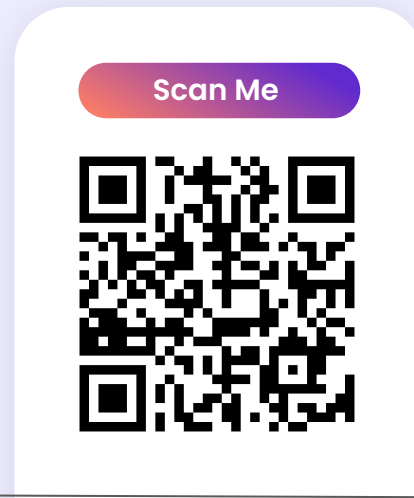


In the mood for a getaway?



An aerial photograph of a mountain valley. In the foreground, a curved concrete road or path is visible. The valley floor is covered in dense green forest. The surrounding mountains are rugged, with some peaks covered in snow. The lighting suggests a late afternoon or early morning setting, with warm golden light hitting the slopes. The text "a home to go explore" is overlaid in the center in a bold, white, sans-serif font.

a home to go explore

Welcome to the

**home
to go_**

Capital Markets Day 2023

12 December 2023

**home
to go_**

10:00	Group Strategy	Dr. Patrick Andrae, Co-Founder & CEO
10:30	M&A Strategy	Dr. Bodo Thielmann, Chief Investment Director
10:45 – 11:00	Q&A	
11:00	Demand & Product Deep Dive	Caroline Burns, Director PR & Marketing Anke Fiedler, Director Consumer Product Danielle DeLozier, Director Guest Relations
11:30	Supply Deep Dive	Valentin Gruber, COO Ben Schaible, Director Partnerships
11:55 – 12:10	Q&A	
Break		
12:20	To be revealed – Panel discussion	Jannik Abraham, Managing Director Smoobu Bahira Dakrouy, Managing Director e-domizil Charlotte Hartmann, Director Commercial Partnerships Dr. Patrick Andrae, Co-Founder & CEO <i>Moderator</i>
12:40	Technology Update	Simon Matthews, Director Technology and Data
12:50 – 13:00	Q&A	
12:50	Finance Update	Steffen Schneider, CFO
13:10 – 13:20	Q&A	
13:20	Closing remarks	Dr Patrick Andrae, Co-Founder & CEO



Dr. Patrick Andrae
Co-founder & CEO



Dr. Bodo Thielmann
Chief Investment Director



Caroline Burns
Director PR & Marketing



Anke Fiedler
Director Consumer Product



Danielle DeLozier
Director Guest Relations



Valentin Gruber
Chief Operating Officer



Ben Schaible
Director Partnerships



Jannik Abraham
Managing Director Smoobu



Bahira Dakroury
Managing Director e-domizil



Charlotte Hartmann
Director Commercial Partnerships



Simon Matthews
Director Technology & Data



Steffen Schneider
Chief Financial Officer

GROUP STRATEGY

Capital Markets Day 2023

Dr. Patrick Andrae, Co-Founder & CEO

12 December 2023

home
to go_

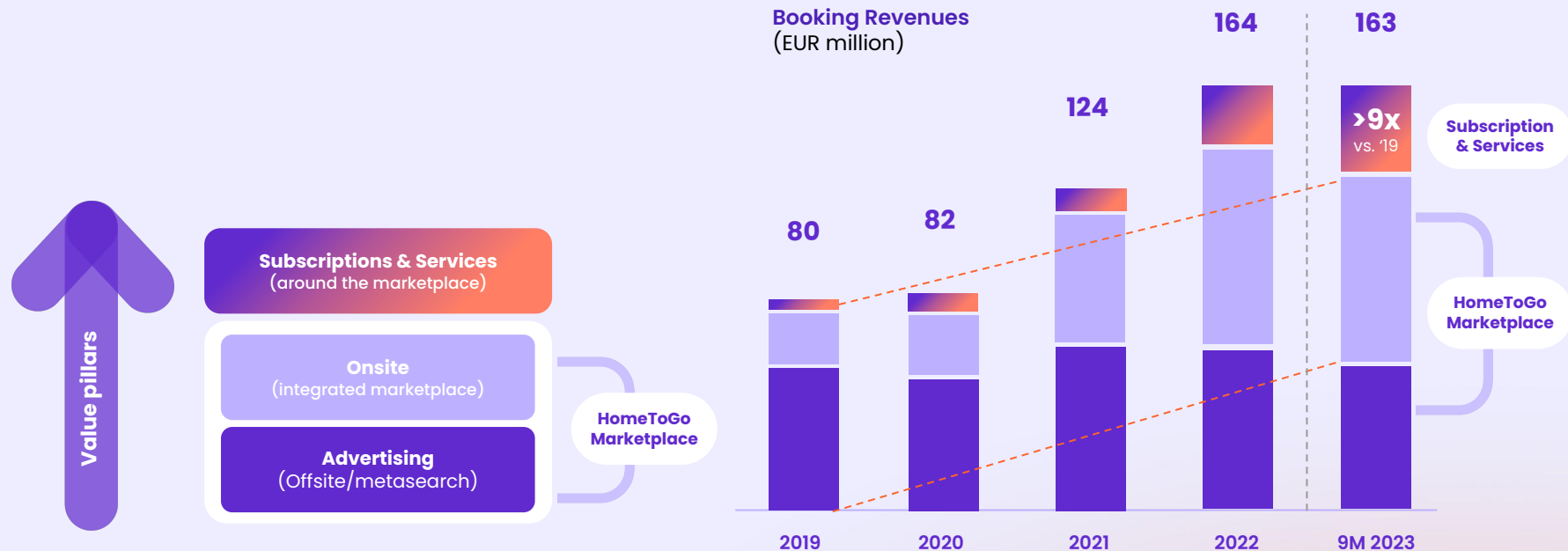
Our Vision

**making incredible homes
easily accessible to everyone**

Tuscany (Italy)

home
to go_

Onsite transactions in our marketplace grew in the first 9M of 2023 to almost the size of our entire business in 2019 – while scaling Subscription, Software & Services >9x times



We achieved significant improvements on our strategic goals in 2023

1

No 1 priority for 2023:
Adj. EBITDA break-even

Improving Adjusted
EBITDA by

+€20M
In 1 year

Deep dive in Finance

2

Expanding our highly profitable
S&S business

Increasing Subscriptions &
Services IFRS Revenues share to

20%
of total Group's IFRS Revenues

Deep dive in HTG_PRO

3

Improving profitability
due to rapidly growing repeat demand

Increasing Booking Revenues
from repeat customers by

>50%
In 1 year

Deep dive in Demand

Our market



We solve key problems in a highly fragmented market

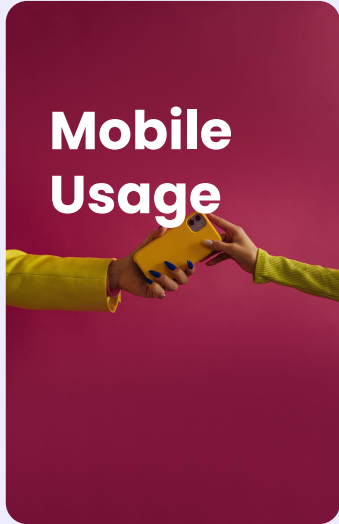


A pain for travelers
to find the right place to stay



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

Current trends in our market



Online sales channels are increasingly dominating the global travel industry's revenue



Mobile Usage

Remote Work

First time Travelers

>71% of revenues in the vacation rental market, growing up to 75% until 2027

entation & Professionalism

Mobile first for booking vacation rentals - younger generations showing the strongest preference



Online
Booking




Mobile
Usage



Remote
Work



First time Travelers



84% of 18- to 35-year-olds
search but **49% book via mobile
devices**¹



Entertainment &
Professionalism

Possibility for higher share of hybrid work to trigger doubling of workation-related travel spend



Online Booking



Mobile Usage

Average work-from-home days per week around **three times higher** than before the pandemic



Remote Work



First time Travelers



Fragmentation & Unprofessionalism

Vacation rental travelers have huge potential for us – thousands of first timers, and existing travelers switch brands at a high rate

up to **37% of guests** are staying for the **first time** ever in a vacation rental



First time Travelers

Fragmentation & Unprofessionalism

The vacation rental market includes a variety of suppliers, ranging from individual hosts to professional full-service agencies

Remote
Work

Online
Booking

Mobile
Usage

First time Travelers

>95% of properties are **privately owned**, and e.g. the German Baltic Sea alone has >400 **different property managers**

Fragmentation &
Unprofessionalism



First look: 2024+





HomeToGo_PRO: Our new home for our B2B Software & Service Solutions incl. Subscriptions



Consists of Software & Service Solutions for the whole travel market



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



Introducing newest HomeToGo_PRO product: HomeToGo Doppelgänger

HomeToGo combines a traveler facing Marketplace and a newly introduced B2B Software & Service Solutions segment - HomeToGo_PRO

B2C Marketplace with largest selection of vacation rentals



Offers
15M+

IFRS Revenues Share
70%

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



Paid Accounts
~58K

Inventory on HomeToGo_PRO
190K+

IFRS Revenues Share
30%

To highlight the operational dynamic, both reporting segments are further broken down by Revenues

Reporting Segments
(with full P&L)



**Revenues
Breakdown**

Bookings (Onsite)

Advertising

Subscription

Volume Based

What do we achieve with this?



In 2023 we completely changed the way we search for travel with...

HomeToGo Modes



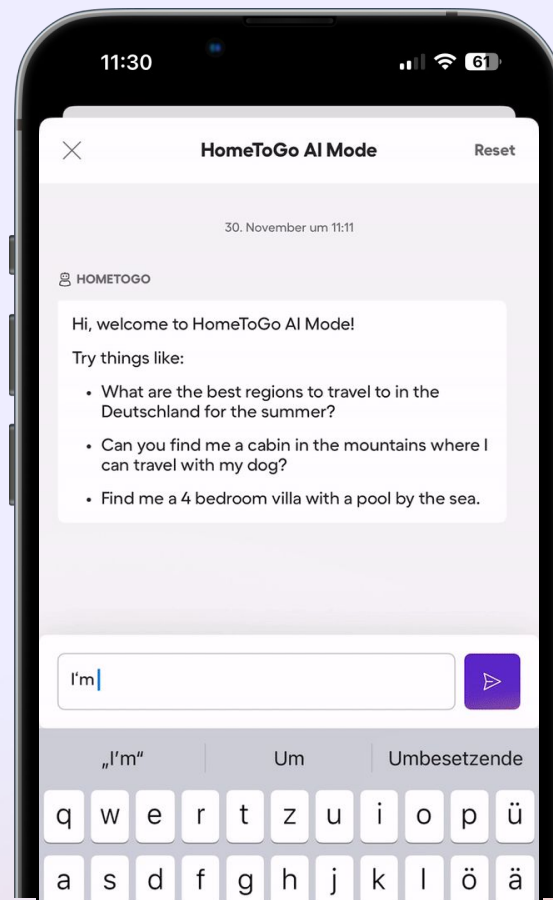
We are proud to be leading AI innovation in the vacation rental industry

Our 1st Mode: the AI Mode

AI-powered travel planner

First curated search experience in
Vacation Rental space
More Modes to come in 2024!

Deep dive in Demand & Product



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

Deep dive in Demand + Tech



Will be revealed today:
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

The great HomeToGo experience has also been recognized by the press





Handelsblatt

Die besten Reiseportale für Hotels, Flüge und Mietwagen

Ob Preis, Qualität oder Service – bei Vergleichsportalen für Hotels, Mietwagen, Flüge, Ferienwohnungen und Wohnmobile zeigen sich deutliche Unterschiede.

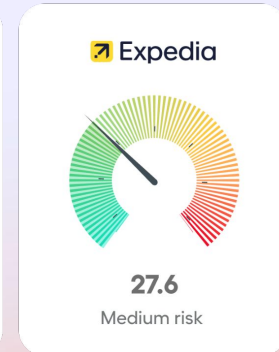
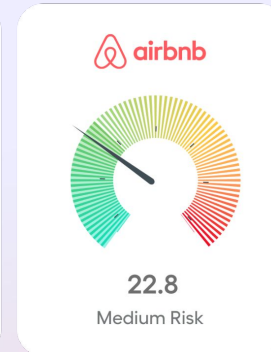
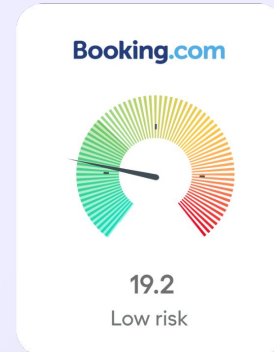
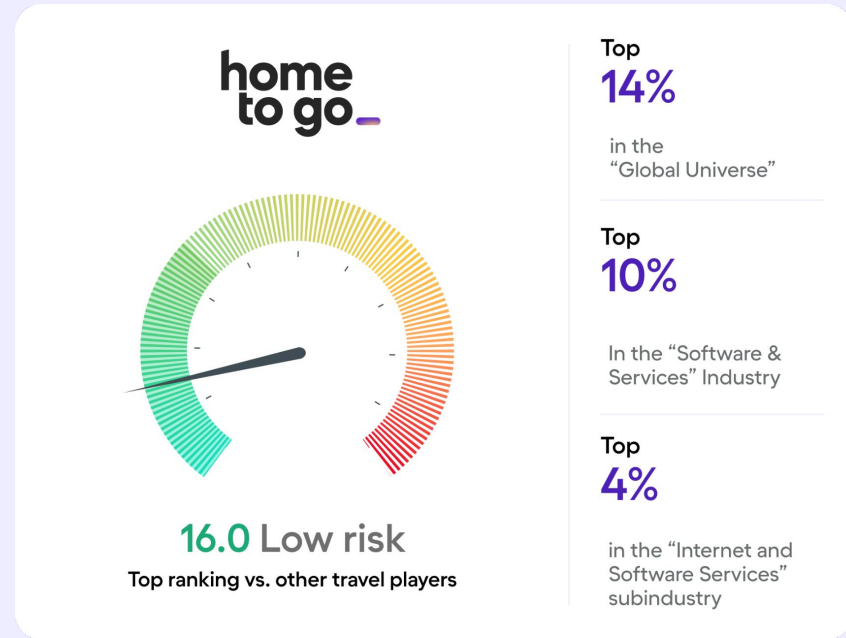
Die Gewinner

Die besten Reiseportale in Deutschland in fünf Kategorien

	Ferienwohnungen	Hotels	Flug	Mietwagen	Wohnmobile
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
11	Traum-Ferienwohnungen.de			85,1	Sehr gut
12	Holidu.de			79,4	Gut
13	Novasol.de			79,3	Gut

HomeToGo Secured a Stellar ESG Rating Result

HomeToGo conducted its **first ESG Rating**, securing a “low risk” Risk Rating of **- 16.0** – significantly outperforming its industry peers worldwide



Group Strategy – Key takeaways

1

Current consumer trends support the HomeToGo Marketplace model on our long-term growth path as we increase marketing efficiency and profitability; We are ready to lift this opportunity together with our supply partners, constantly introducing new product offerings for our customers – becoming fully AI-powered

2

With HomeToGo_PRO, we are introducing our new B2B Software & Service Solutions brand and segment with a focus on SaaS for the supply-side; Strengthening our key focus area for further aggressive growth powered by the marketplace network effects

3

Focus on growth in 2024 to clearly surpass our 2023 growth rate with Adj. EBITDA break-even as floor for profitability; Profitable M&A on top to accelerate Revenues and EBITDA growth



M&A STRATEGY

Capital Markets Day 2023

Dr. Bodo Thielmann, Chief Investment Director

12 December 2023

home
to go_

Introducing Dr. Bodo Thielmann



Investment track record

- 20+ years of experience in M&A
- 40+ transactions (asset & share deals, majority to 100%, public takeover, fund investments),
t/o 20+ within vacation rental market
- Executed “buy & build” growth strategies to reach #1 or #2 market leader positions,
t/o @Leisure Group within vacation rental management business



