

STRATEGY UPDATE

Capital Markets Day 2022

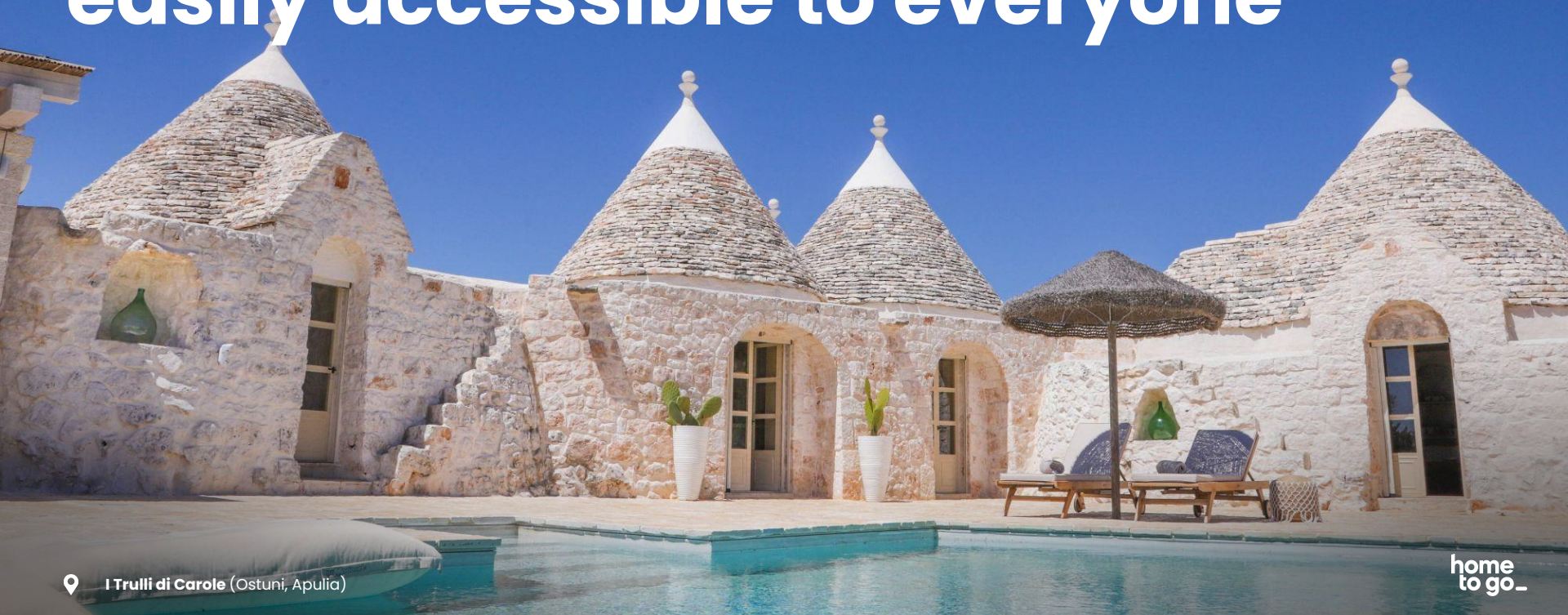
Dr. Patrick Andrae, Co-Founder & CEO

10 November 2022

home
to go_

Our Vision

**making incredible homes
easily accessible to everyone**



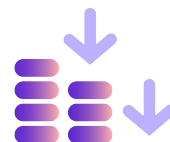
I Trulli di Carole (Ostuni, Apulia)

home
to go_

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



A pain for travelers
to find the right place to stay



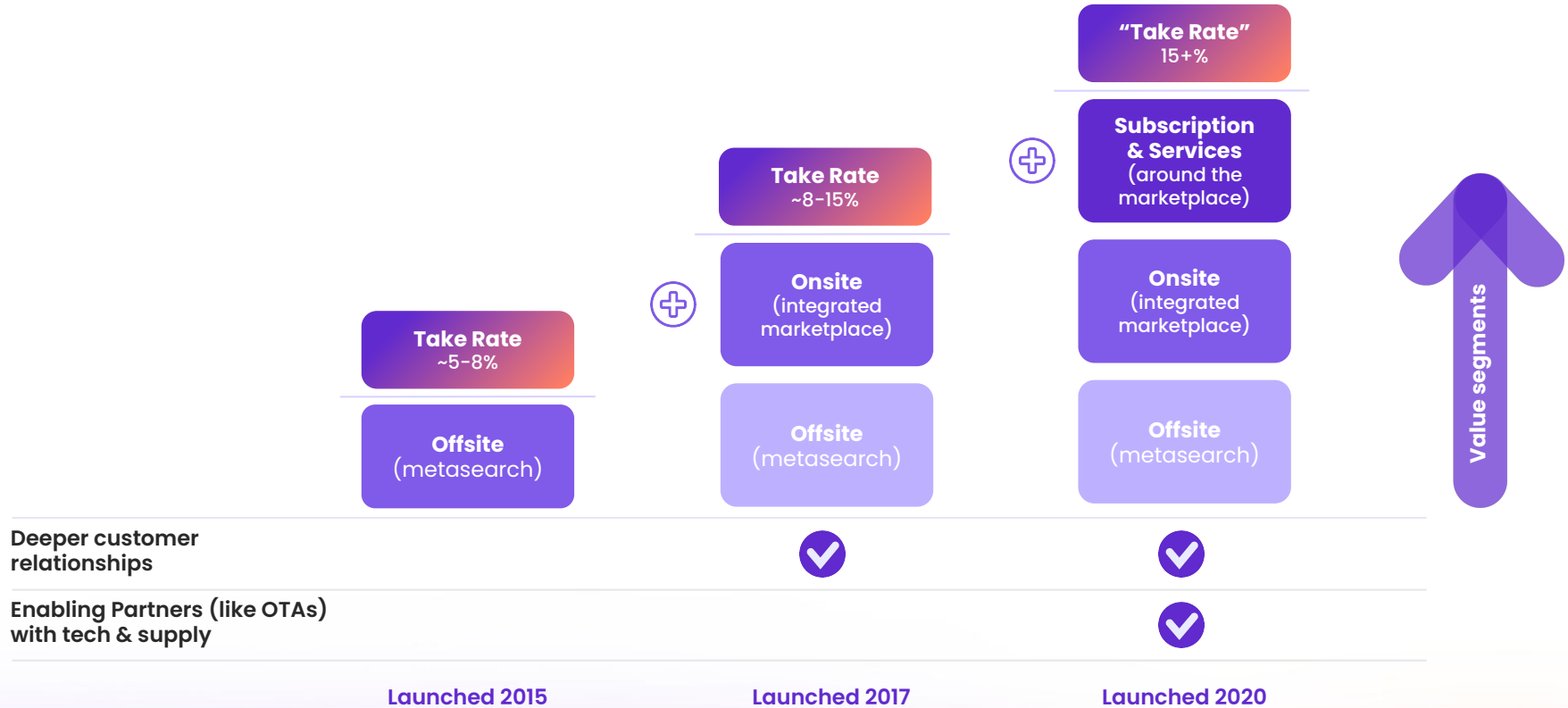
A pain for suppliers
Lacking access to the right demand,
standards, technology and data

