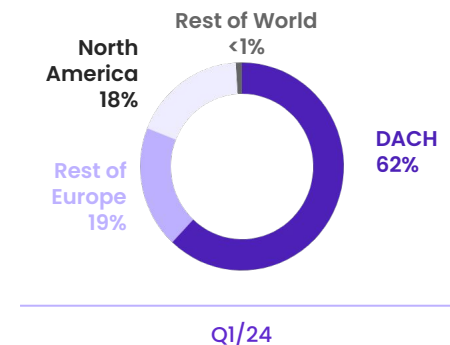
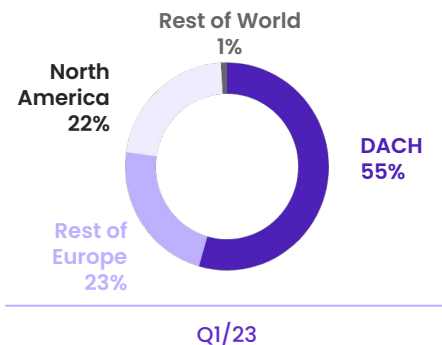
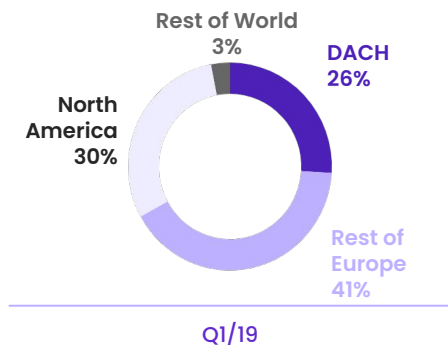


Current analyst recommendations

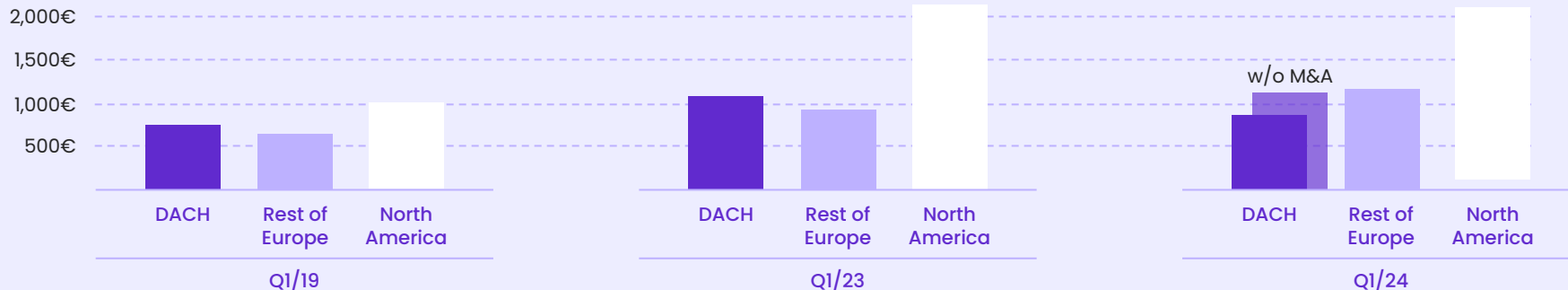
| Institution | Analyst | Rating | Price Target |
|-------------------|-----------------|--------|--------------|
| Berenberg | Wolfgang Specht | Buy | EUR 5.00 |
| Cantor Fitzgerald | Bharath Nagaraj | Buy | EUR 4.50 |
| Deutsche Bank | Silvia Cuneo | Buy | EUR 4.80 |
| Hauck Aufhäuser | Christian Salis | Buy | EUR 5.50 |
| Quirin Privatbank | Marcel Ghazi | Buy | EUR 3.70 |
| 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

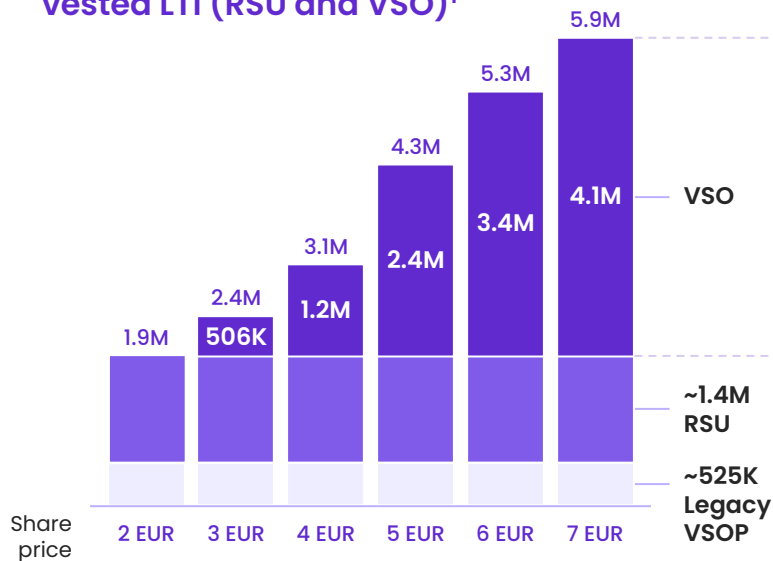
| Costs and margins ^{1,2} (in % of IFRS Revenues) | Q1 | | |
|---|----------|----------|---------|
| | 2023 | 2024 | Delta |
| Cost of revenues | (4.7)% | (3.0)% | +1.7pp |
| Gross profit | 95.3% | 97.0% | +1.7pp |
| Marketing & Sales | (154.9)% | (114.0)% | +40.9pp |
| Product Development | (30.2)% | (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 ¹ | (113.4)% | (58.3)% | +55.1pp |