2023+

Chief Investment Director at HomeToGo



2022+

Board Member of the German Holiday Home Association



2020-2023

CEO of HRS Destination Solutions



2016-2020

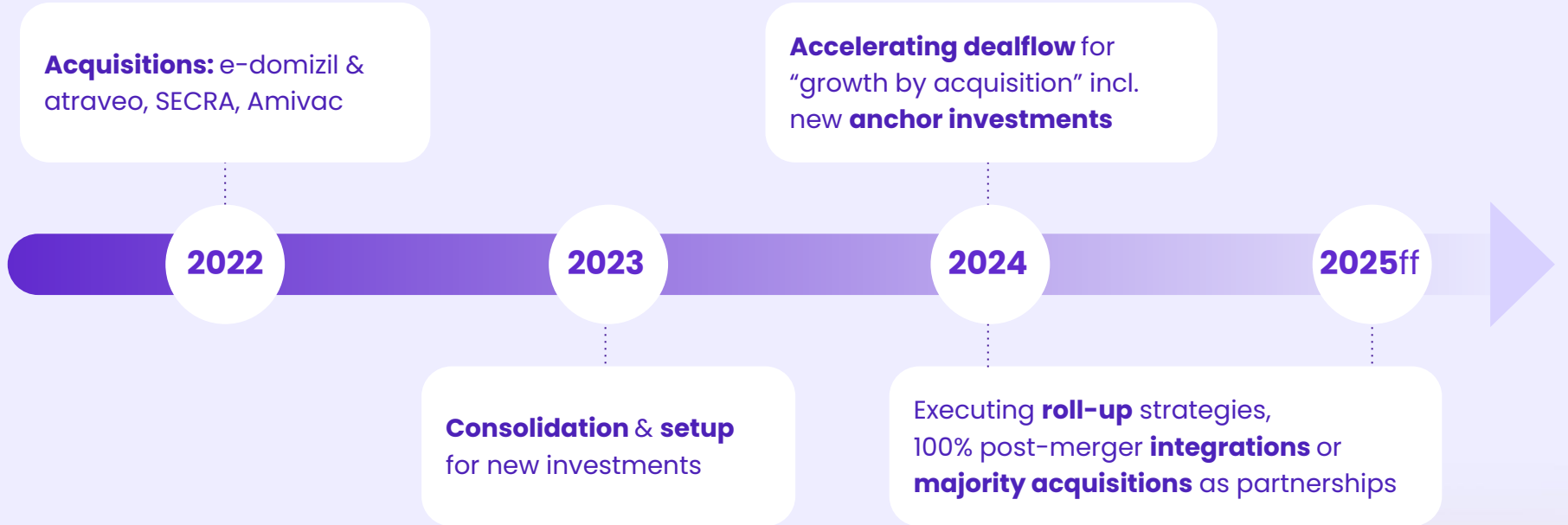
CFIO at @Leisure, roll-up of vacation home businesses, e.g. Belvilla, Dancenter, Traum, 2019 sale to OYO



2006-2016

COO & Head New Investments, Electronic Media at Axel Springer, e.g. 2012 Investment for Axel Springer into AirBnB

HomeToGo's Investment Timeline



Looking back: HomeToGo's past M&A contributed to both segments



Marketplace

Software & Service Solutions incl. Subscriptions

A collection of logos for marketplace partners, including casamundo, WIMDU, tripping, and e-domizil, arranged in a grid-like fashion within a rounded rectangular box.

A collection of logos for software and service solutions, including amivac, CaseVacanza.it, Agriturismo.it, EscapadaRural, smoobu, (SECRA), and atraveo by e-domizil, arranged in a grid-like fashion within a rounded rectangular box.



Supply supporting software & services

Looking ahead: M&A will accelerate both Marketplace & HomeToGo PRO



Marketplace

Goal: add traffic, audiences, channels, cross- & up-selling, e.g. experiences

Customers: Guests, as well as private home owners, property managers, destinations, other

Business Models: Commission, subscription, service fees, other

Geographies: Europe, North America

Software & Service Solutions incl. Subscriptions

Goal: Expand footprint in the vacation rental tech ecosystem

Looking ahead: M&A will be selective, disciplined, and value-accretive

Dealflow Criteria



Scope of targets
(see previous slide)



EBITDA positive,
sustainable **top & bottom line growth** rates



Transformative deals,
i.e. majority acquisitions
(and joint venture partnerships)
as **anchor investments**
for roll-up cases



Add-on deals, i.e. cases
of **100% post-merger integration**



Using **HomeToGo's firepower** (cash plus own shares and debt) to leverage our deal opportunities

M&A Strategy – Key takeaways

1

M&A will continue to be an important element of our growth story (“buy & build”)

2

We consider wider scope for M&A targets to boost both our Marketplace and our HomeToGo_PRO segments

3

We have ample firepower (cash, shares, debt), however, we will be disciplined and only look for targets which are value-accretive from day 1



DEMAND & PRODUCT DEEP DIVE

Capital Markets Day 2023

Caroline Burns, Director PR & Marketing

Anke Fiedler, Director Consumer Product

Danielle DeLozier, Director Guest Relations

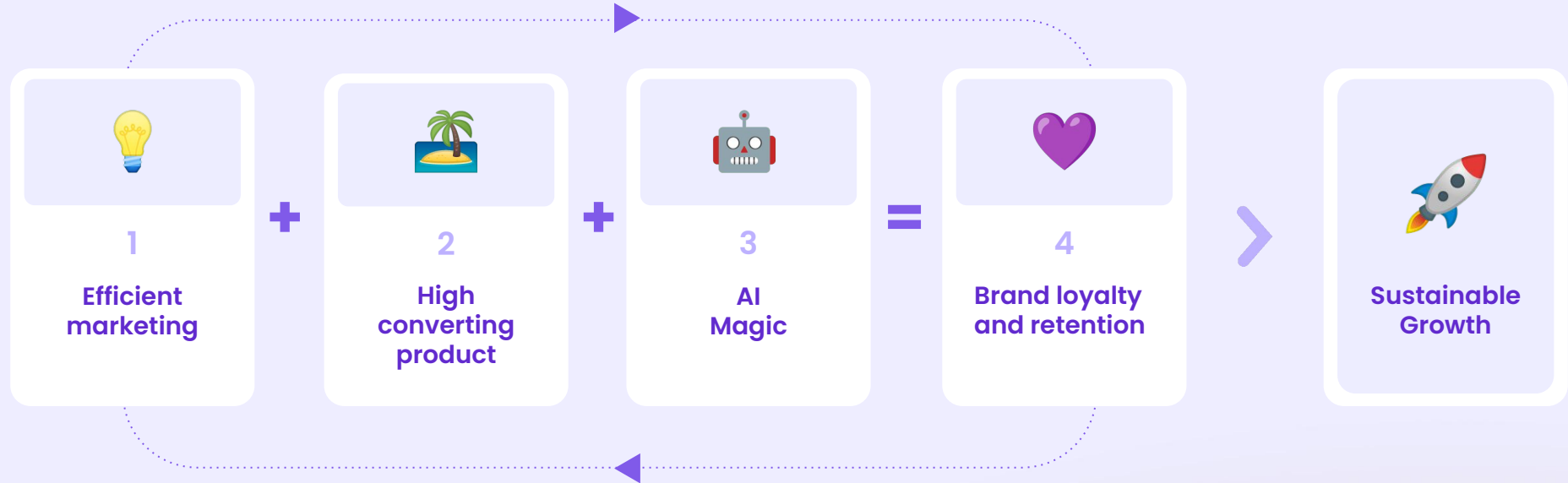
12 December 2023

home
to go_

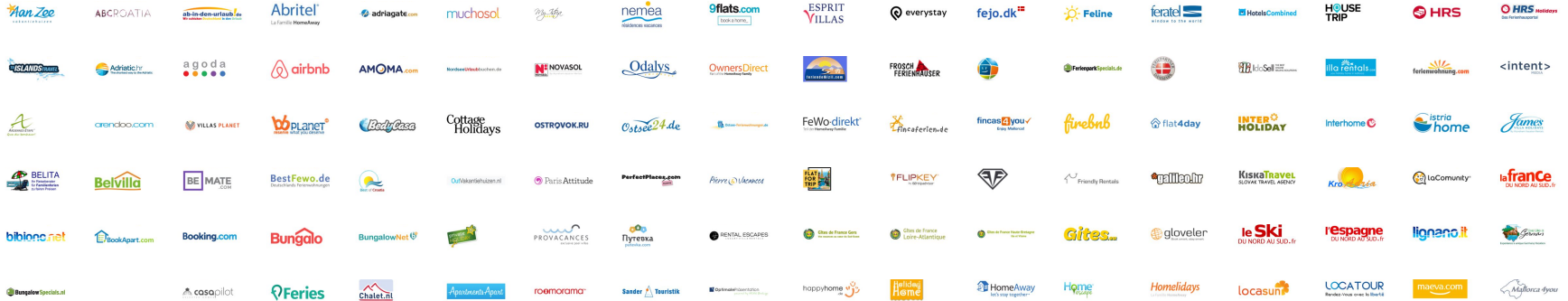
Creating an unparalleled experience for travelers to drive repeat demand



The HomeToGo demand & product formula for sustainable growth



We solve key problems in a highly fragmented market



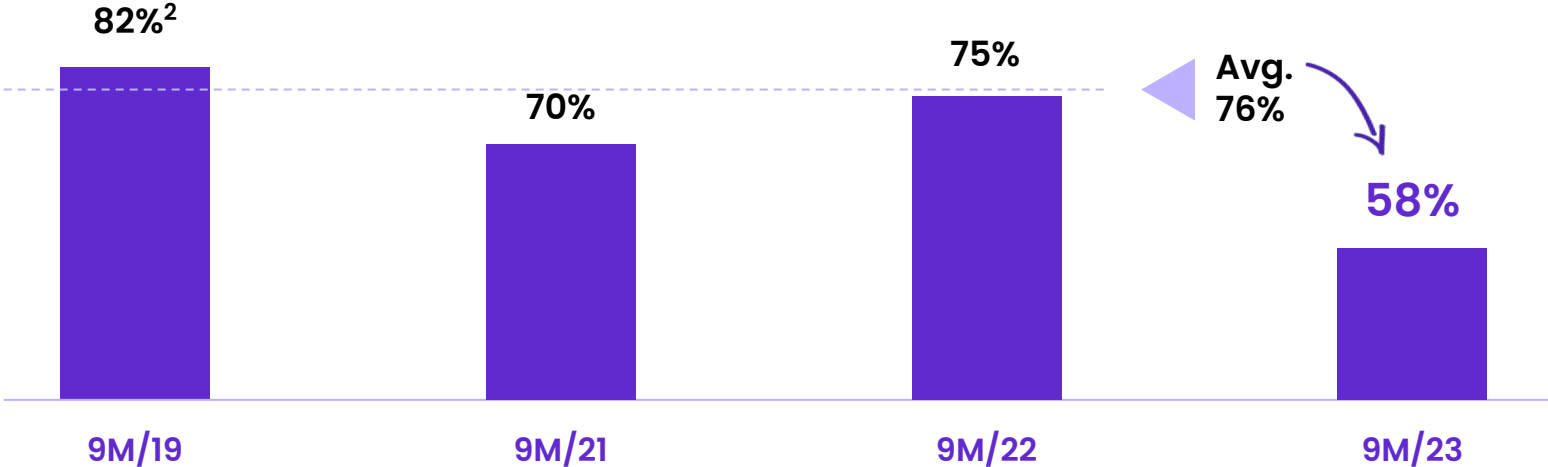
A pain for travelers
to find the right place to stay



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

Sustainable growth in action: Our demand acquisition efficiency has significantly improved

Marketing and sales cost ratio¹

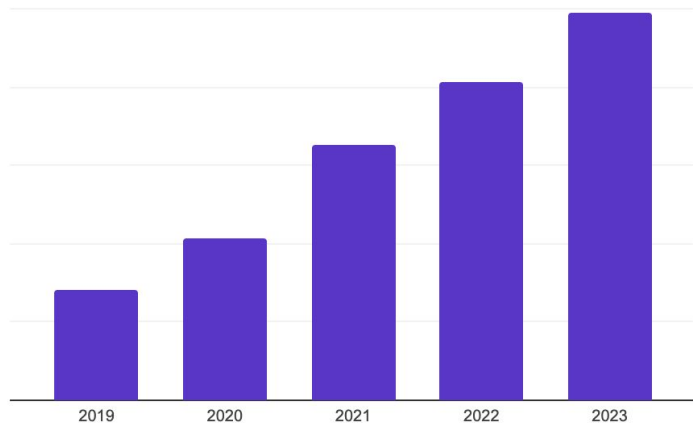


¹ Marketing and sales costs adjusted for expenses for share-based compensation, depreciation and amortization, and one-off items in relation to Booking Revenues.

² Marketing and sales expenses for 9M/19 and 9M/21 were approximated based on full year figures for FY/19 and FY/21 respectively.

Demand acquisition is highly efficient, with a steady increase in driving Booking Revenues from free channels like email and App

Revenue growth from Direct traffic over time*



Revenue growth from direct traffic and acquired users**

+22% YoY

Increase in Booking Revenues from direct traffic 22-23

Significant growth also with limited spend on brand campaigns

+71% CAGR

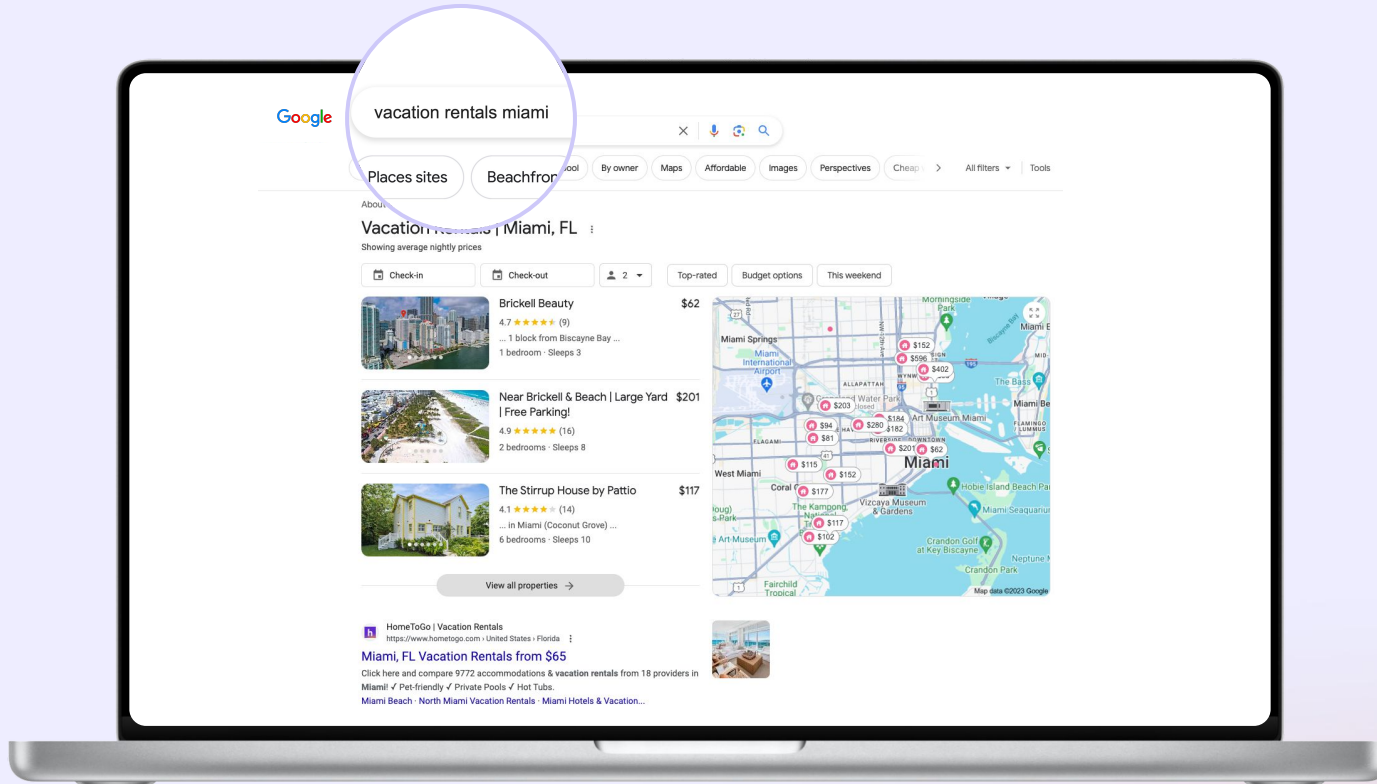
DACH Focus

Increase in Booking Revenues from acquired users 19-23 (CAGR)