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

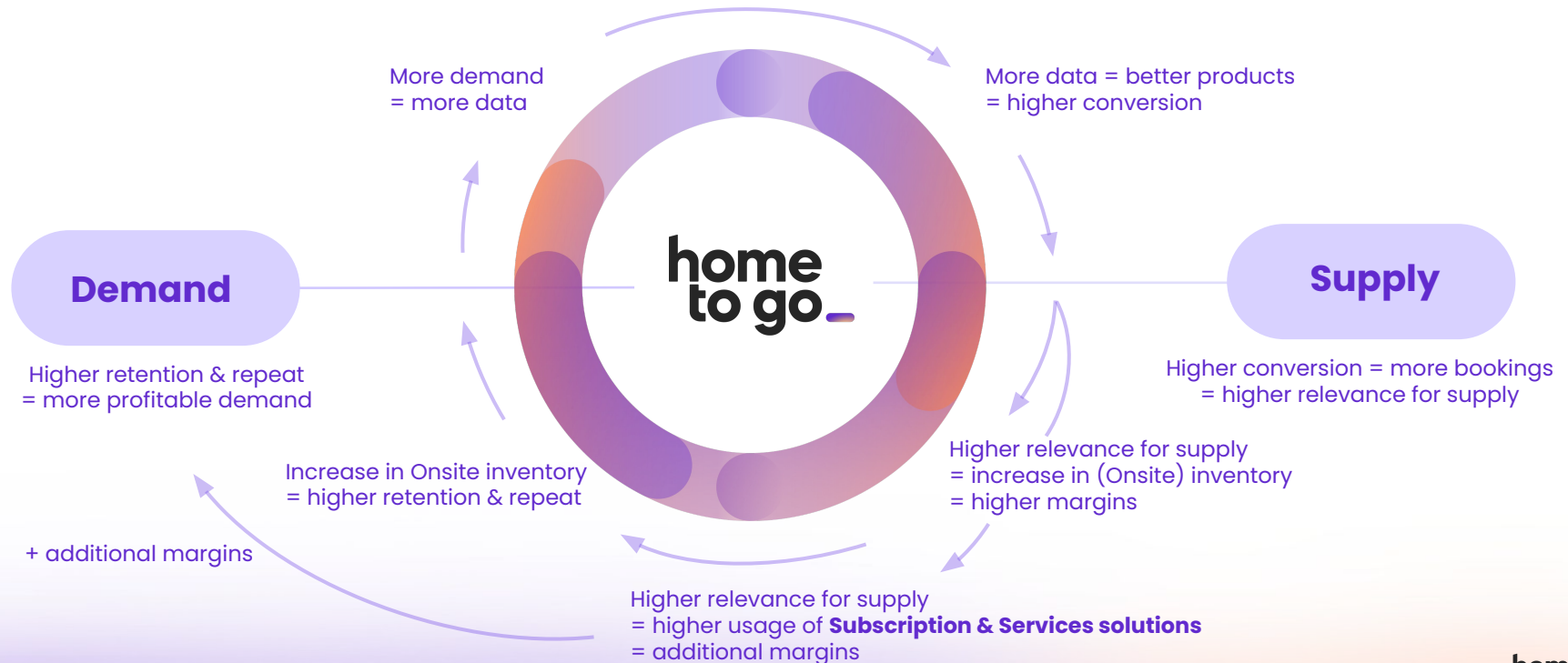


TAKING STOCK

Our journey so far...



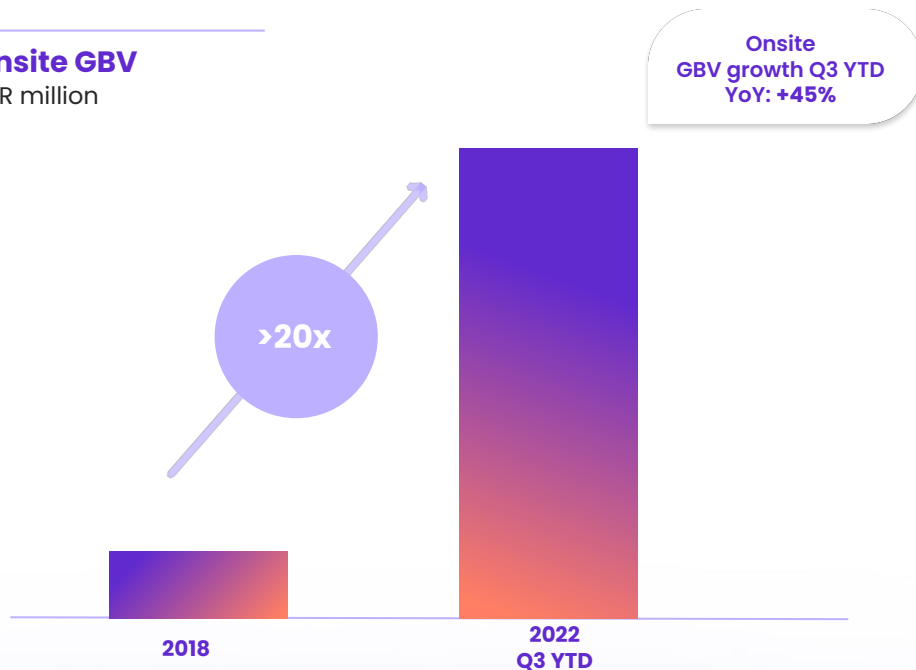
...based on a self-reinforcing feedback loop: more Onsite supply increases repeat bookings, driving long-term growth and margins up – further accelerated by Subscription & Services...



