

**home
to go_**

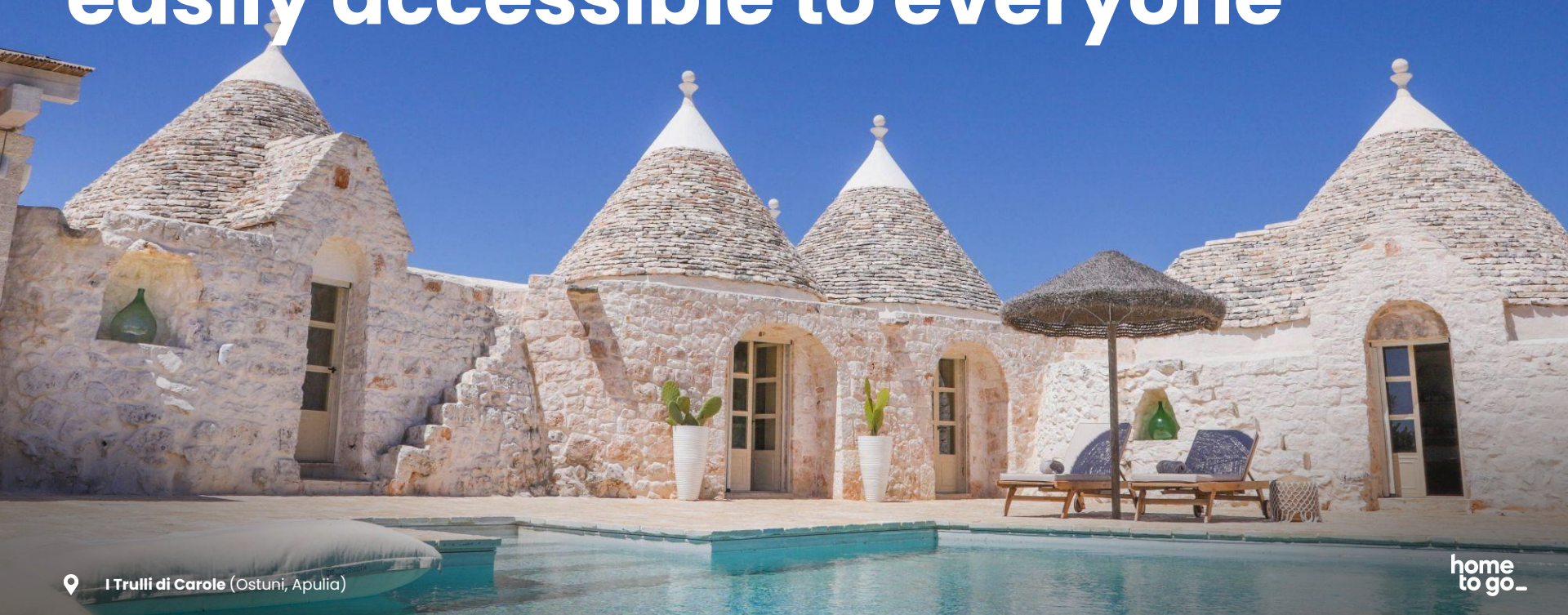
Morgan Stanley
European TMT Conference 2022