Consistently growing revenues from our emails and app installs

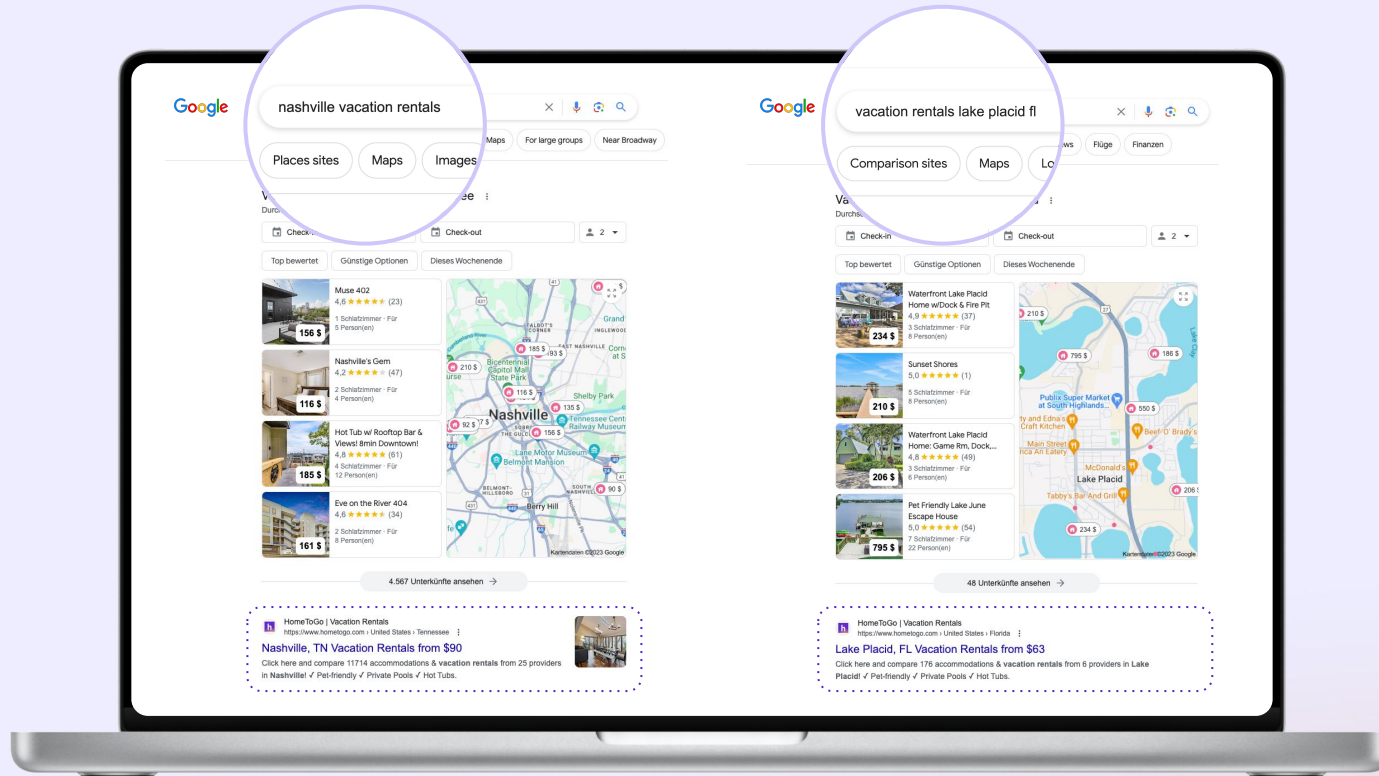
* Booking Revenues attributed to visits from direct traffic and search traffic using branded search terms (including one of our brand names);
** Acquired users = users with an active subscription to marketing emails, an app install or at least one lifetime booking
Note: Numbers are global. Excluding Agriturismo, Amivac, and Escapada Rural brands. All years based on Q1-Q3

We rank at the top of organic search results for key destinations



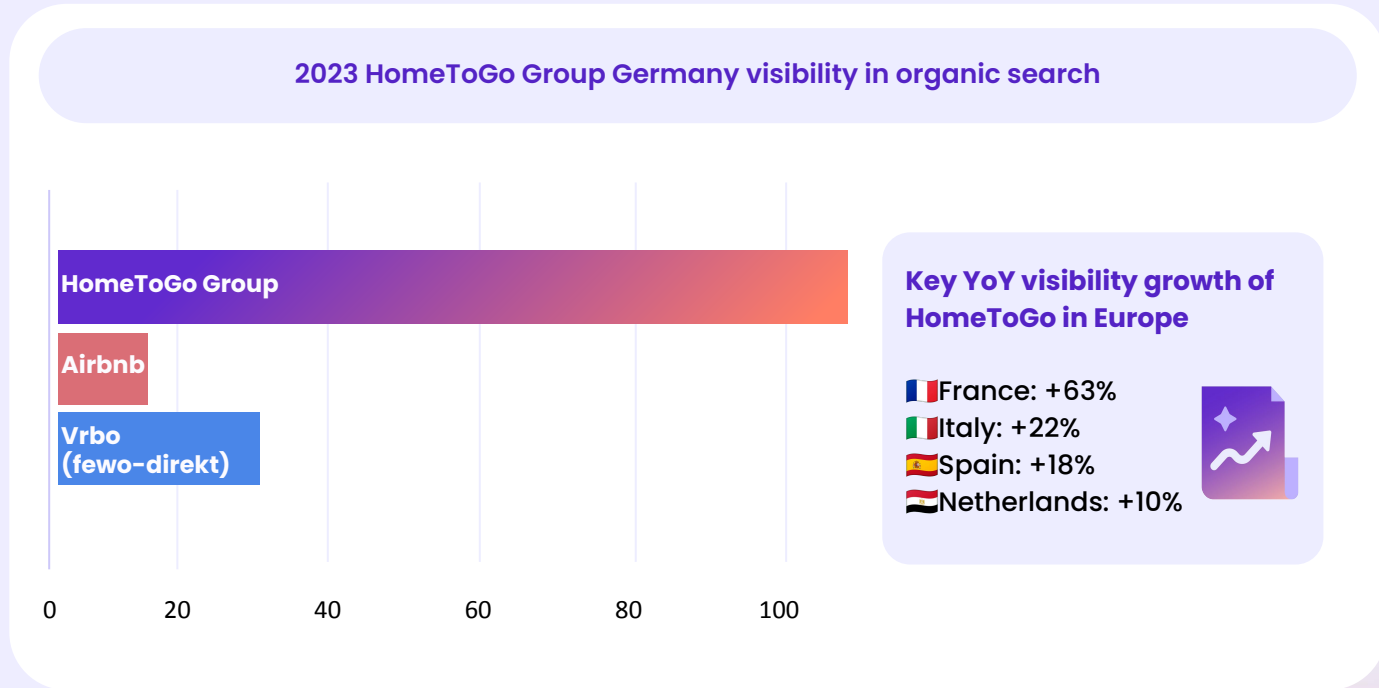
Note: Screenshots of searches in the U.S. captured in December 2023. Please note search results are dynamic and change daily

We rank at the top of organic search results for key destinations



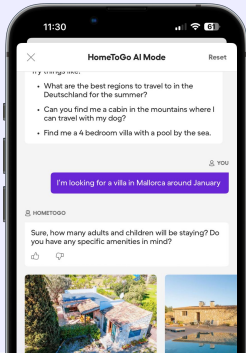
Note: Screenshots of searches in the U.S. captured in December 2023. Please note search results are dynamic and change daily

Our organic search visibility is growing globally and HomeToGo Group keeps gaining share ahead of other competing brands



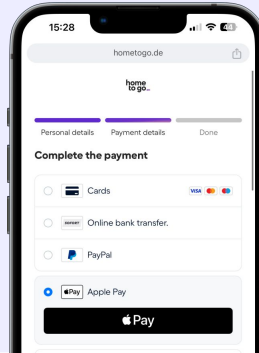
Source: Sistrix visibility, which is an industry standard tool to measure our organic visibility in search vs. key competitors. Graph data is comparing the visibility of HomeToGo Group domains in Germany to travel player domains in Germany; Visibility growth in Europe is HomeToGo domains only. All comparisons are October 2022 to October 2023

As the go_to destination for vacation rentals, we promise clear benefits to build brand loyalty and drive profitable, repeat demand



1

First class, AI-enabled and personalized digital experience



2

End-to-end convenience with trusted service, checkout & payments



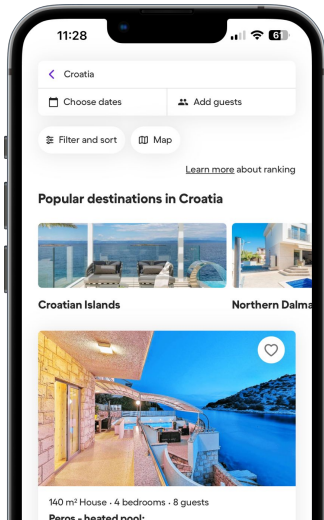
3

World's largest selection of vacation rentals

The AI-powered HomeToGo App is the best way to experience our brand

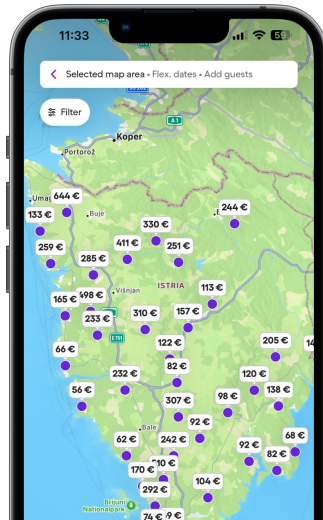
Inventory

Extensive and unparalleled selection



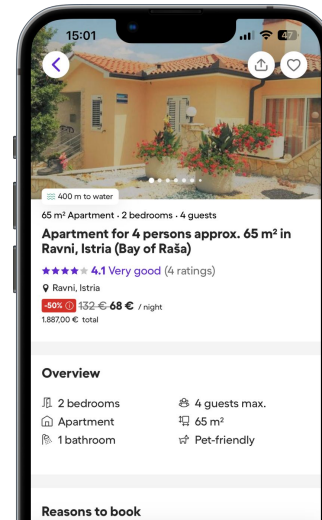
Map search

Smooth and interactive navigation



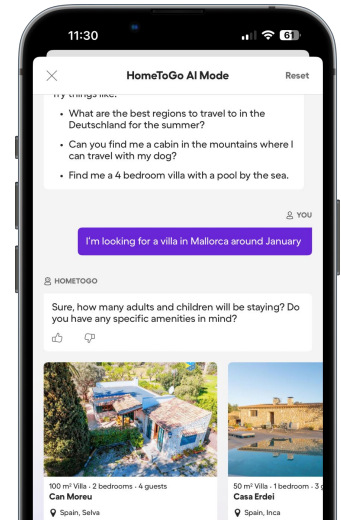
Savings

Exclusive in-App discounts



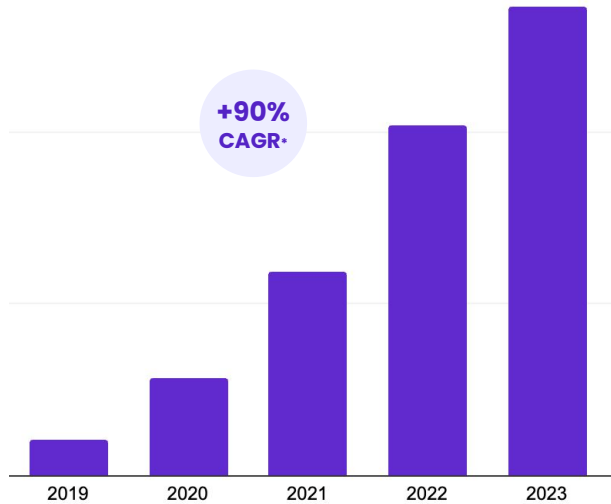
AI Mode

AI-powered travel planner



The HomeToGo App is growing to be the go_to platform for our travelers, improving overall marketing efficiency

DACH App cumulative install growth*

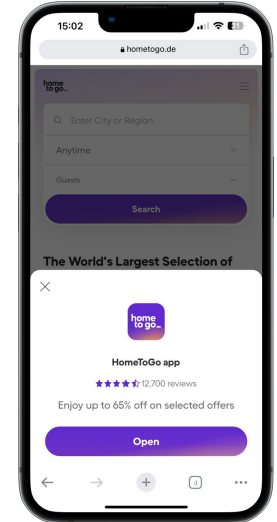
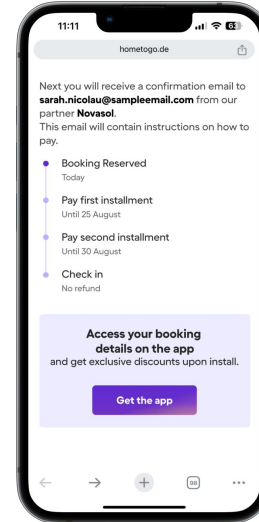


App store rating

4.5

4.8

as of Oct-2023 for all HomeToGo domains



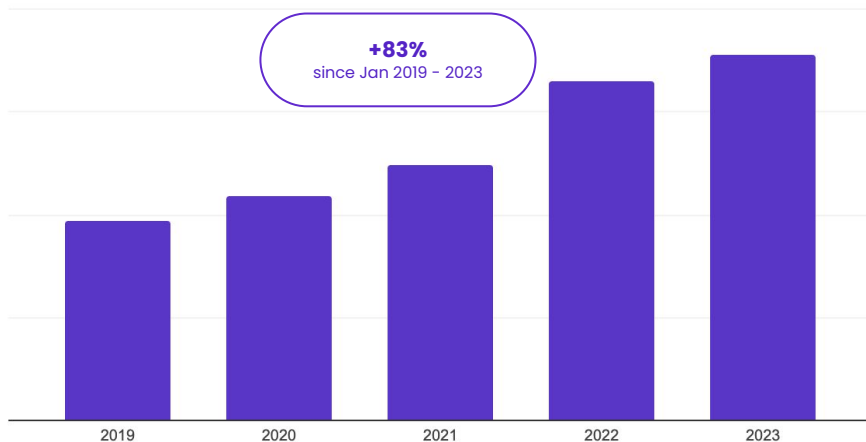
ACNR** for App install campaigns improved by 56pp YTD globally

* Compound annual cumulative install growth rate; for actuals all years based on numbers for for DACH, including Q4 2023 forecasted growth

**ACNR = Acquisition cost / net revenue; net revenue as booking revenue after cancellations for 2023 YTD, Oct

We have a high-converting platform that enables endless travel use cases

Onsite Conversion Rate development*



* Onsite Conversion Rate = Onsite bookings / Onsite offers clicked.
Note: Numbers are global and exclude Agriturismo, Amivac, and Escapada Rural. (All years based on Q1-Q3).