...that proves successful with a strong and consistent growth track record, growing our Onsite GBV >20x in 4 years

Onsite GBV

EUR million



- ✓ Outgrown the overall market for alternative accommodation since 2018 with our Onsite business
- ✓ Delivered on our growth ambition, while constantly improving our customer experience
- ✓ Consistently improved profitability over time

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

We already have the right assets today...



Customer reach

~50m monthly visits
in peak months



Largest selection through strong partnerships

60k+ trusted Partners with 15m+ offers



DACH profitable* and high cash balance

167m EUR cash and cash equivalents
(>145m EUR in net cash) to invest through-cycle



Scalable tech backbone

to continuously drive innovation



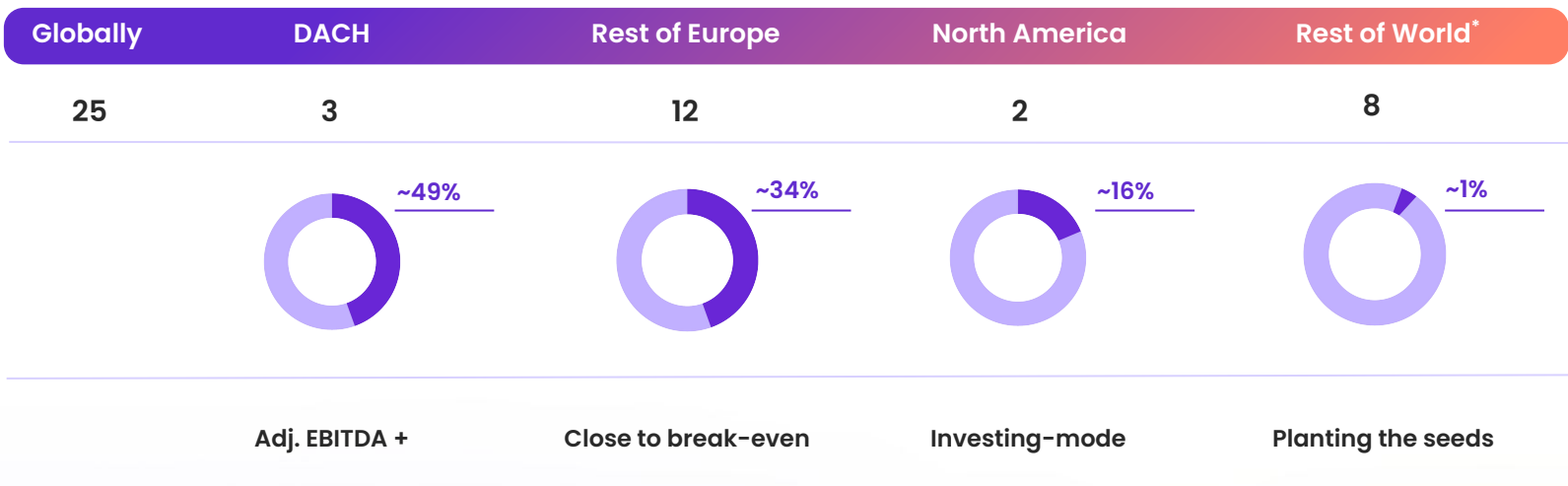
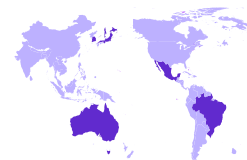
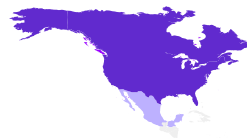
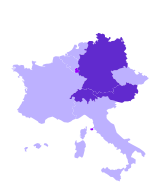
...to accomplish our vision

Our Vision

making incredible homes easily accessible to everyone



...that has built a truly global footprint and leading positions across many of our regions



As a result our first 9M of 2022 have again been a great success with a record-high of 126m EUR in IFRS Revenues

Our 9-month performance shows strong topline growth combined with a sizable improvement in profitability...

Booking Revenues

+30% YoY | +100% Yo3Y

IFRS Revenues

+71% YoY | +110% Yo3Y

Adj. EBITDA

(4.6)m EUR | (3.6)% margin
+72% YoY | +19pp margin

...as such we upgraded our FY/2022 guidance and are now expecting...

IFRS Revenues

48-54% YoY
141-146m EUR

Adj. EBITDA

(14%) – (18%)
(20)–(25)m EUR

LOOKING AHEAD

We are driven by a strong company culture and entrepreneurial spirit

4.4 ★★★★★
kununu ^{ES}

4.6 ★★★★★
glassdoor



The people at HomeToGo are what really make the difference. Since my first day, I have been working with some of the most driven, committed and brilliant people in the industry. You never stop learning and inspiring each other to find better and more efficient solutions. We're a truly unique and talented team!

Barbara Vincenzi
Team Lead, Key Accounts



I love all the creativity and learning experiences that come with being a part of the HomeToGo Technology Team. Our product constantly grows and evolves, so we need to keep open minds and be ready for new challenges. I am surrounded by brilliant teammates who enable me to grow professionally and personally - more rapidly than I ever expected!

Ugne Kikute
Software Engineer



We are driven by a strong company culture and entrepreneurial spirit



We are taking decisive and transformative steps in executing our strategy to enable our future growth

1



Travelers

Creating an unparalleled experience to drive repeat demand

2



Supply

Growing our global footprint and scaling diversified supply, incl. targeted M&A

3



Technology + Data

Further utilizing existing and developing new solutions to enable the entire alternative accommodation industry

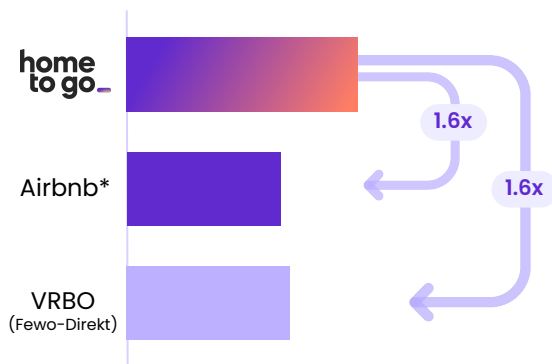
Our Vision

making incredible homes easily accessible to everyone

We see clear progress on our journey to build the go_to destination for vacation rentals

1

Most visited platform for (rural) vacation rentals in Germany



Growth of visits from direct traffic channels**

2.3x

DACH: 3.4x

vs 2019 Q3 YTD****

Growth of Booking Revenues from repeat customers***

5.4x

DACH: 8.8x

vs 2019 Q3 YTD****

*Airbnb: ~50% of its traffic is related to urban bookings (Source: Airbnb Q2/22 shareholder letter)