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

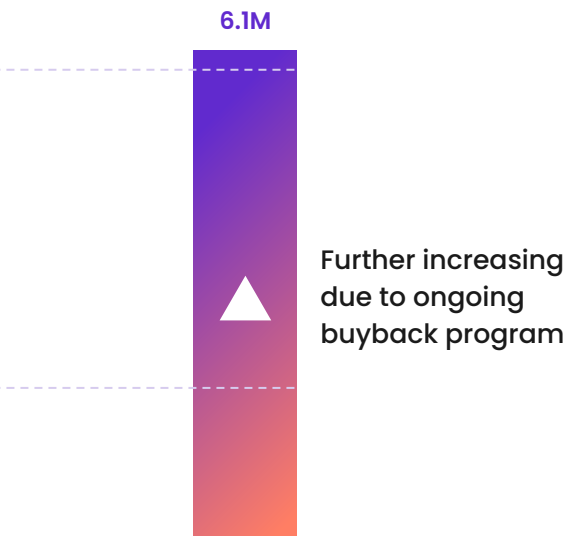
² Rounding differences may occur

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)¹



Currently Available Treasury Shares²

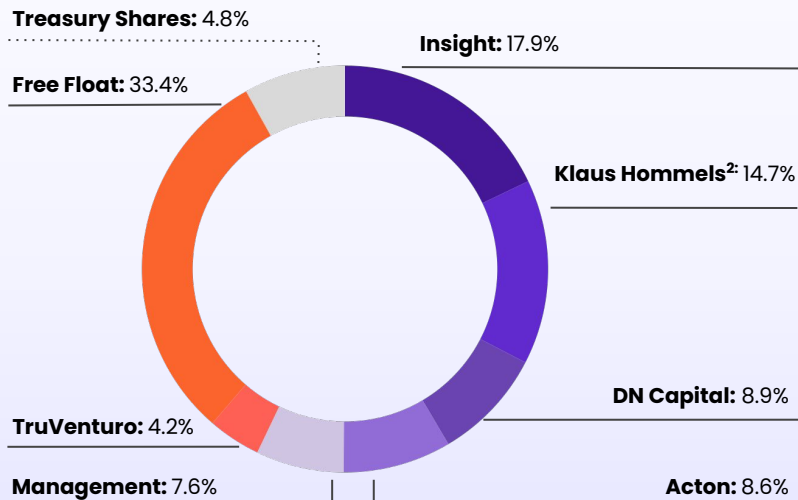


¹ Granted as of 31 Mar 2024. Assumptions: All eligible employees exercise their vested entitlements; Legacy VSOP without hurdle options (€12.00 / €14.00), RSU = restricted stock units, VSO = virtual stock options

² As of 10 May 2024

The HomeToGo Share

Shareholder Structure¹



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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Team Contact

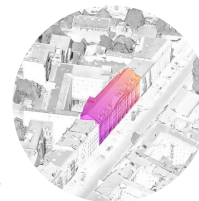
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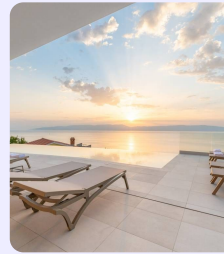


from **430 €** per night
Book directly on HomeToGo

250 m² 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 m² 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.

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The Presentation includes certain financial measures (including on a forward-looking basis) that have not been prepared in accordance with International Financial Reporting Standards as adopted by the International Accounting Standards Board ("IFRS"). These non-IFRS measures are an addition, and not a substitute for or superior to, measures of financial performance prepared in accordance with IFRS and should not be considered as an alternative to net income, operating income or any other performance measures derived in accordance with IFRS. HomeToGo believes that these non-IFRS measures of financial results (including on a forward-looking basis) provide useful supplemental information to investors about HomeToGo. These projections are for illustrative purposes and should not be relied upon as being necessarily indicative of future results. Metrics that are considered non-IFRS financial measures are presented on a non-IFRS basis without reconciliations of such forward looking non-IFRS measures due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliation. They are subject to inherent limitations as they reflect the exercise of judgments by management about which expenses and income are excluded and included in determining these non-IFRS financial measures. In order to compensate for these limitations, management presents non-IFRS financial measures in connection with IFRS results. In addition, other companies may calculate non-IFRS measures differently, or may use other measures to calculate their financial performance, and therefore, HomeToGo's non-IFRS measures may not be directly comparable to similarly titled measures of other companies.

Financial Information

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