15m+
accommodation offers

50m+
Visits

AI Models

Proprietary algorithms built to enable endless travel use cases

_swim

 Fleurac, France



_relax

 Blåvand, Denmark



_ski

 Park City, Utah



_create

 Kappeln, Germany



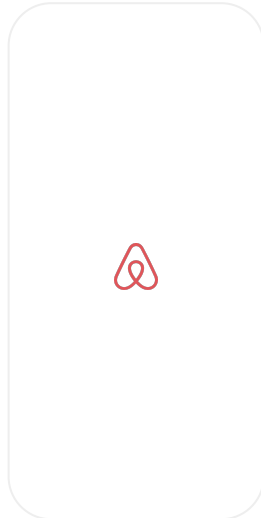
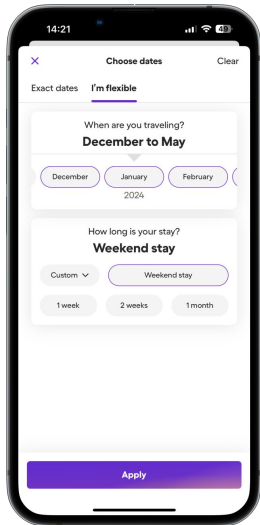
Revolutionary and intuitive ways to search for every traveler

_flex

Find the best price and selection for any type of trip

2015

Feb 2021

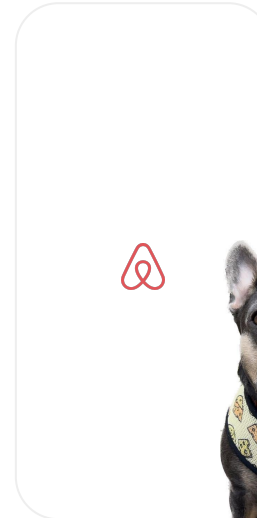
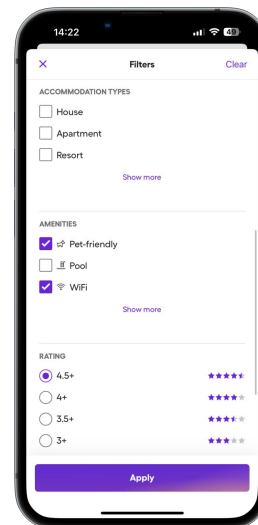


_pet friendly

Filters to help find the perfect home for any travel use cases

2015

Nov 2023



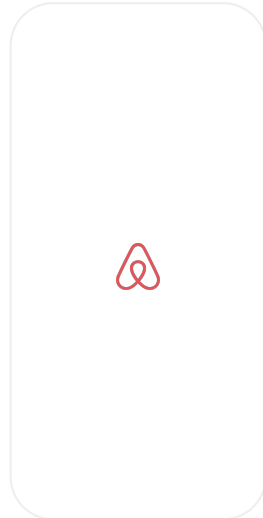
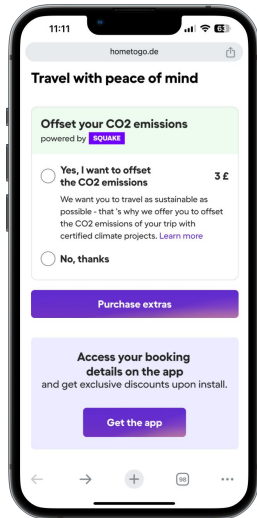
Constantly innovating with the traveler in mind

_go green

Offset carbon emissions with compensation after checkout

July 2023

No public release

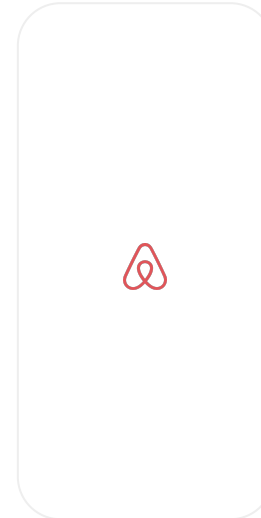
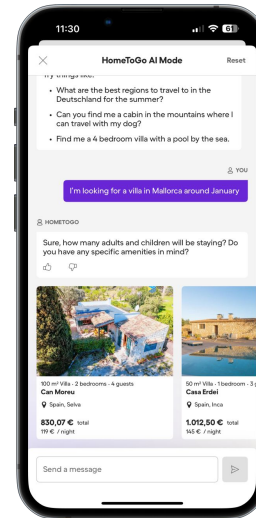


_AI Mode

Discover dream homes with AI-powered conversations

2023 (First in the industry)

No release

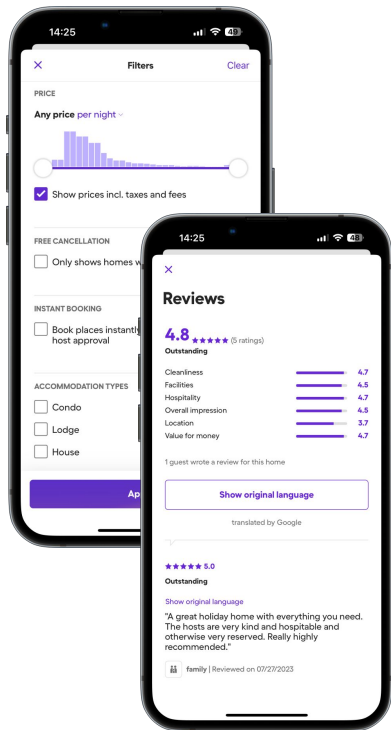


A user experience you can trust

_confident

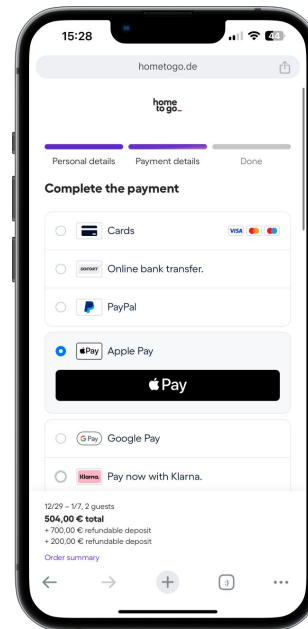
Travelers have full control over price display and filtering

User reviews and ratings support easy decision making



_convenient

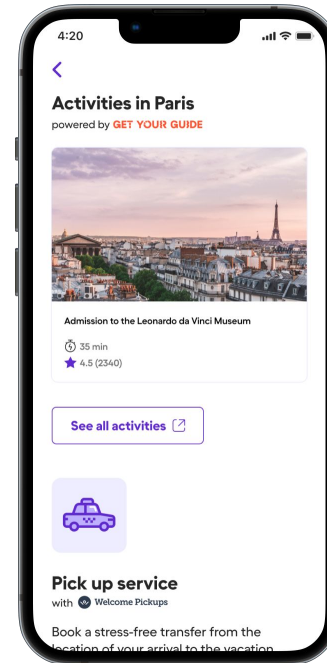
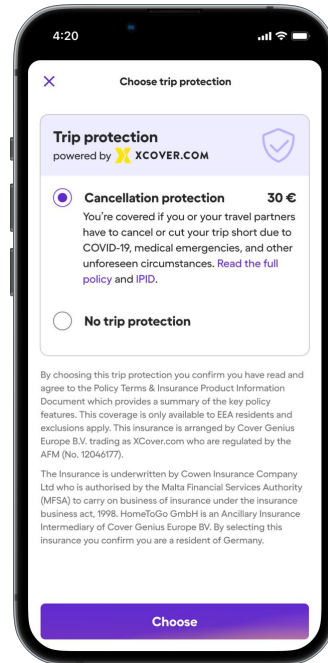
A secure and frictionless checkout flow with 14 local payment methods



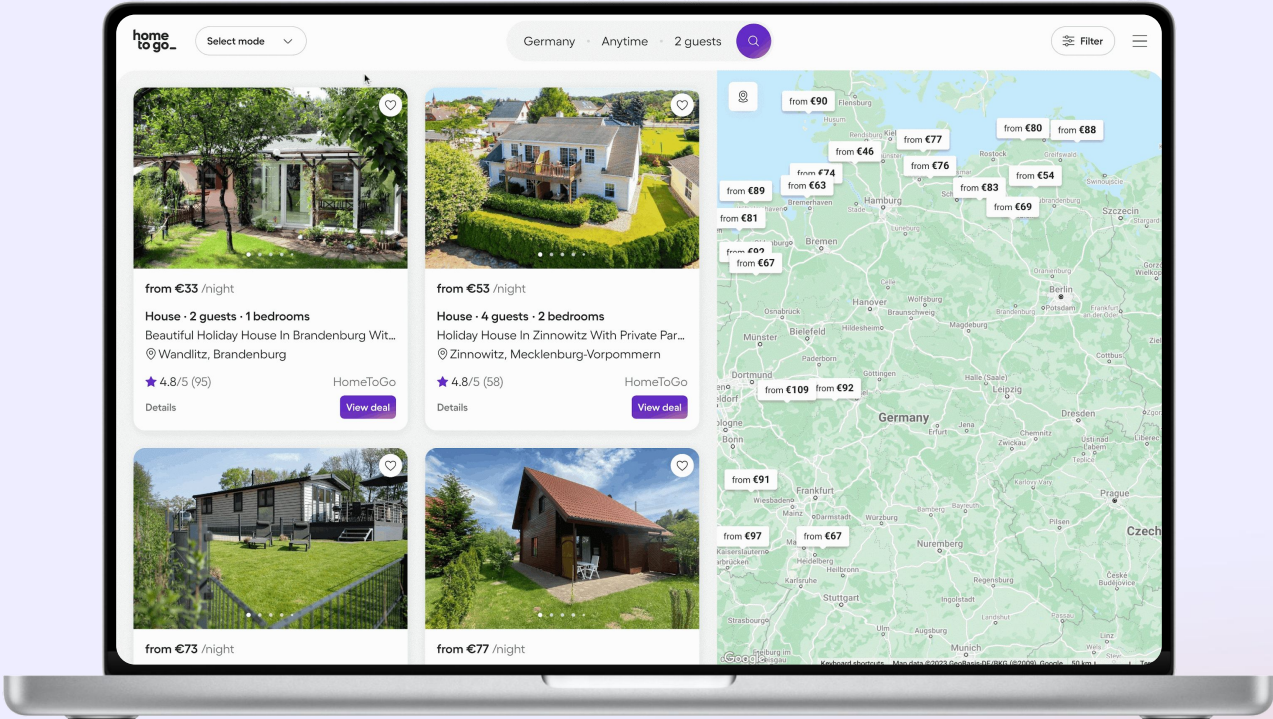
A customized, worry-free journey

_customized

Add-On products – from insurance, activities and transportation – ensure a worry-free, customized trip



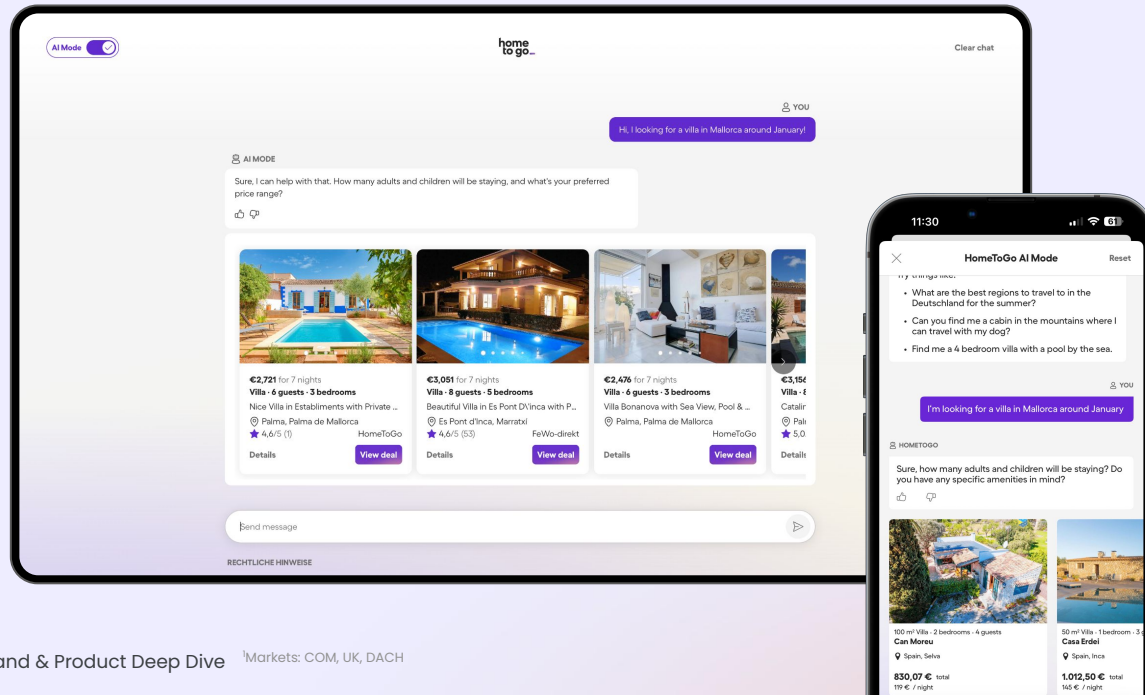
What's next: a first look at two new HomeToGo_Modes as we continue to reinvent curated search



HomeToGo's new suite of AI products

AI Mode _ web

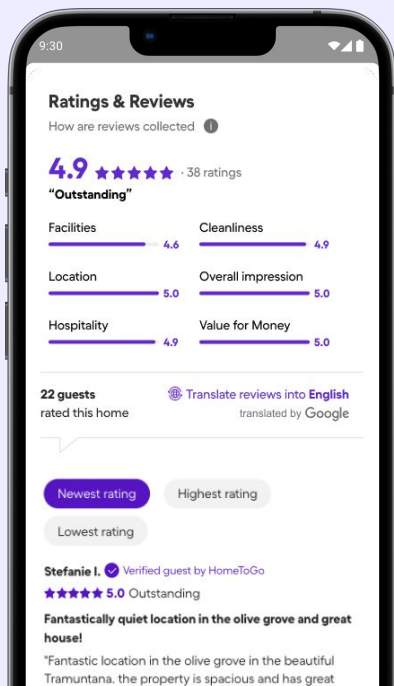
All the benefits of AI Mode, now conveniently on both web & app.¹



HomeToGo's new suite of AI products

HomeToGo Smart Reviews

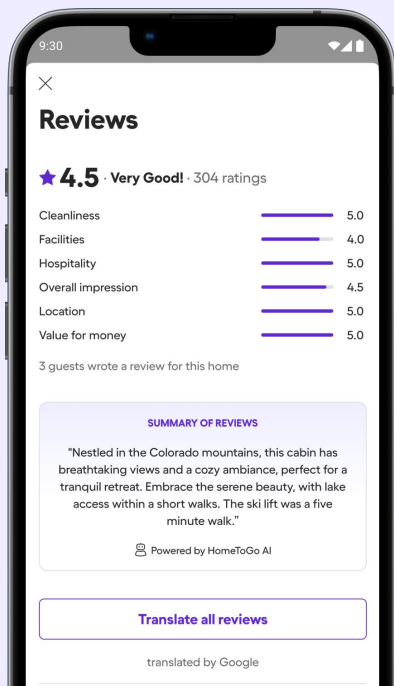
AI-summarized reviews from trusted guests, helping travelers make informed booking decisions



HomeToGo's new suite of AI products

HomeToGo Smart Reviews

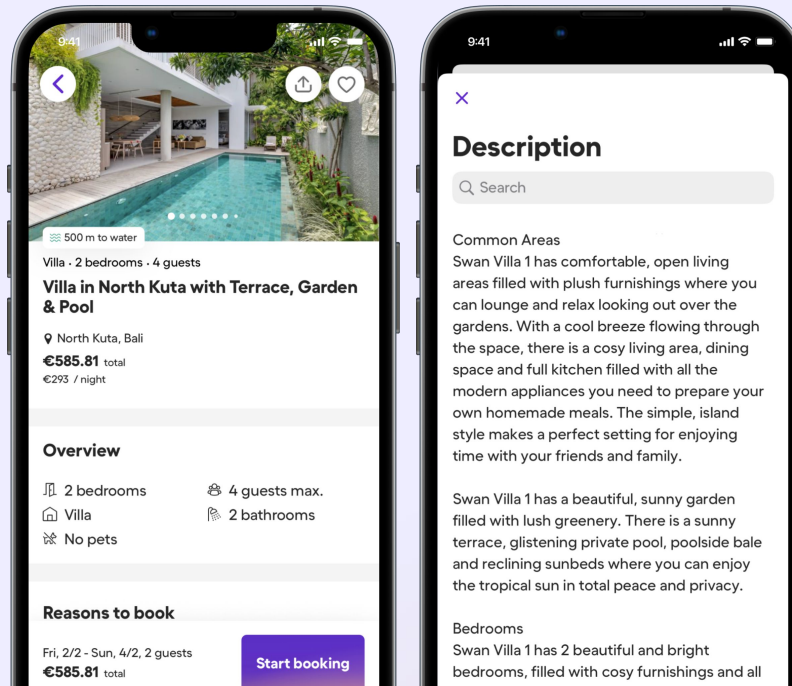
AI-summarized reviews from trusted guests, helping travelers make informed booking decisions