** Direct traffic channels include direct website and app visits as well as referrals from search engines containing branded keywords

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

**** YTD includes data from January 1st until September 30th

Source: SimilarWeb visits on DE domains Jan'22-Jun'22; HomeToGo visits include visits on all .de domains from the HomeToGo Group; Internal web tracking data for direct visits and Booking Revenues (excl. e-domizil, Agriturismo, EscapadaRural and Amivac)

For travelers, we aim to become the go_to destination for vacation rentals

By providing travelers with a **desirable, unparalleled and highly curated selection** of vacation rentals and **great customer experience**, we pave the way to **become the go_to destination for vacation rentals**



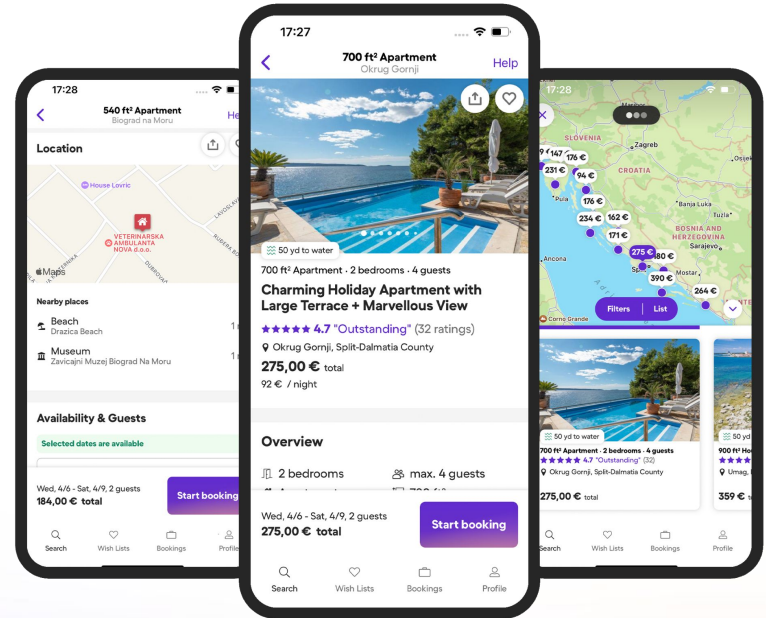
World's largest selection of vacation rentals



Highly curated through smart tools & machine learning



Trusted checkout & payments



Travelers like what we offer which earns trust: Consequently our repeat customers' Booking Revenues grew >5x in 3 years

✓ Largest selection of vacation rentals and continuously growing

✓ An innovative consumer product leads to great reviews, an NPS* of 50 and highly rated apps

Net Promoter Score*

50
★★★★★

as of Sep-2022 for all HomeToGo domains

Customer reviews

4.7
★★★★★
REVIEWS

as of Sep-2022 for hometogo.de

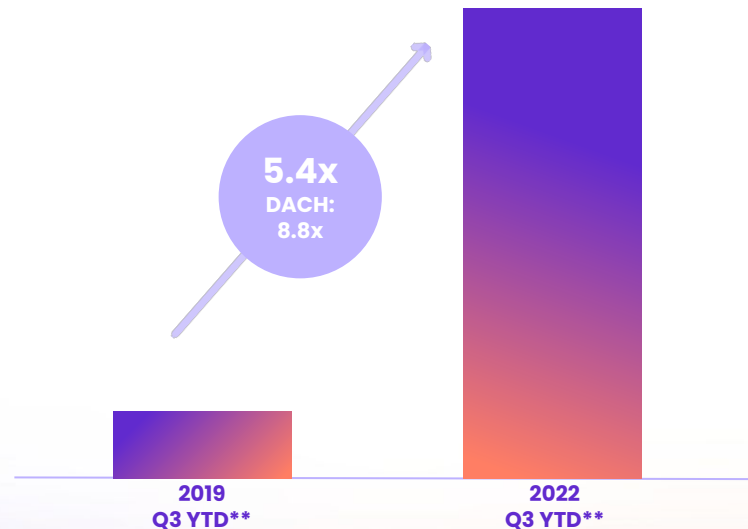
App Store ratings

4.8/4.5
App Store Google Play

as of Sep-2022 for hometogo.de

Booking Revenues from repeat customers

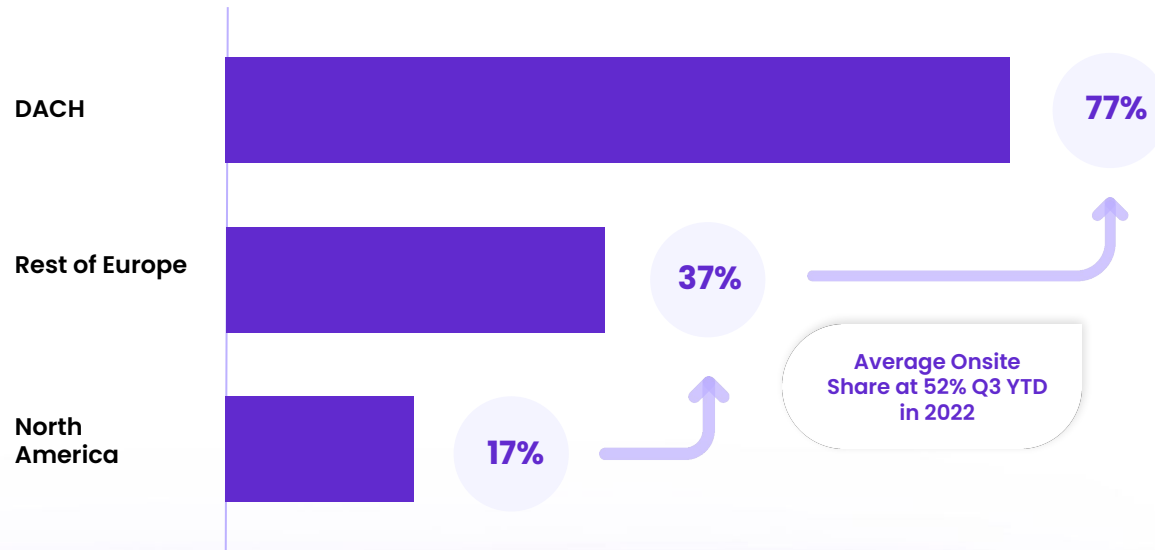
EUR million



Executing our strategy, our Booking Revenues are increasingly Onsite

Onsite Share

in % of Booking Revenues*



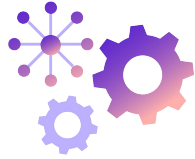
Growth vs 2019



Technology, data and AI are at the core of our business removing friction between demand and supply