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



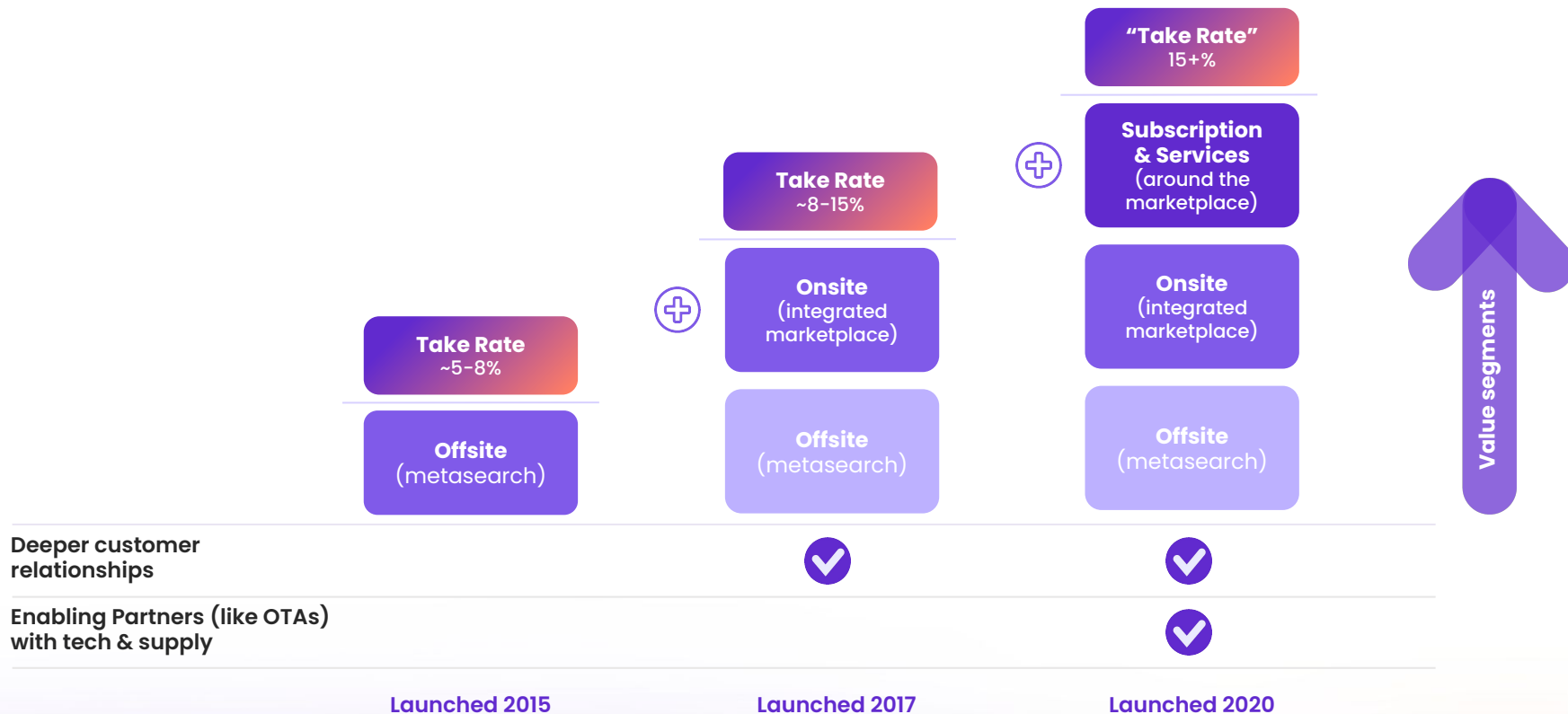
A pain for travelers
to find the right place to stay

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

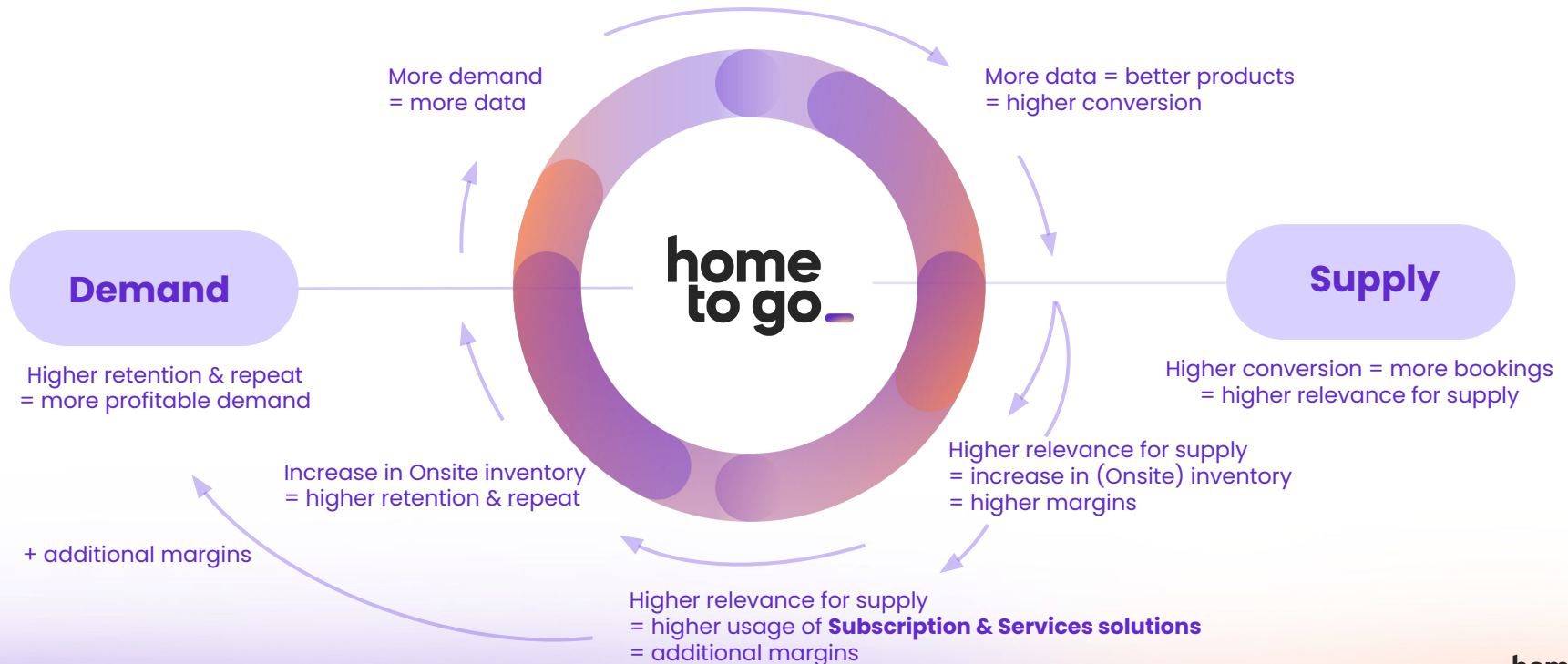
We are solving the key pain points of the market with technology by matching the right travelers with the right suppliers