HomeToGo's new suite of AI products

HomeToGo Smart Offer Summaries

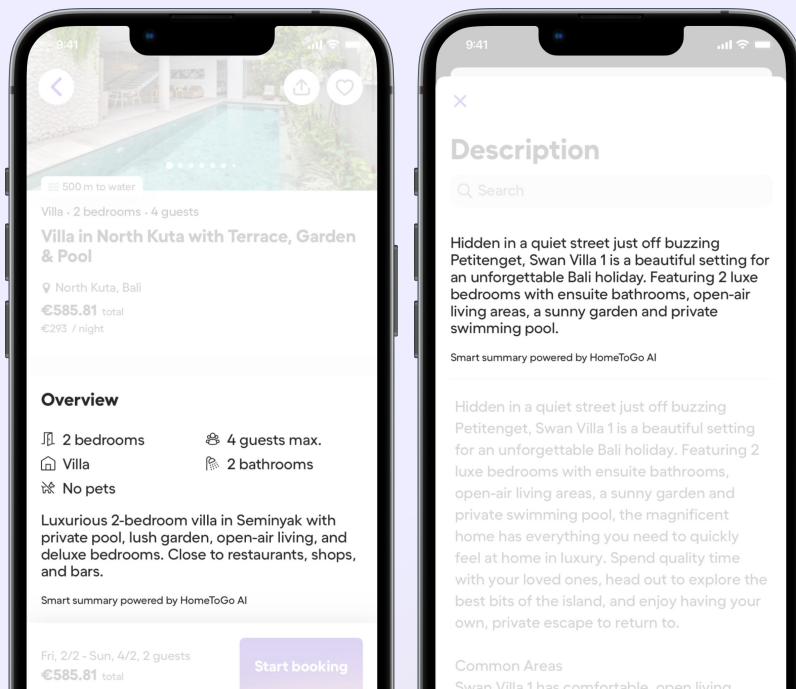
AI summarized offer descriptions – Clear and concise home descriptions, highlighting the features that matter most to travelers



HomeToGo's new suite of AI products

HomeToGo Smart Offer Summaries

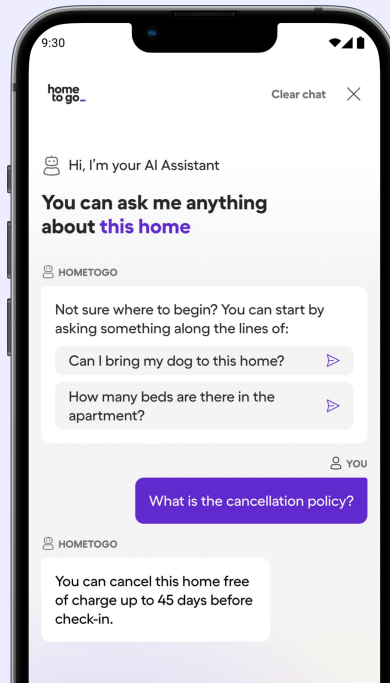
AI summarized offer descriptions – Clear and concise home descriptions, highlighting the features that matter most to travelers



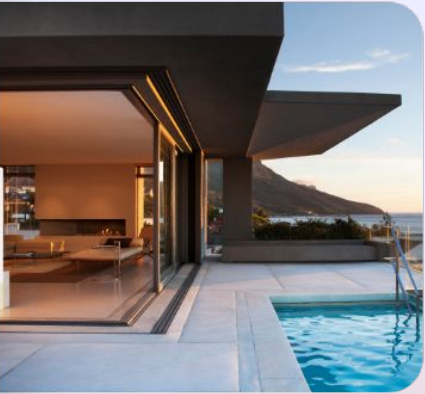
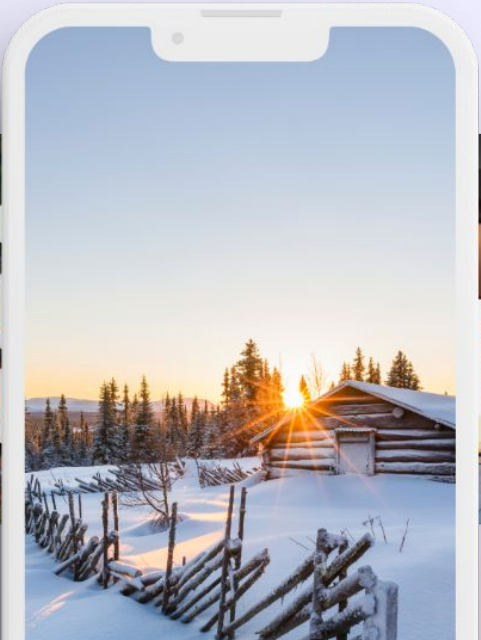
HomeToGo's new suite of AI products

AI-powered Sunny

Instant guest relations support for pre and post-booking questions




Our product vision 🤖
A fully AI-powered marketplace



The HomeToGo experience ranked top in the industry

America's Best Customer Service 2024

Parent Category	Category	Rank	Brand	Score
Services: Transportation and Travel	Vacation Rentals	1 	HomeToGo	87.38
Services: Transportation and Travel	Vacation Rentals	2	Vacasa	87.23
Services: Transportation and Travel	Vacation Rentals	3	Vrbo	85.75
Services: Transportation and Travel	Vacation Rentals	4	Airbnb	85.56
Services: Transportation and Travel	Vacation Rentals	5	Booking.com	85.03



Source: [Newsweek](#) America's Best Customer Service Rankings 2024






Handelsblatt

Die besten Reiseportale für Hotels, Flüge und Mietwagen

Ob Preis, Qualität oder Service – bei Vergleichsportalen für Hotels, Mietwagen, Flüge, Ferienwohnungen und Wohnmobile zeigen sich deutliche Unterschiede.

Die Gewinner

Die besten Reiseportale in Deutschland in fünf Kategorien

Ferienwohnungen		Hotels	Flug	Mietwagen	Wohnmobile
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
11	Traum-Ferienwohnungen.de	85,1			Sehr gut
12	Holidu.de	79,4			Gut
13	Novasol.de	79,3			Gut

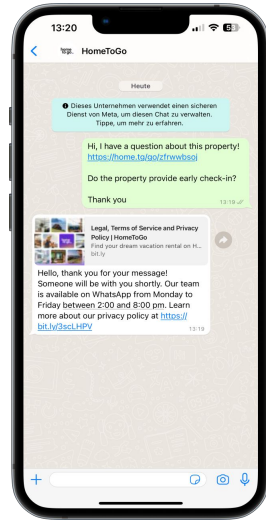
Source: [Handelsblatt](#) Beste Reise Portale 2023; Captured 7pm 28 November 2023

Personalized support throughout your trip

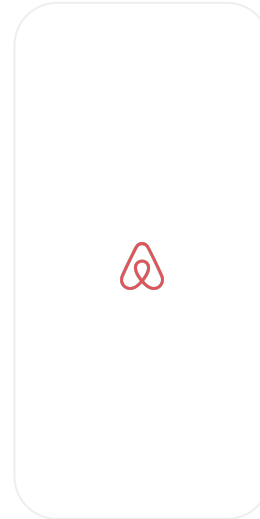
_ where you go

Our newest support channel, WhatsApp, enables users to contact us when & where it's convenient for them

2023



No release



Our world-class experience of our guest support for travelers has a positive impact towards retention and profitability

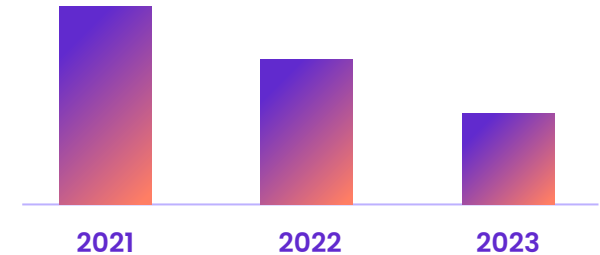
NPS 58
(Net Promoter Score)

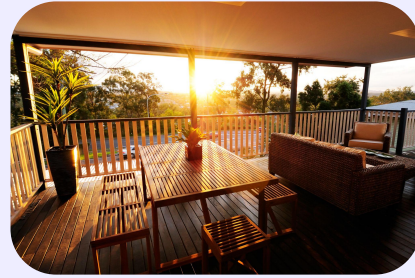
Creating additional value for our customers...



...while driving down cost

Cost per case

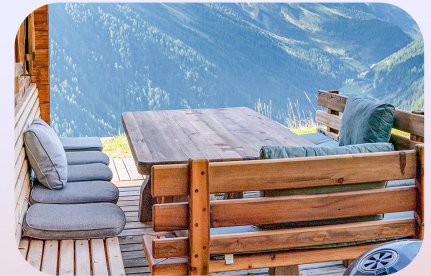


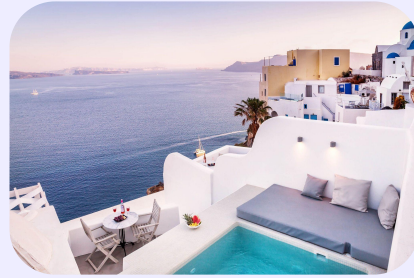


We were looking for a budget friendly place to stay and HomeToGo gave us **plenty of options** to compare prices with **no hidden fees or restrictions.**

Sabrina Galata

10 October 2022; US





A large selection of holiday apartments and **holiday homes with dogs**, for **every region**. Fast bookings and clear. **Top service**.

R. Timm

17 August 2023; DE





Seamless online booking process!... |

typically spend hours and hours attempting to find the "perfect" vacation property.

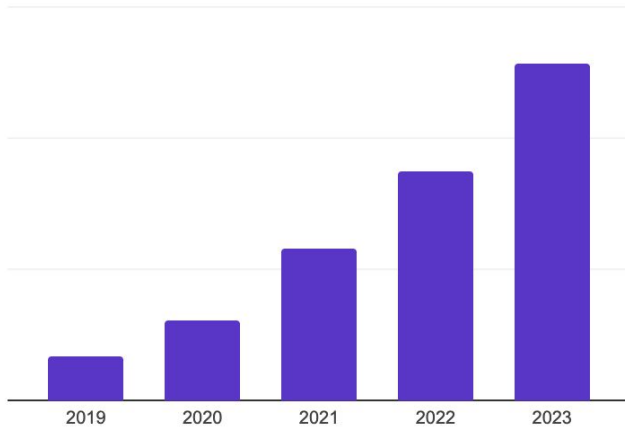
Alice Kaplan

1 August 2023; US

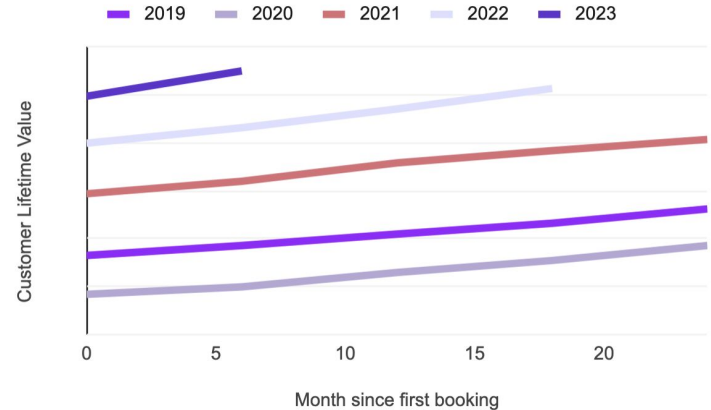


Growth in Repeat Bookings and overall Customer Lifetime Value are building brand loyalty

Repeat Booking Rate* Onsite Customers

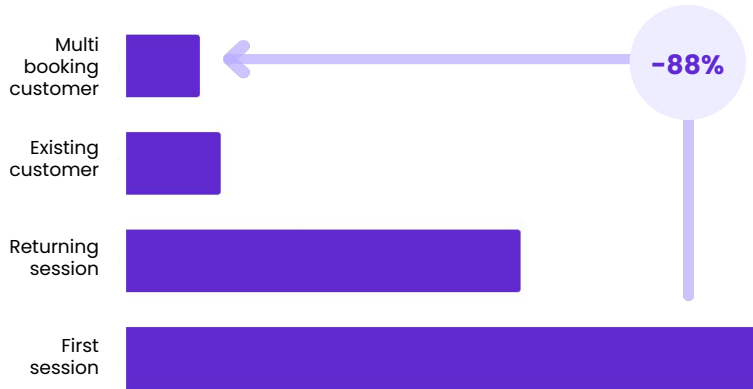


CLV for Onsite customers

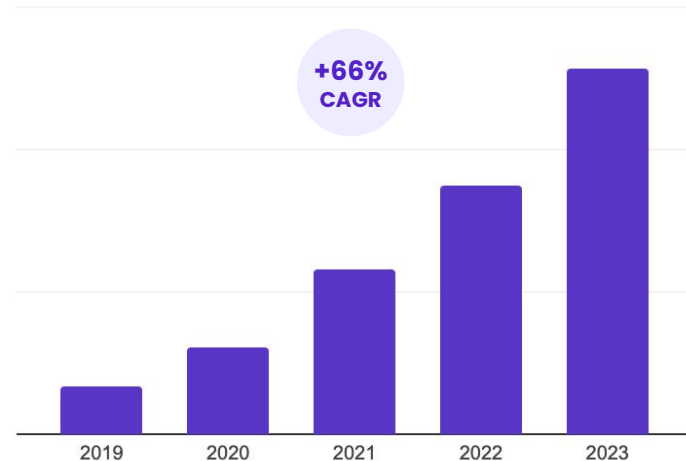


An increasing brand loyalty drives efficient, profitable repeat demand

ACNR per user segment for 2023 YTD*

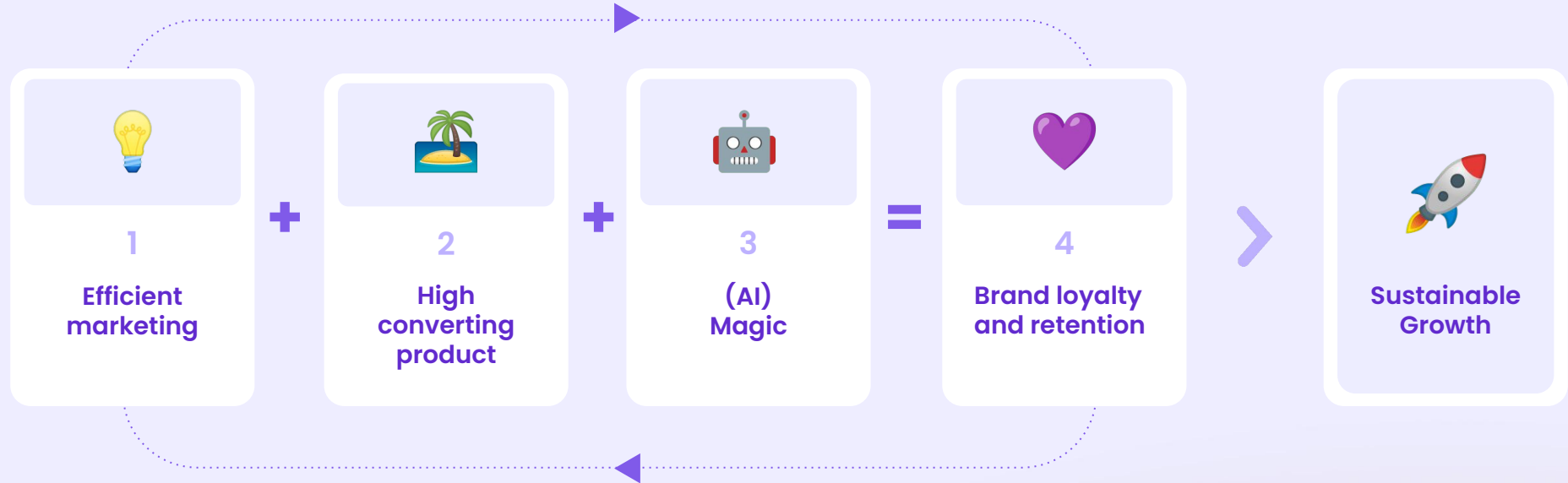


Repeat purchase development over time**



*ACNR = Acquisition cost / net revenue; net revenue as booking revenue after cancellations for 2023 YTD (31-Oct-2023)
**Repeat purchase: Booking Revenues (BR) from existing customers (>= 1 lifetime booking on one of our brands)
Note: Numbers are global and exclude Agriturismo, Amivac, and Escapada Rural. All years based on Q1-Q3

The HomeToGo demand & product formula for sustainable growth



Demand & Product Deep Dive

- Key takeaways

1

Our ROI-based marketing approach is highly efficient to build profitable and sustainable growth

2

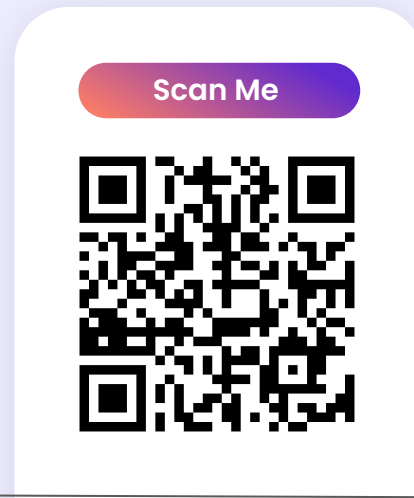
We are a leader in building a world-class product experience to deliver high conversion and further scale retention

3

Our product vision is to build a fully AI-powered marketplace to drive continued repeat demand



In the mood for a getaway?