15+ million

Offers in the search database from thousands of Partners



3.5+ billion

Images processed through our data pipelines



AI models

Proprietary algorithms built to solve various problems



50+ million

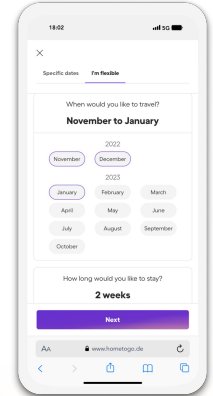
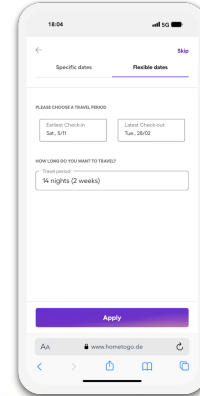
Visits from users looking for their best accommodation



100+

A/B experiments in production at the same time

Before & after



Always delivering our customers an amazing and targeted experience

We are providing innovative solutions around our marketplace to enable growth for the entire alternative accommodation industry becoming its operating system

Tech, data and Partner solutions for the supply side

1. Utilizing the **technology solutions of our marketplace** and making them accessible externally
2. Developing and integrating **new Partner solutions** around our marketplace (also via M&A)
3. **Combining** native marketplace technology and Partner solutions to **multiply impact and effect**

Examples



An **all-in-one SaaS solution** to connect **self-service focused hosts** more easily to demand channels, thus increasing data quality for connected demand channels

The logo for SECRA, consisting of the word 'SECRA' in white, uppercase letters inside a red rounded rectangle.

(SECRA)

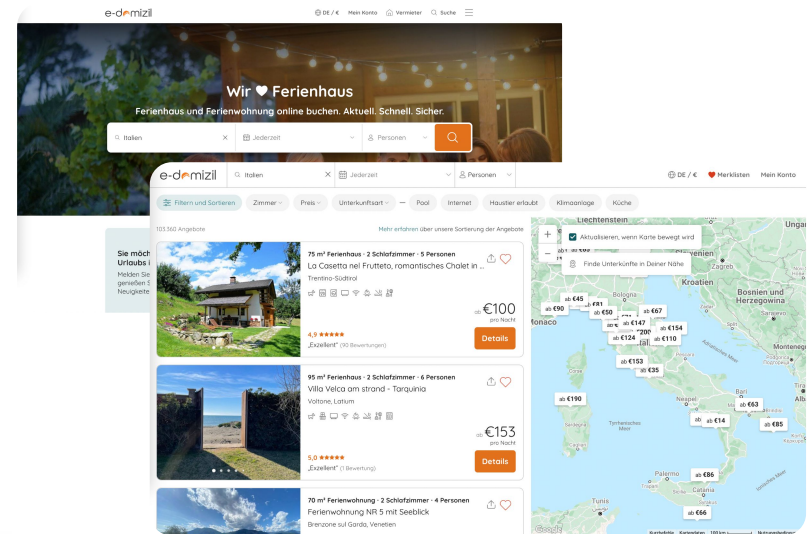
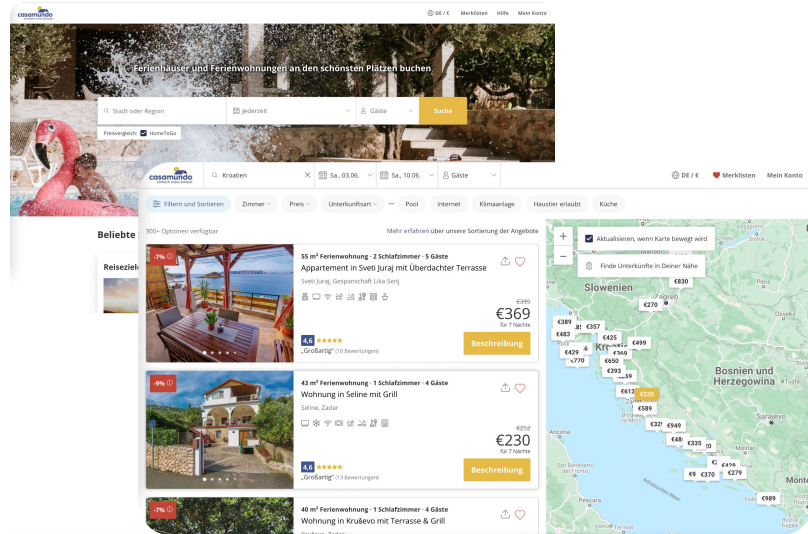
Property management system (PMS) for agencies + solution for destinations focused on the DACH market, also supporting multi-channel inventory distribution

The logo for home to go, with 'home' in a bold, lowercase font above 'to go' in a smaller, lowercase font, followed by a horizontal line.

home
to go

Leveraging **HomeToGo's scaled marketplace tech & data**, e.g. for whitelabels today, or **yield management, inventory enrichment**, etc. in the future

Our whitelabel technologies also allowed us to bring our acquisitions quickly onto our marketplace tech frontend & lift synergies



Fully live ~10 months
after acquisition



Fully live ~7 months
after acquisition

a home to go green



House in Sogndal (Sogndal, Sogn og Fjordane)

home
to go

Building a platform that enables & empowers **travelers** and **Partners** to make more sustainable choices



The green opportunity: We are dedicated to being a changemaker in sustainable travel for our industry

Incentivizing our Partners to incorporate sustainable practices and amenities by rewarding and highlighting green offers

Building a product where travelers can easily choose and be better educated about sustainable travel options - ultimately closing the say/do gap

Fostering an employee culture and operation that is focused on climate preservation and proactive climate action

73%

of travelers are more likely to choose an accommodation if it has implemented sustainable practices*

70%

of global travelers expect the travel industry to offer more sustainable travel options**

71%

of job seekers want to work for environmentally sustainable companies after the pandemic***

2019: Certified Climate Partner, **climate neutral** in Berlin HQ & LT
2022: All offices **climate neutral** by EOY

**PEOPLE
ALWAYS
TRAVEL**

home
to go_

Travel is the category where consumers treat themselves...