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...



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



...and 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 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

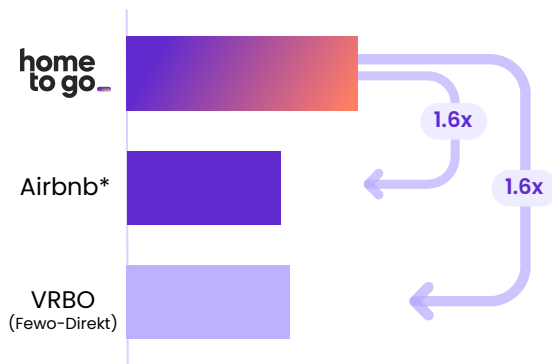
Further utilizing existing and developing new solutions to enable the entire alternative accommodation industry

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

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**



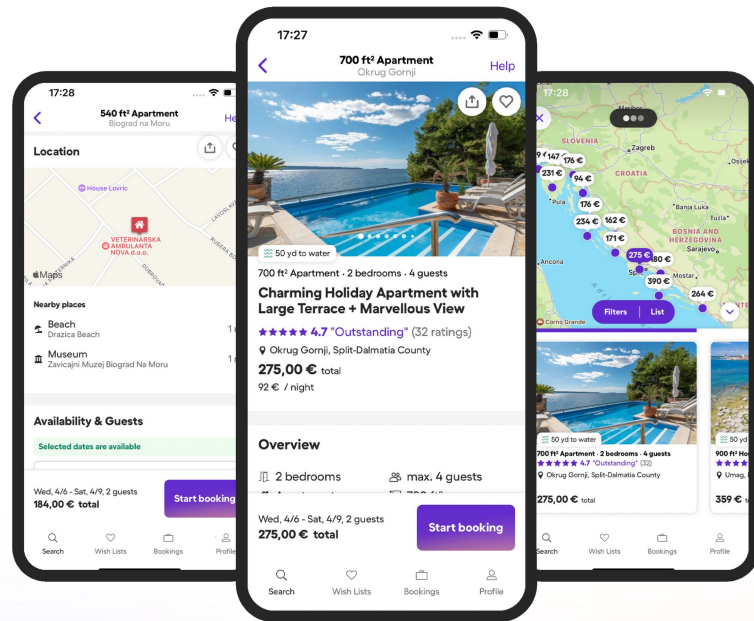
World's largest selection of vacation rentals