SUPPLY DEEP DIVE

Capital Markets Day 2023

Valentin Gruber, COO

Ben Schaible, Director Partnerships

12 December 2023

home
to go_

We solve key problems in a highly fragmented market



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

100,000+ fragmented suppliers are seeking market access and are in need of technology and data solutions



15%
YoY Supply
Growth

Increasing competition and thus **decreasing occupancy rates** due to supply growth



60%
not decided
on a provider¹

Direct booking shares are decreasing (14% yoy) - more difficult to access demand for small players



Low tech savviness among suppliers results in a **lack of data and tech standards**



High manual **operational effort running vacation rentals**

Needs

**Diversified
market access**

**Integrable tech
solutions built for
vacation rentals**

We solve market access and enable our partners to operate a successful vacation rental business



Online travel agencies (OTA)

Property managers

Hosts

Access to highly attractive domestic and international travelers beyond own marketing and retention activities

Benefit from features and infrastructure such as mobile booking, payment, insurance, image beautification, natural language processing or customer service teams

Get supply, independent booking solutions + better data

Use software solutions like property or channel management

Use software solutions to list, operate or distribute



Our solutions are built for vacation rentals and fueling suppliers success

Incremental customers, commercialization, supply and data

More bookings, and can leverage HomeToGo's technology

Enable online market access via software solutions

**If you want to be successful
with your vacation rental business,
you will work with HomeToGo**

Scan Me



home
to go_



Tuscan Dream (Castiglione del Lago, Umbria)

Partners working with HomeToGo have significantly more booked nights

Increase in avg. booked nights per property from Destinations and Property Managers at the Baltic Sea¹



+13%

Properties **not sold** via OTA channels.

Properties **sold** via OTA channels but **not HomeToGo**

+48%

Properties **sold** via OTA channels **including HomeToGo**



"With HTG, we have found a distribution channel partner who can **meet our expectations and requirements exceptionally well**. We particularly appreciate that there are no imposed cancellation policies, and ultimately, we **experience significantly fewer cancellations** compared to other distribution channels. It's also great that all service offerings can be easily bundled. We are completely satisfied."²

Harzbesucher – CEO Michel Nover (2023)

"We are very satisfied with HTG as a distribution channel partner, as the platform **brings us many additional bookings** and, consequently, **increased revenue**. Furthermore, communication among us is very pleasant and helpful. Everything runs very professionally; we have comprehensive insights into the processes and always receive good advice."²

Emsland Urlaub – GM Michael Janssen (2023)



Source: Company booking data from 2022
1 Sample consists of more than 8K properties
2 Quotes translated from German

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

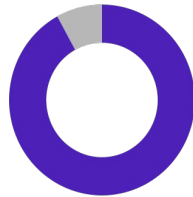
HomeToGo positioning

Top 2
Booking Channel



~50%
of Top 25 partner¹

Top 5
Booking Channel



~90%
of Top 25 partner¹

Some of our partners

NOVASOL

Interhome

OYO

belvilla

bestfewo



Booked **44x** (YTD '23)

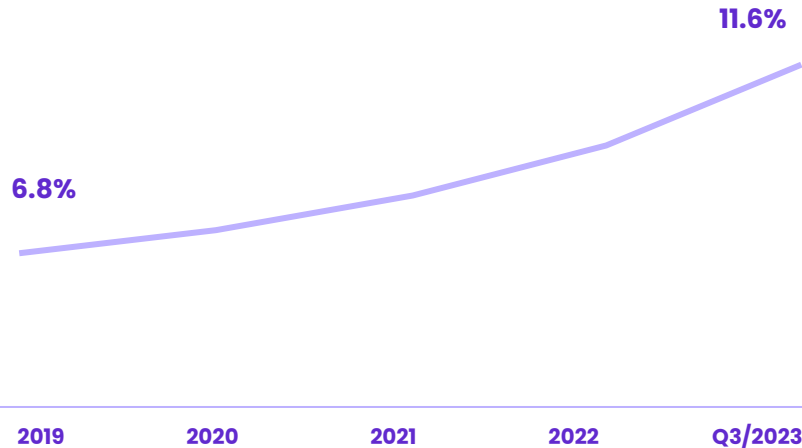


Booked **23x** (YTD '23)

We are a crucial revenues facilitator for our most important partners

Partners desire to work with us, constantly increasing our Take Rate with new as well as existing inventory

Continuously increasing our CPA Take Rate...



...by adding new inventory with compelling commercials and improving the take rate for legacy inventory

New Inventory¹:

13.2%

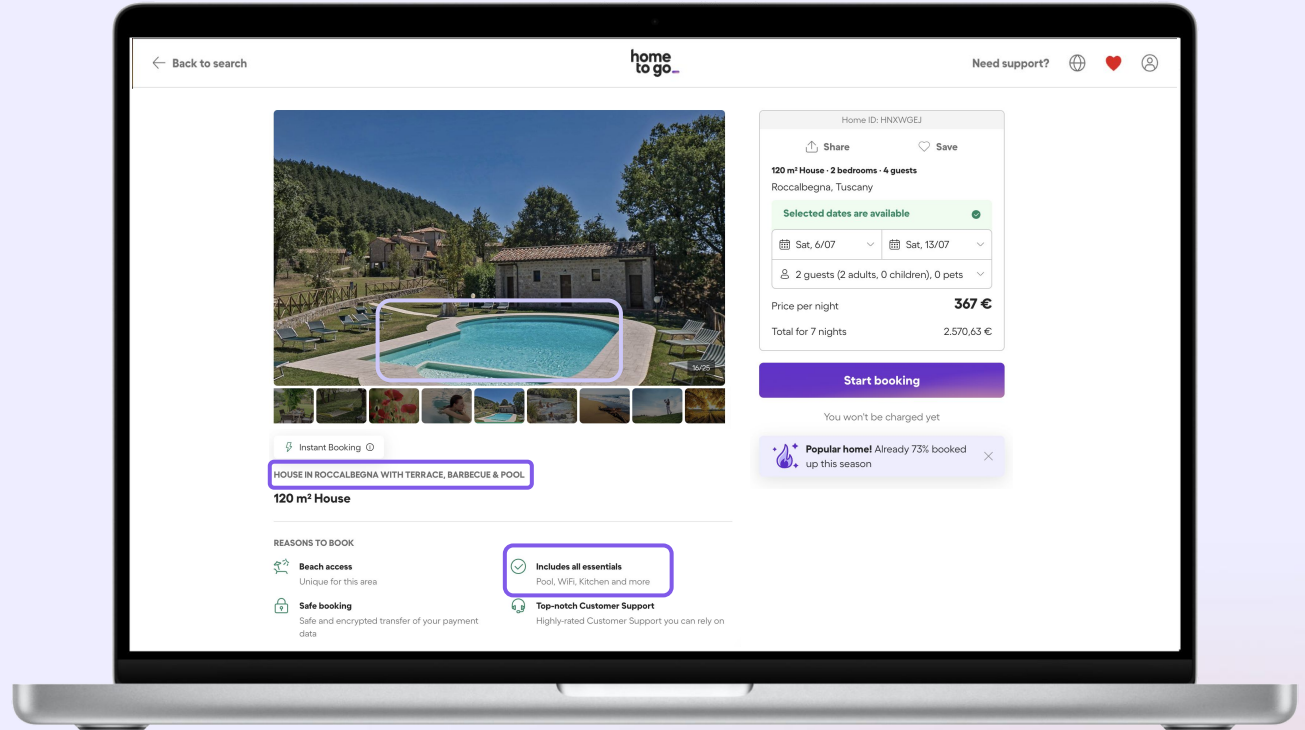
Average
Take Rate

YoY Take Rate growth of existing inventory

+13%

Average
Take Rate

We further support our partners by enhancing their content quality with AI and therefore conversion



**Churned partners (YTD '23)¹ only accounted
for **less than 1%** of 2022 revenue**

We amaze our partners and our
partners amaze our travelers...



Tirana Treasures (Laknas, Tirana County)

Scan Me



home
to go_

...by offering incredible places to stay



...with an amazing value for money compared to the market

UK



1.403 € for 7 nights

Book directly on HomeToGo

145 m² Cottage · 4 bedrooms · 8 guests

Cottage in Cardiff with Spacious Garden + Panoramic V...

2,8 km to centre - Cardiff

Details

View deal



Market Participant A

Price: + 17.0%

Market Participant B

Price: + 19.3%

Germany



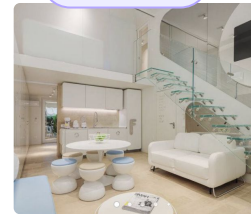
Market Participant A

Price: + 8.5%

Market Participant B

Price: + 8.7%

Italy



Market Participant A

Price: + 7.0%

Market Participant B

Price: + 8.8%

Croatia




Market Participant A

Price: + 7.0%

Market Participant B

Price: + 0.5%


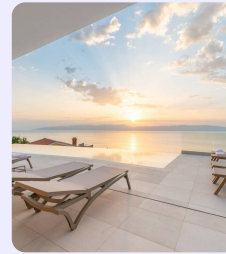


from **430 €** per night
Book directly on HomeToGo

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](#)



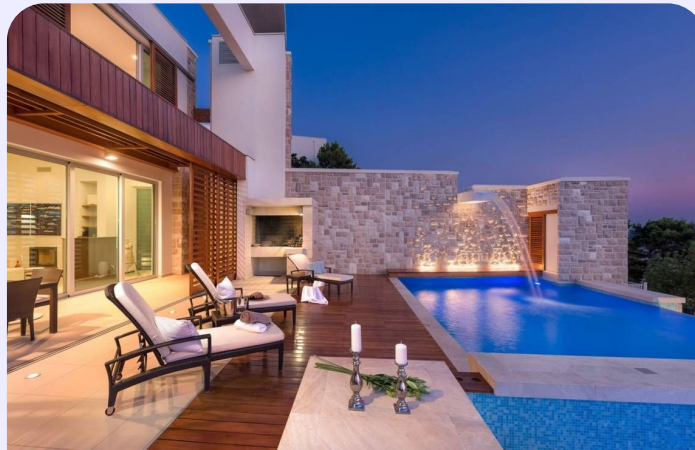
from **836 €** per night
Book directly on HomeToGo

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

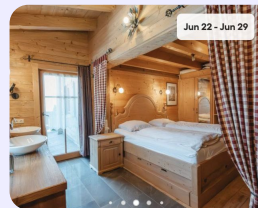
📍 Ždrelac, Zadar County

Details

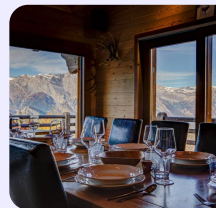
Scan Me



home
to go.

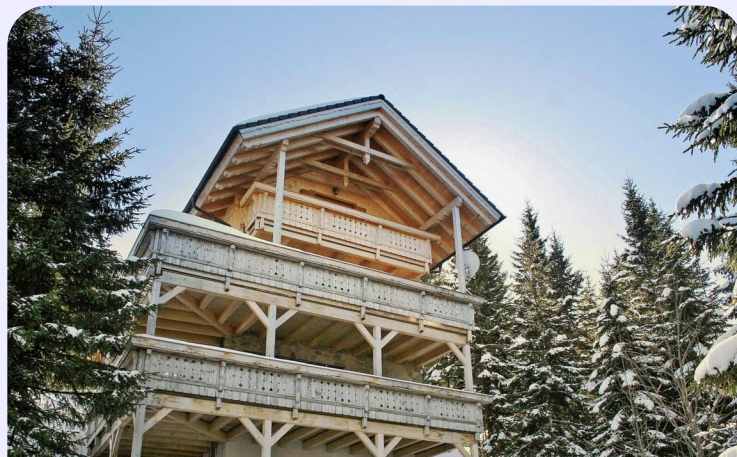


Jun 22 - Jun 29
-23% ~~343~~ € 265 € per night
Book directly on HomeToGo
110 m² House · 5 bedrooms · 10 guests
Wonderful Holiday House in Wald Im Pinzgau with Larg...
4.6 ★★★★★ (18 ratings)
200 m to ski lift · Wald im Pinzgau, Salzburg
Details [View deal](#)

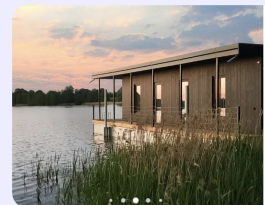


from 45
Book direct
210 m² Ho
Authent
800 m
Details

Scan Me



home
to go.



from 103 € per night

Book directly on HomeToGo

Camping · 1 bedroom · 2 guests

Camping Suite in Liebelsberg with Terrace, Pool & Barb...

5.0 ★★★★★ (1 rating)

Neubulach, Baden-Württemberg, Germany

Details

View deal

Scan Me



home
to go.

**Hosts can now directly
list with us...**

**...and gain access to a highly appealing
target group**

50 million monthly visits

90 days average booking window

7 days average length of stay



Hosts can take the direct route to success and list on my.HomeToGo

my.hometogo.com



List your property



Easy account management



Different pricing models to choose from



Full control over bookings



Dedicated support service

Supply Deep Dive – Key takeaways

1

HomeToGo offers its thousands of partners access to an attractive customer base and technological enablement

2

We are incrementally growing our partners and are among the most important booking channels for many already

3

Constantly increasing our CPA Take Rate at new and existing inventory to 11.6% on average

4

Now allowing hosts to directly list and enjoy the usability and distribution power of HomeToGo

Source: Company booking data, 2022, Company data, 2023

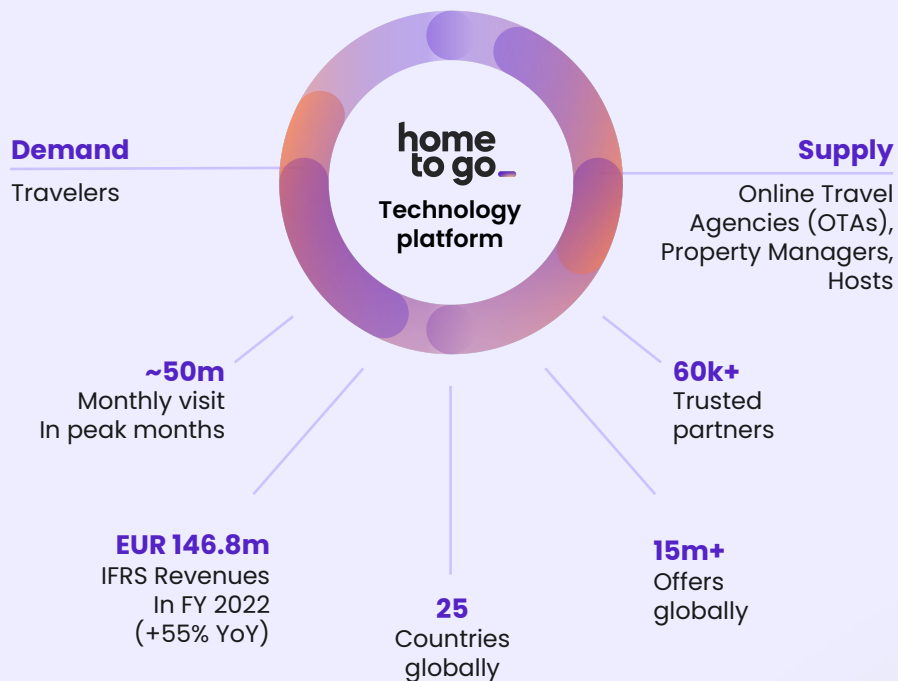
1 Incremental increase in avg. nights booked for a property from not distributing via OTA to being sold via OTAs incl. HTG

2 CPA Take rate as of Q3/23



HomeToGo

The SaaS-enabled marketplace with the world's largest selection of vacation rentals



Founded in 2014, IPO 2021



600+ employees globally



Listed as 'HTG' on the Frankfurt Stock Exchange

Our family of brands:



Agriturismo.it

atraveo
by e-domizil

casamundo

CaseVacanza.it

e-domizil

EscapadaRural

SECRA

smoobu

tripping

WIMDU

HomeToGo Pro

Capital Markets Day 2023

Inga Flicker, Director Small Partner Solutions

Bahira Dakroury, Managing Director e-domizil

Charlotte Hartmann, Director Commercial Partnerships

12 December 2023

home
to go_

HomeToGo_PRO: Our new B2B Software & Service Solutions segment



Consists of Software & Service Solutions for the whole travel market



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



Introducing newest HomeToGo_PRO product: HomeToGo Doppelgänger

Our panel of experts



e-domizil

Bahira Dakrouy

Managing Director e-domizil



Partners

Charlotte Hartmann

Director Commercial Partnerships



Smooibu

Jannik Abraham

Managing Director Smooibu



All products of the HomeToGo Doppelgänger suite provide the same benefits to our trusted partners



Seamlessly and quickly integrates with an existing domain in ~2 weeks



Gain access to the world's largest selection of vacation rentals to boost bookings



Full in-house service by HomeToGo - no additional support necessary

High diversity of needs in the market calls for a highly adaptable tech solution



Travel platforms



Access to VR expertise
and inventory



Destinations



State of the art booking
experience



TOs - Agencies



Looking for scalable
solution & fast access

HomeToGo's Doppelgänger technology is already used by industry leading local and global partners

ostsee
Schleswig-Holstein. Der echte Norden.

cabane

MediaVacances.com

TUI

HolidayCheck

HolidayPirates

Ferienhaus mit Hund

RENTbyOWNER

Ferienhaus
Dein Ferienhaus - deine Ferien

hunde-ferienhäuser.de

sonnenklar.TV
viel. mehr. urlaub.