Difference from all respondents, percentage points ■ < -3 ■ Between -3 and +3 ■ > +3

Categories where consumers intend to treat themselves¹

% of all respondents with intent to splurge in 2022

	Change from June 2022, percentage points	Generational cut				
		Gen Z	Millennials	Gen X	Baby boomers ²	
Travel for holidays	48	N/A ³	33	44	57	56
Restaurants, dining out, bars	39	1	37	38	44	37
Apparel, shoes & accessories	34	0	39	38	41	19
International travel for holidays (eg, flights, hotels, lodging)	31	-5	20	26	37	40
Domestic travel for holidays (eg, flights, hotels, lodging)	26	-4	21	22	31	29
Personal services (eg, spa, haircut)	24	-2	19	26	32	18
Out-of-home entertainment (eg, movies, concerts, sports events)	24	0	24	24	29	20
Electronics	23	-6	21	30	21	19
Makeup and skin care products	18	2	21	25	19	5
Items for your home (eg, home decor)	17	0	14	19	23	12
Fitness	16	-2	30	16	11	8
Household essentials	14	-5	13	15	14	12
Sports apparel and equipment	12	-5	16	15	10	7
Pets	9	0	10	9	9	9
Outdoor living (furniture, accessories, grills)	8	-7	6	11	10	5

¹Q: You mentioned that you plan to splurge/treat yourself in next 3 months. Which categories do you intend to treat yourself to? Please select all that apply.

²Baby boomers includes silent generation.

³Question not asked in previous surveys.

Source: McKinsey & Company Germany Consumer Pulse Survey, 9/23–10/2/2022, n = 1,013; 6/8–6/12/2022, n = 1,007, sampled to match German general population 18+ years

McKinsey & Company 34

...and vacation rentals have traditionally fared well during periods of weaker economic momentum & consumer uncertainty...

HomeAway:

Revenues CAGR (2007–2010) of 46%

e-domizil:

GBV CAGR (2007–2010) of 45%

HomeToGo:

GBV CAGR (2016–2018) of 101%
(IS terror attacks)



During the 2008 **Global Financial Crisis (GFC)** the **vacation rental business proved resilient** as it is usually the **cheaper option** and allows travelers to have higher **cost control** due to self-catering, etc.

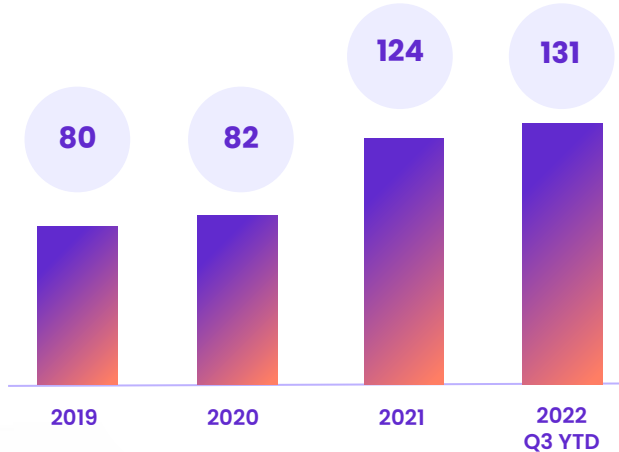


Vacation rentals have also surged during times of other crises as travelers prefer the safety of an accommodation that feels like their own home.

...and we've observed this firsthand during the Covid-19 pandemic

Booking Revenues

EUR million

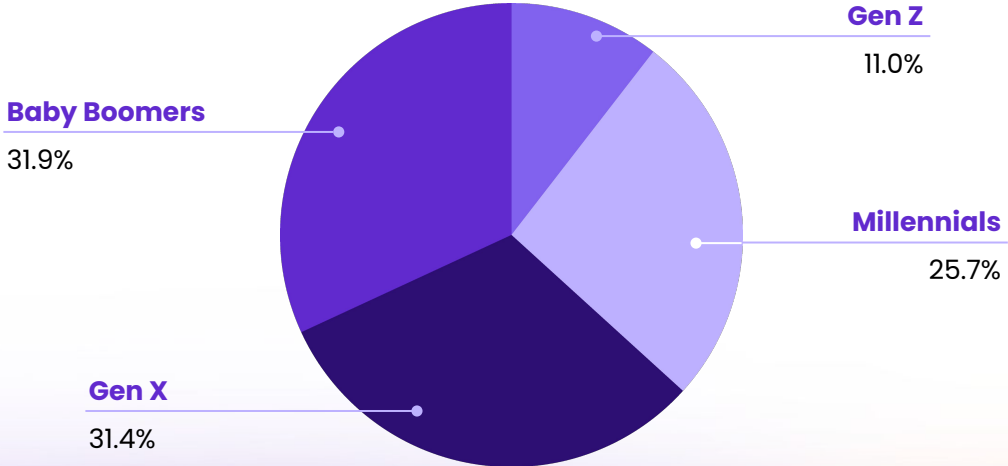
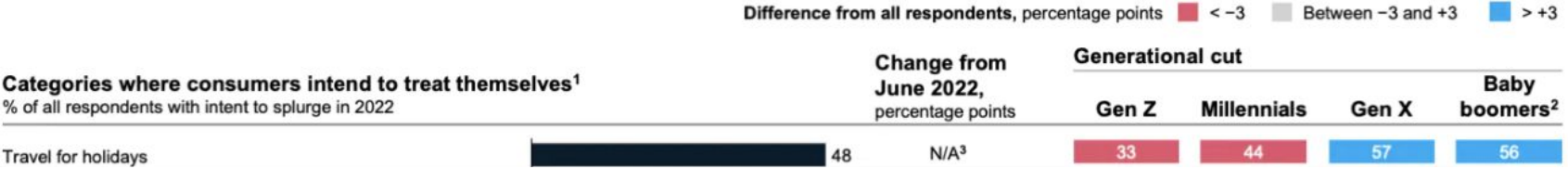


Vacation rentals proved resilient during Covid-19 as travelers sought the safety and privacy of a separate rental vs crowded hotels



Particularly domestic travel boomed, where travelers stayed in closer proximity to their homes

And with Boomers and Gen X representing more than 50% of our customers, we are well positioned

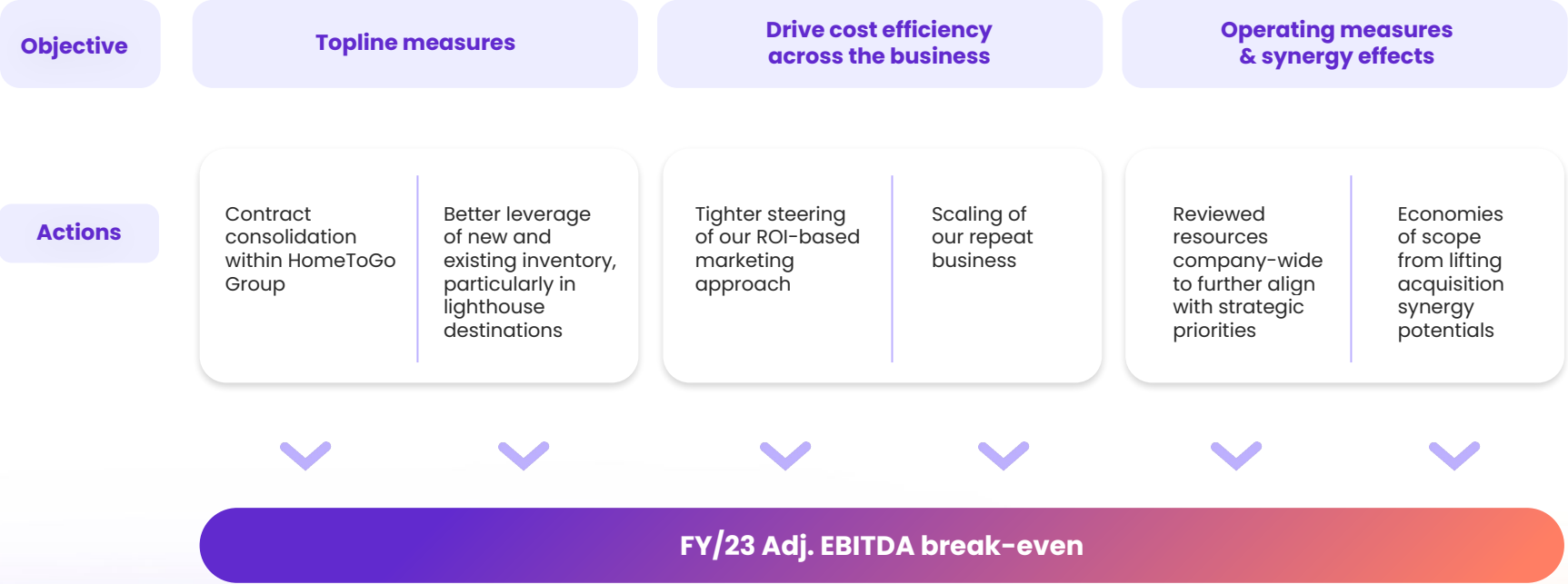


CREATING LONG-TERM VALUE

Near-term milestone:

**Achieve Adjusted EBITDA
break-even by FY/23**

We continue on our roadmap of topline growth, cost efficiency and operating measures to foster our path to profitability by FY/23



Mid-term milestone:

**Continuous
margin improvement
to drive profitable growth**

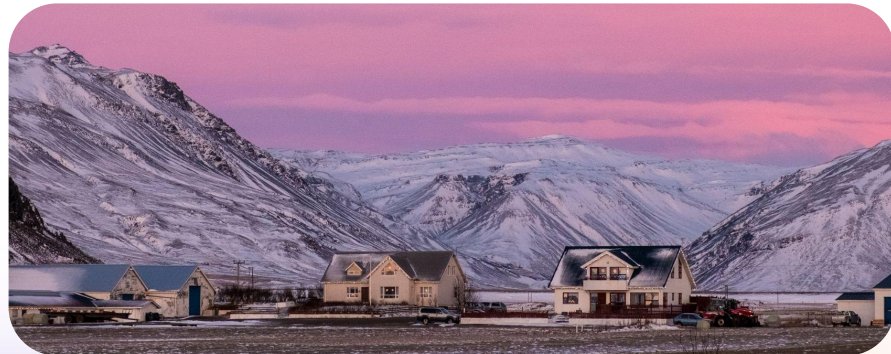
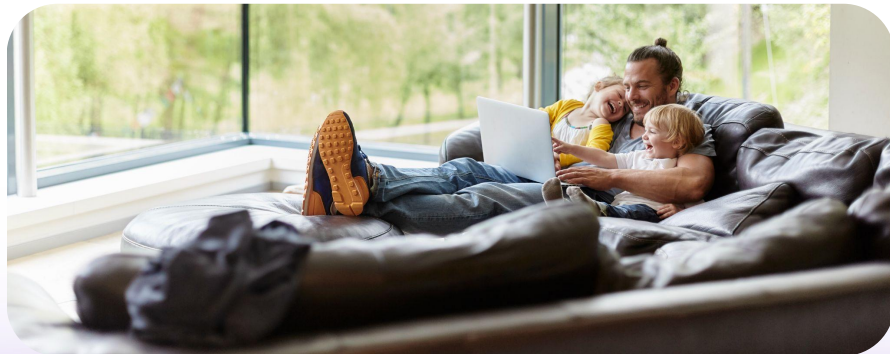
Bringing our profitable growth ambition to reality