TRAVELAI

Coming soon

träum
ferienwohnungen
by **ovo**

Reiseuhu
REISEBUCHERKUNSTGEWERB

ab in den urlaub **20**
JAHRE

Hunde
erlaubt.de®

Atraveo by e-domizil: offering hosts a highly-efficient marketing and distribution platform



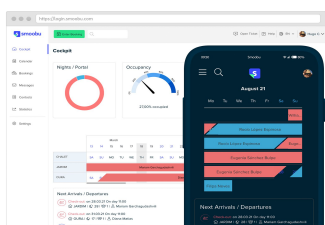
Our product manages 27,000+ verified private hosts across Europe

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

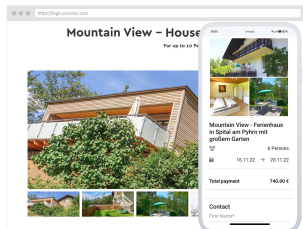
SMOObU

Acquired Mar 2021

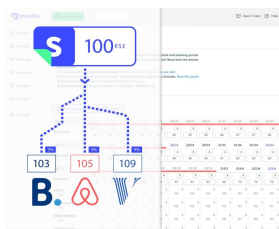
An all-in-one SaaS solution to connect self-service focused hosts more easily to our Partners



Overview via central cockpit incl. guest communication



Click-and-build own website easy



Synchronise data like prices & availabilities

Q3 2023

MRR YoY Growth $\geq +50\%$

Rule of 40 ≥ 60

Magic Number ≥ 70

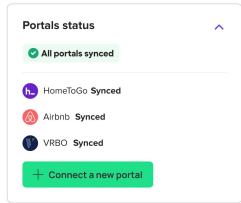
DBNER¹⁾ $\geq 140\%$

NRR²⁾ $\geq 120\%$

Strong reputation as software and integration partner loved by customers



We keep delivering operational initiatives across all fronts to drive growth beyond “international expansion only”



Improved user experience



Fresh look & branding

0.46¹

Visibility Index

(+414% from '21 to '23)
Index 1.4 to closest competitor

Successful initial SEO efforts

Smooobu Referral Program



Enabled community growth



Preferred
Software Partner
2023

Booking.com

Premier Connectivity Partner 2023

Recognized excellence

Notable Partners (+30% from '21 - '23):



PriceLabs



iglooHome



Wheelhouse



NUKI

Growing marketplace for users

TECHNOLOGY UPDATE

Capital Markets Day 2023

Si Matthews, Director Technology and Data

12 December 2023

home
to go_

Technology's Role in the Company Vision & Strategy

Let's start by closing the loop on the **how** with AI, explaining why **our ticket on the hype train is First Class**

We have a **non-negotiable** strategy on:



Data sovereignty
and security



Architecture that
is agnostic to the
LLM



Horizontally
and vertically
scalable



Technology's Role in the Company Vision & Strategy

From day 1 of our journey with Gen AI our strategy is to use a wholly owned **proprietary gateway**

We fulfill the maximum potential of our AI use cases, while **protecting our business**



Technology's Role in the Company Vision & Strategy

1

Staying relevant to market trends, regulatory changes, and host/guest demand to ensure that the software developed is relevant, compliant, and **exceeds user expectations**

2

We invest in the development of intuitive, user-friendly interfaces and ensure software accessibility, with focus on local languages and cultural nuances, to **enhance user engagement and satisfaction**

3

Leverage Data for Improvement: Utilize **data analytics to improve service offerings**. The company as a whole focuses on gathering and analyzing key data to refine and enhance the software

4

Leading our market with technology solutions like AI and machine learning, is a key differentiator for us. We always look for value and avoid technology for technology's sake

5

Pride in our **scalable and secure** software solutions to handle varying levels of user traffic and data. Our approach to the cyber topic is well beyond just our corporate agenda

Engineering Quality & Excellence



100
Concurrent
experiments

We operate continuous integration and deployment, realising our commitment to **rapid product iteration** and responsiveness to our market conditions and opportunity



4.5%
YoY Increase in
platform
availability

Our **coding standards** continue to strengthen and mature with significant focus in FY/23 and looking forward to FY/24 to lean on the opportunities in our wider group to build once and build with excellence



49%^(max)
Automated
test coverage

Our non-negotiable approach towards Automated Testing continues to **supercharge our speed to market** and ensures that code is constantly tested, bugs are identified early, and the product remains stable



1,146
Library
updates

We have a **culture of continuous learning and improvement**. It is our goal to stay updated with the latest technologies and practices. This keeps the team adaptive and innovative in a rapidly evolving industry

Scalability and growth Acceleration



Scalability strategy

Our cloud native infrastructure strategy delivers our organization elastic scalability that delivers **seamless efficient** scaling

Our scalability supports business **growth and adaptability**, particularly in our rapidly changing market conditions



Growth Acceleration with Advanced Analytics

Our data strategy **accelerates our company growth** by enabling more decision making and a high standard in data literacy

Optimized fraud detection and security **protects our marketplace and our users**

Technology Deep Dive - Key takeaways

1

Our AI platform is safe, secure, scalable, and built for success no matter the direction of travel

2

We are proud of our engineering journey but not complacent, our commitment to speed and quality is a continuous journey

3

There is no technology for technology's sake. We are lean, agile, and focused on our business goals



FINANCE UPDATE

Capital Markets Day 2023

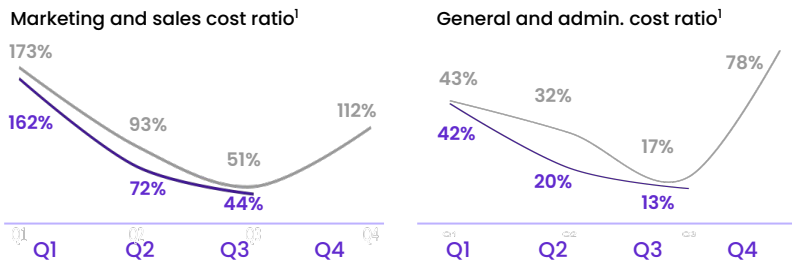
Steffen Schneider, Chief Financial Officer

12 December 2023

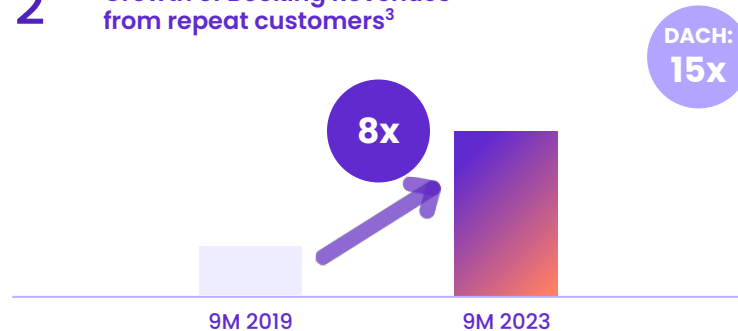
home
to go_

Key financial 9M/23 achievements

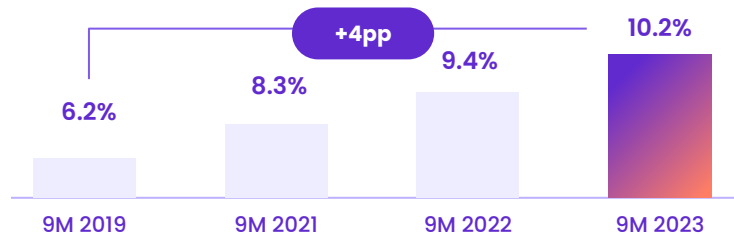
1 Continuously improved marketing efficiency and higher economies of scale



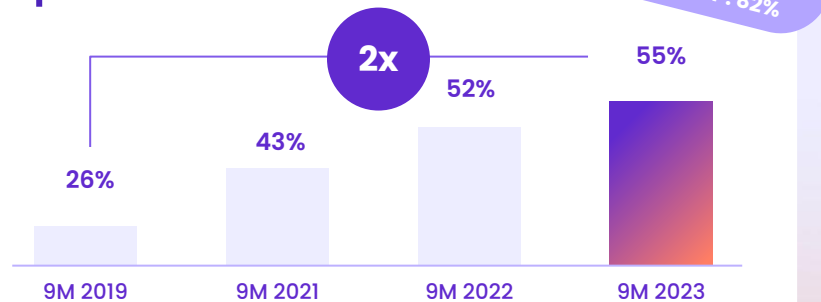
2 Growth of Booking Revenues from repeat customers³



3 Profitable growth due to steadily increasing Take Rate (in % of GBV)

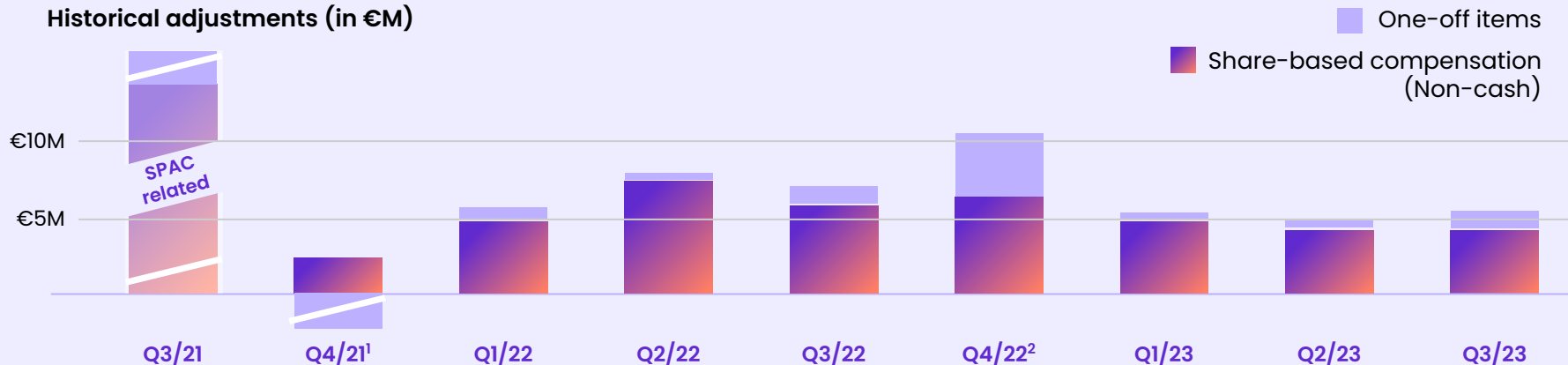


4 Doubling our Onsite Share²



Full transparency on all adjustments in Adjusted EBITDA

Historical adjustments (in €M)



Share-based compensation

- **Current LTI program** entirely equity-settled and cash-neutral
 - Employees decide between restricted share units (RSU) and virtual share options (VSO)
 - Fair value of grants are determined as of respective grant date and not remeasured subsequently according to IFRS 2³
- **Legacy (pre-IPO) VSOP program** equity-settled and partially cash-settled. Payment claims were fixed as of de-SPAC (only regular vesting) and will always be settled at €10/share why maximum number of shares required is already known

One-offs items

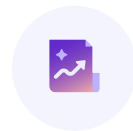
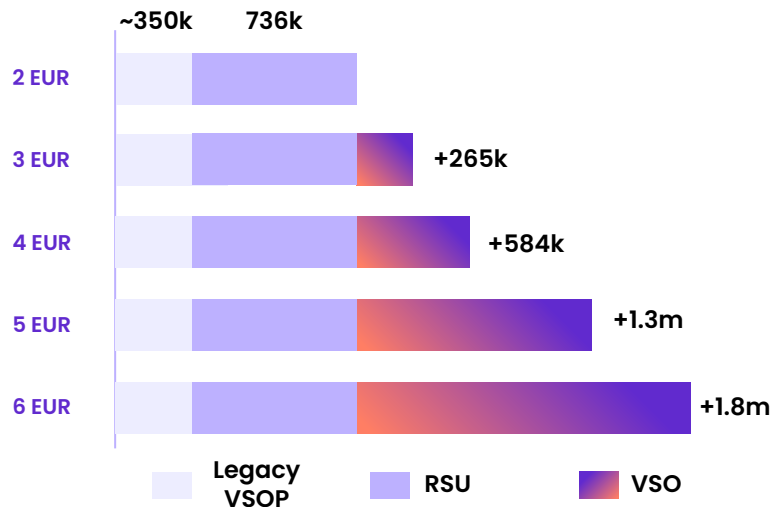
- Contingent payment with service condition ("Deferred consideration" for seller who are now employed by HomeToGo Group)
- Transaction cost for M&A and for listing / de-SPAC process
- Reorganization & Restructuring
- Income from governmental grants
- Other non-recurring items

Share based compensation covered by available treasury shares

Scenario analysis

Max. number of Treasury shares needed to fulfill vested VSOP (pre-IPO) and LTI (new with RSU and VSO)¹

Share price

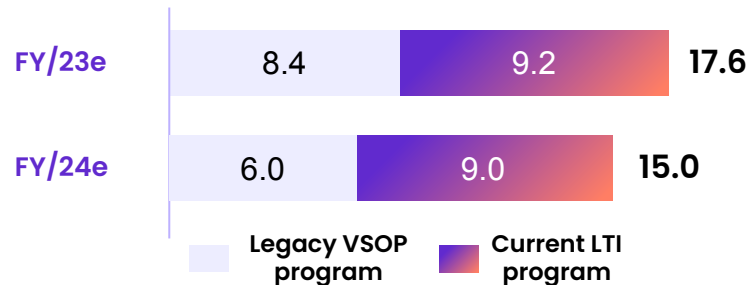


7,739,995 Treasury shares available²

Before any M&A. Further increasing due to ongoing buyback program

Estimated impact on P&L based on 2023 grants

In €M



Reaching Adjusted EBITDA break-even is the # 1 priority in FY/23

Improving Adjusted EBITDA by €20M in one year



Between year-ends, there are only a few items between Adjusted EBITDA and Free Cash Flow

Adjusted EBITDA

Free Cash Flow



1

Working Capital seasonality

See next slide

2

Capital expenditure
(mainly capitalized R&D)