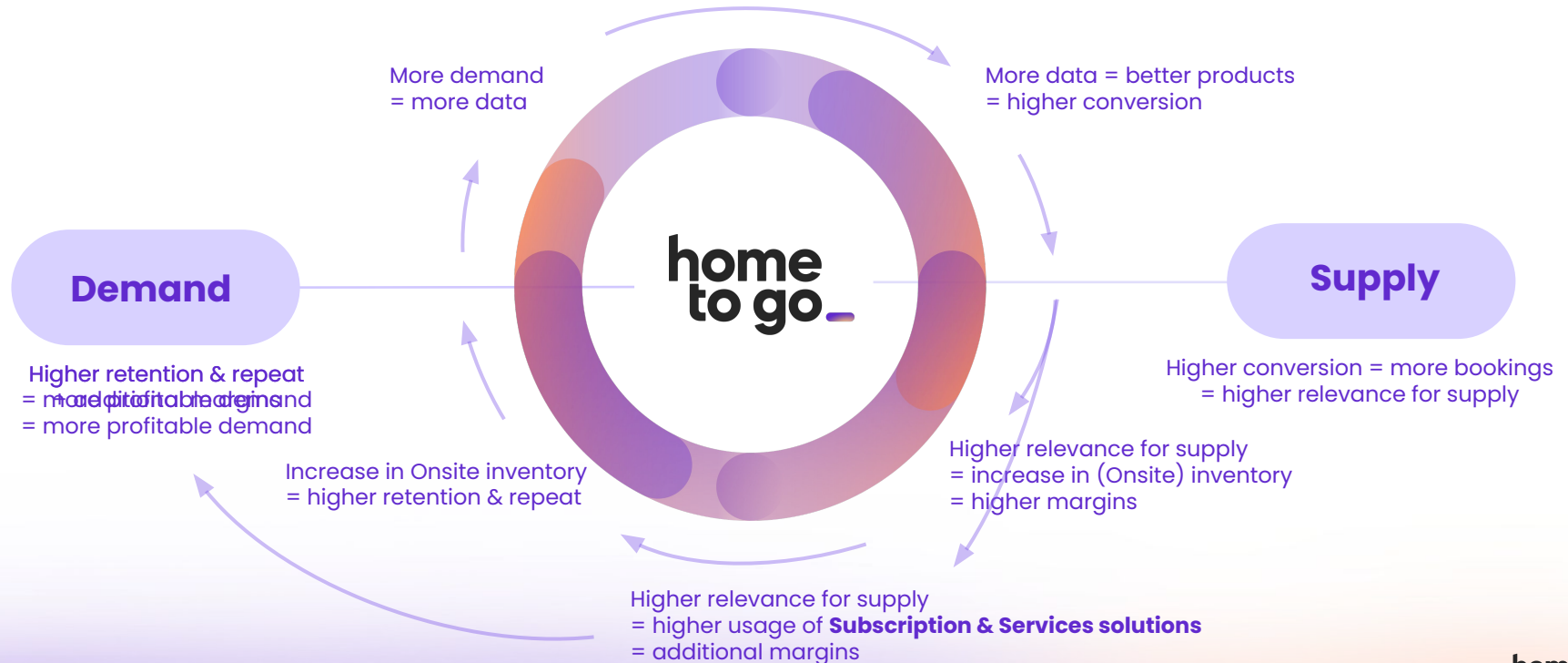
Being the **go_to destination** for vacation rentals will help us to drive growth through higher **share of wallet from increasing repeat demand** at a higher marketing efficiency



Onsite and our **Subscription & Services** offering make our business even more scalable, and allows us to capture **higher Take Rates** as well as **recurring high margin revenue streams**



More Onsite supply increases repeat bookings, a self-reinforcing feedback loop driving long-term growth and margins up – further accelerated by Subscription & Services...



...in order to capture our ambition to achieve 1bn EUR in Booking Revenues by 2028/29

We are targeting a huge market opportunity, ...
EUR trillion

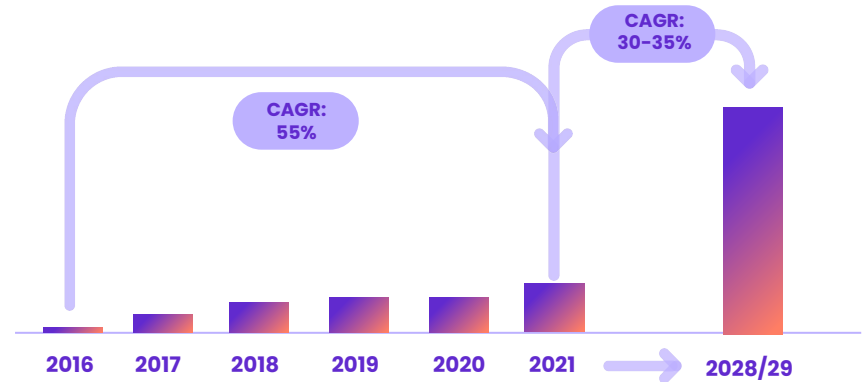
Total accommodation
market >1.7tn EUR by 2030

Total accommodation
market ~1tn EUR in 2020

>0.5%*

home
to go_

...aiming for 1bn EUR in Booking Revenues by 2028/29
EUR million



Grow multiple
times faster
than market in
our core markets

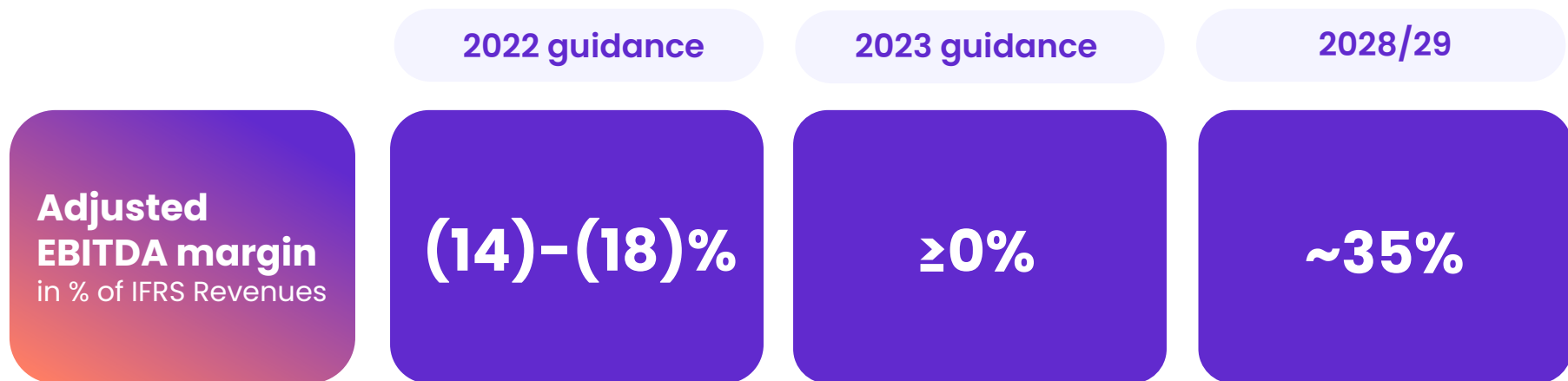


Actively manage
Onsite & services
businesses



Enable growth
through
targeted M&A

Path to profitability: Our Adjusted EBITDA margin over the short, medium and long-term



Key takeaways Strategy Update

01

We operate in a resilient growth market, demonstrated our resilience through Covid-19 and are well-positioned for the current macro environment

02

We have built a strong franchise in our market with a global footprint, already the most visited platform in Germany for vacation rentals

03

We have the largest selection of vacation rentals and a proven technology value proposition at scale, paving the way for becoming the industry's operating system

04

We have a strong execution track record with Onsite GBV 20x in 4 years, upgraded guidances several times since IPO, DACH Adj. EBITDA positive and a record Q3'22

05

We have a strong cash position and are well-positioned to **break-even on Adj. EBITDA level in FY/23**

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," "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

This Presentation contains unaudited financial information for HomeToGo, which may be subject to change.