€-4M

9M/23

3

One-off items

€-3M

9M/23

4

Interest income / expense and delta in money market fund

€+2M

9M/23

5

Taxes for subsidiaries outside German tax group

€-1M

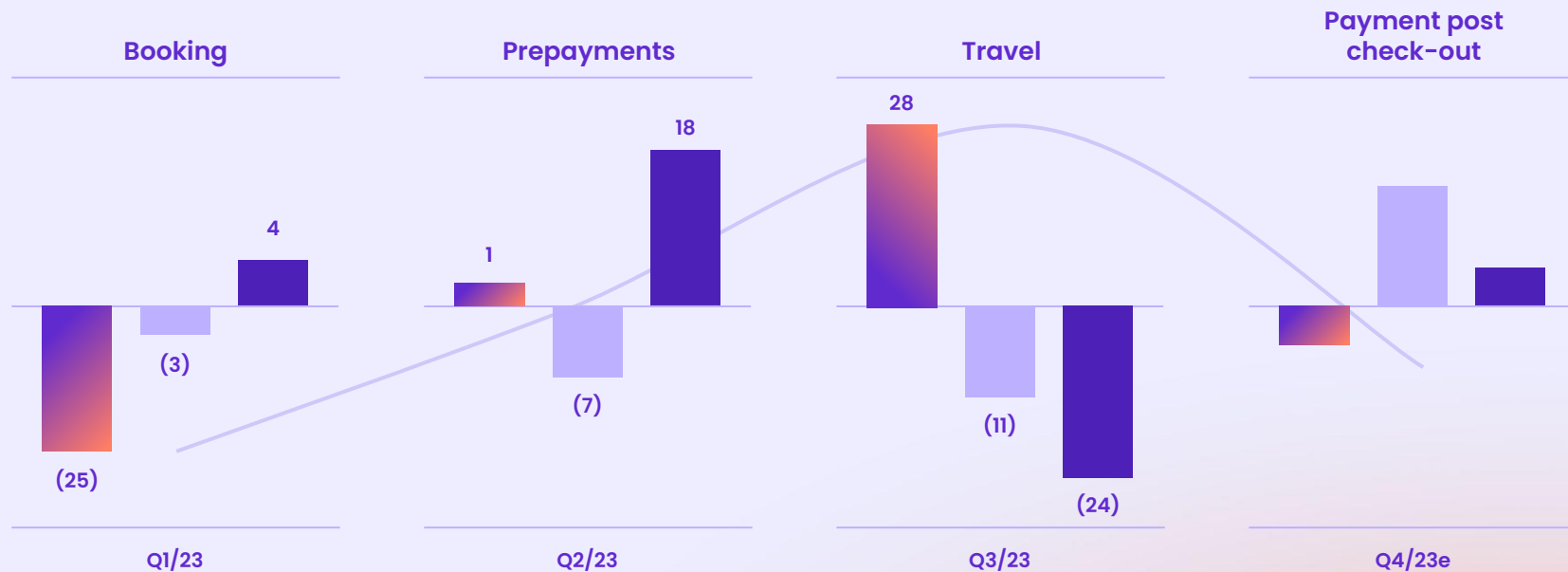
9M/23

Seasonality of operational cash flow

Adjusted EBITDA — Indicative profitability based on FY/23

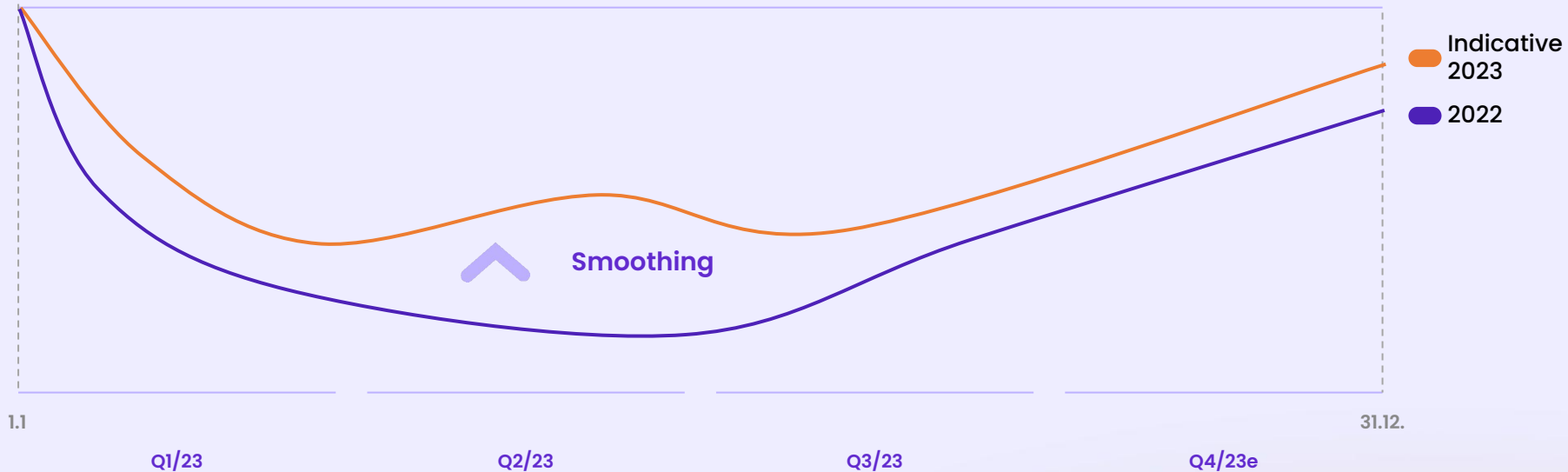
QoQ Δ in Partner Receivables

QoQ Δ in Customer Prepayments



Smoothing of capital requirements due to increasing traveler advance payments

Illustrative cash consumption



Smoothing of capital requirements due to increasing traveler advance payments during Q1 and Q2 with more cash outflow in Q3 due to pay-out of advance payments

More than €70M of dry powder for profitable M&A



HomeToGo

Mid-term goals

1

Maximize medium-to-long-term shareholder value

2

Financial Year 2024

- A. Achieve YoY growth that clearly surpasses FY/23 growth rate
- B. Improve profitability, remaining above targeted Adj. EBITDA break-even 2023
- C. Potentially reinvest parts of the profitability into additional long-term growth levers

3

Financial Year 2025

- A. Surpass 2024 organic growth targets in FY/25
- B. Further increase profitability with aim to achieve FCF break-even

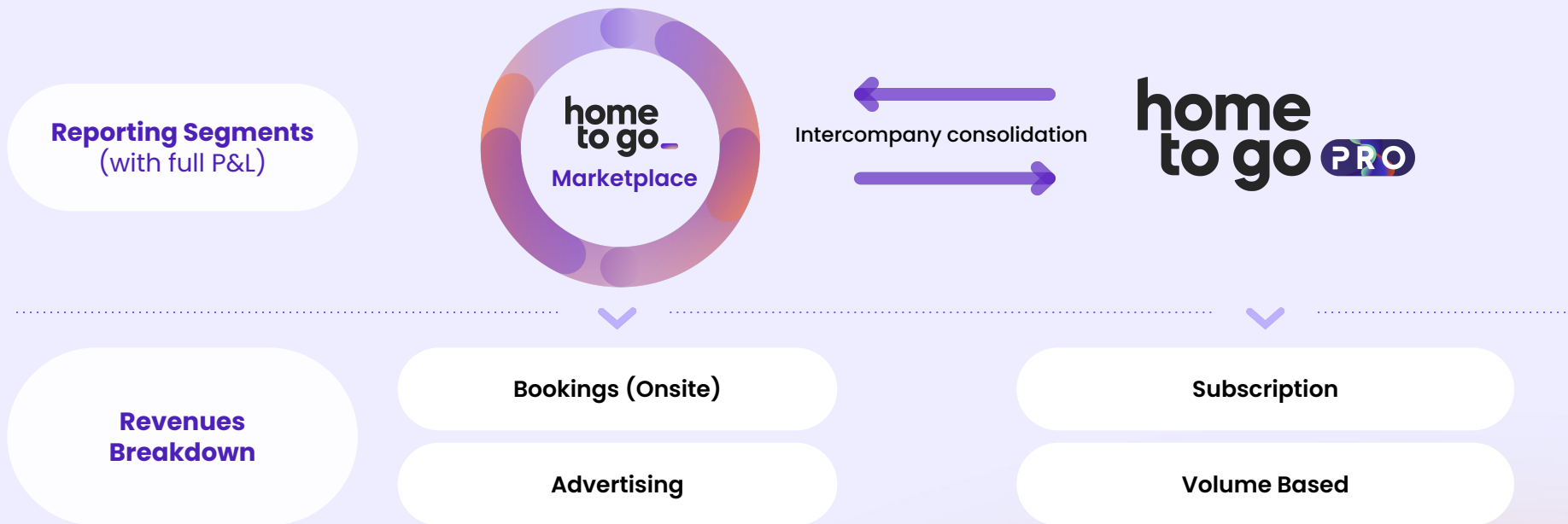
4

Additional growth and profitability to come from profitable M&A

5

Long-term growth and profitability goals intact

To highlight the operational dynamic, both reporting segments are further broken down by Revenues



A simplified view on Booking Revenues

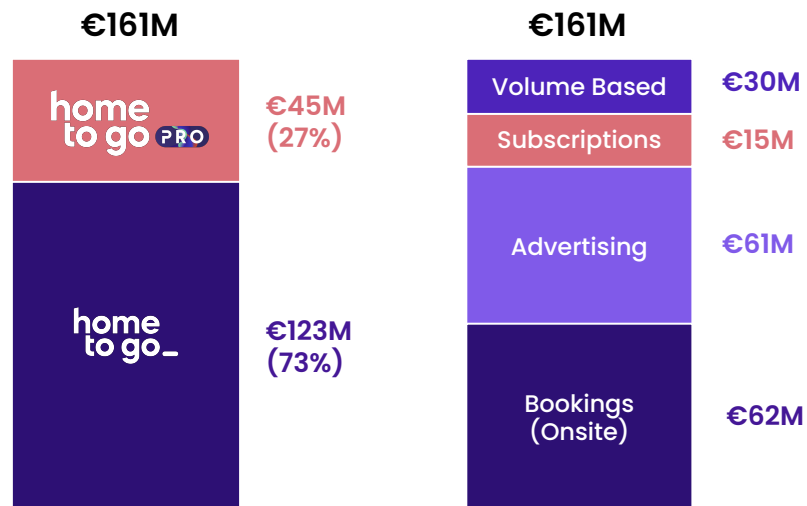
Current Reporting



9M/23



Future Reporting starting in FY/24 (based on 9M/23)



Intercompany
€(8)M

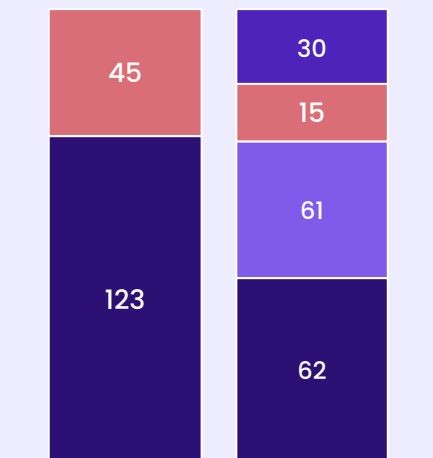
Intercompany
€(8)M

9M/23 Core KPIs by reporting segment and revenues breakdown

Booking Revenues
(EUR million)

9M/23

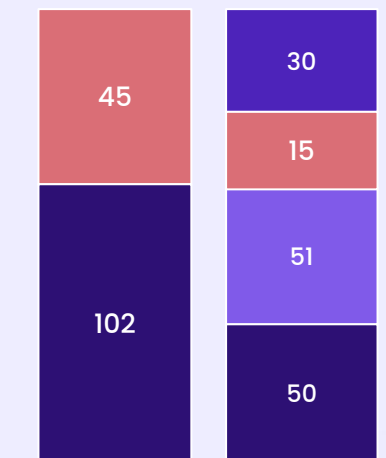
160.8



Intercompany
€(8)M

IFRS Revenues
(EUR million)

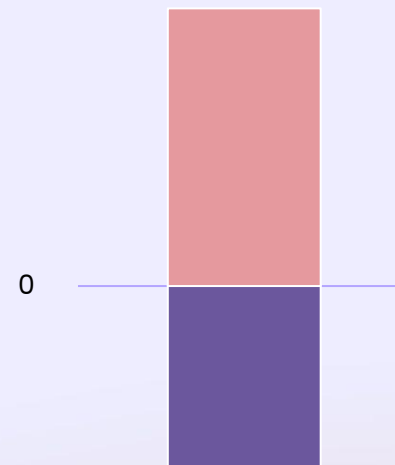
138.5



Intercompany
€(7)M

Adj. EBITDA
(EUR million)

4.7



- HomeToGo_PRO
- Volume Based
- Subscriptions
- Marketplace Ad
- Marketplace
- Bookings (Onsite)

Finance Update - Key takeaways

1

Full transparency on all adjustments in Adjusted EBITDA with vast majority of adjustments non-cash share based compensation covered by existing treasury shares

2

Reaching Adjusted EBITDA break-even is the #1 priority in FY/23 and will be achieved by mainly higher marketing efficiency

3

Between year-ends, there are only a few items between Adjusted EBITDA and Free Cash Flow

4

The new segments highlight the traveler facing Marketplace and the B2B Software & Service Solutions HomeToGo_PRO - resulting in higher transparency



CLOSING REMARKS

Capital Markets Day 2023

Dr. Patrick Andrae, Co-Founder & CEO

12 December 2023

home
to go_

HomeToGo CMD 2023 – Key takeaways

1

Current consumer trends support the HomeToGo Marketplace model on our long-term growth path as we increase marketing efficiency and profitability; We are ready to lift this opportunity together with our supply partners, constantly introducing new product offerings for our customers – becoming fully AI-powered

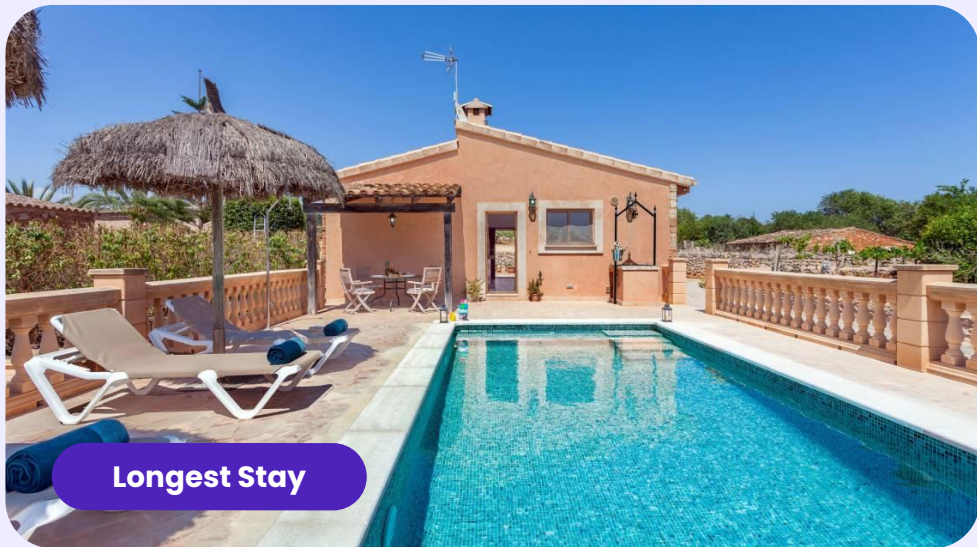
2

With HomeToGo_PRO, we are introducing our new B2B Software & Service Solutions brand and segment with a focus on SaaS for the supply-side; Strengthening our key focus area for further aggressive growth powered by the marketplace network effects

3

Focus on growth in 2024 to clearly surpass our 2023 growth rate with Adj. EBITDA break-even as floor for profitability; Profitable M&A on top to accelerate Revenues and EBITDA growth



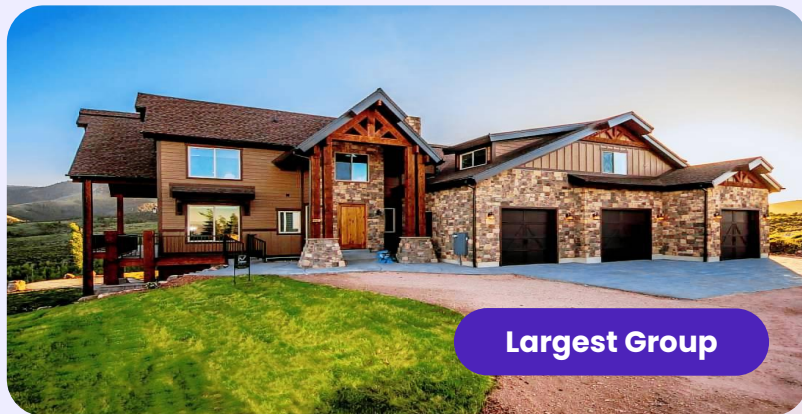


Longest Stay



Priciest Booking

Scan Me



Largest Group

home
to go.

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.