Highly curated through smart tools & machine learning



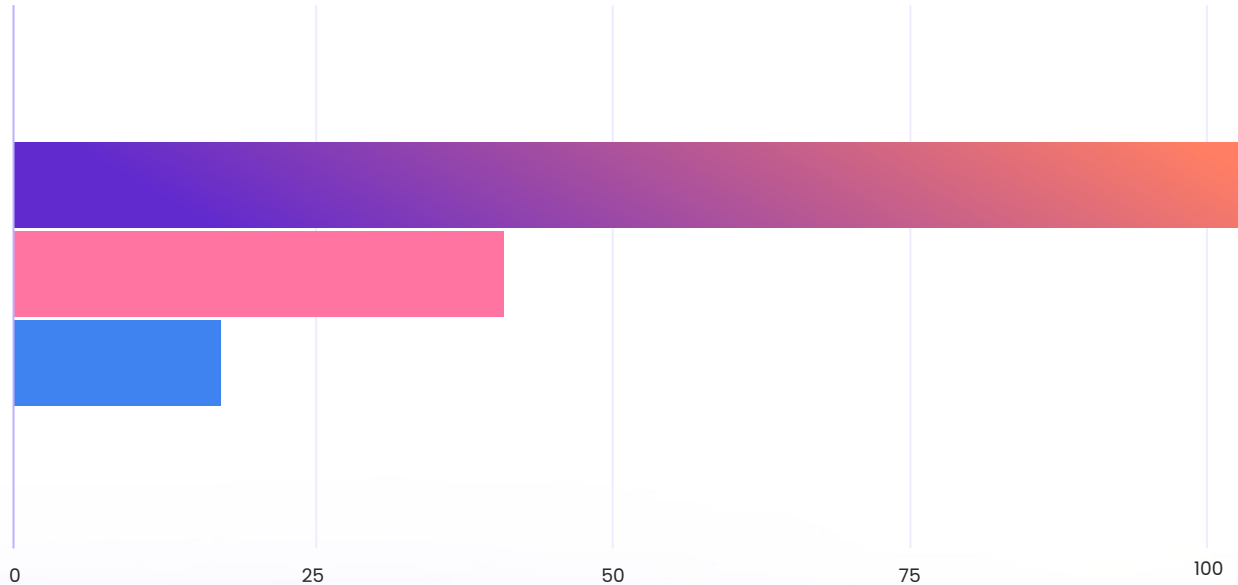
Trusted checkout & payments



In Germany, HomeToGo Group has reached twice as much organic search visibility compared to Airbnb and VRBO combined

1

HomeToGo Group Airbnb VRBO (FeWo-direkt)

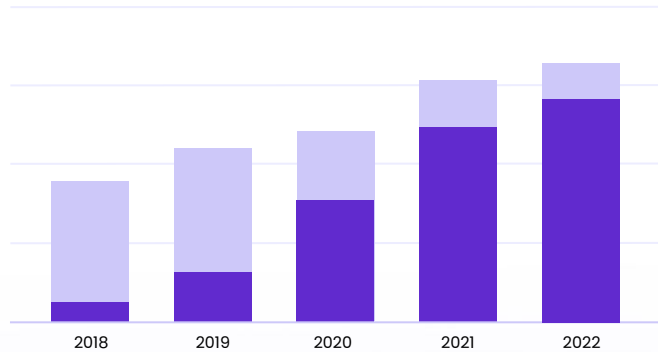


Sistrix visibility points*

Customers placing their booking using our Onsite product are more likely to book again and the higher repurchase translates into growing CLVs

Activating (new) customers by product of first booking

Offsite customer Onsite customer



CLV for Onsite customers

2018 2019 2020 2021 2022

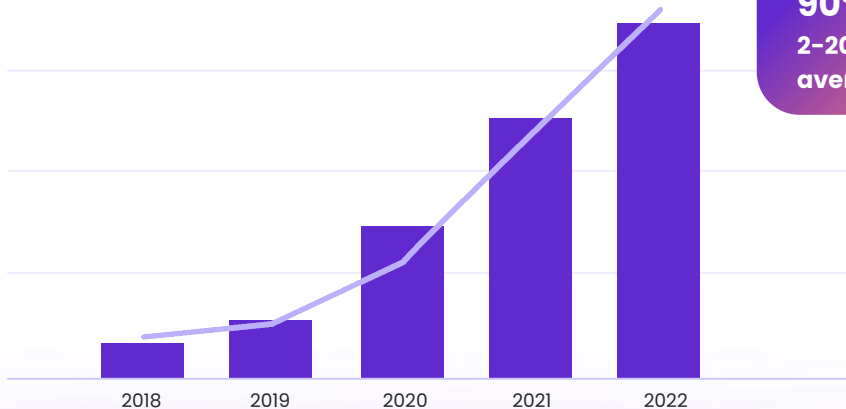


We've been establishing our app as the best way to experience HomeToGo – strong engagement ensures monetization and consistent growth via paid installs

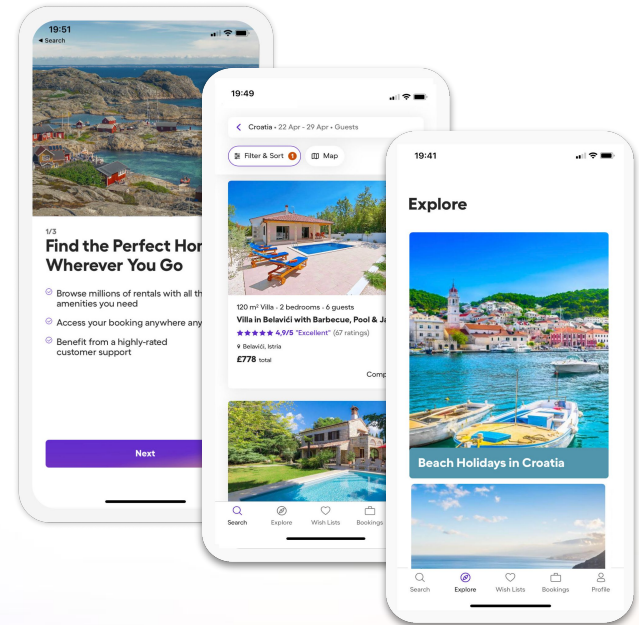
App installs and app MAUs

■ App installs — Monthly active users

Year (Q1-Q3)



Growth 19-22 (CAGR)*
90% vs
2-20% VR
average



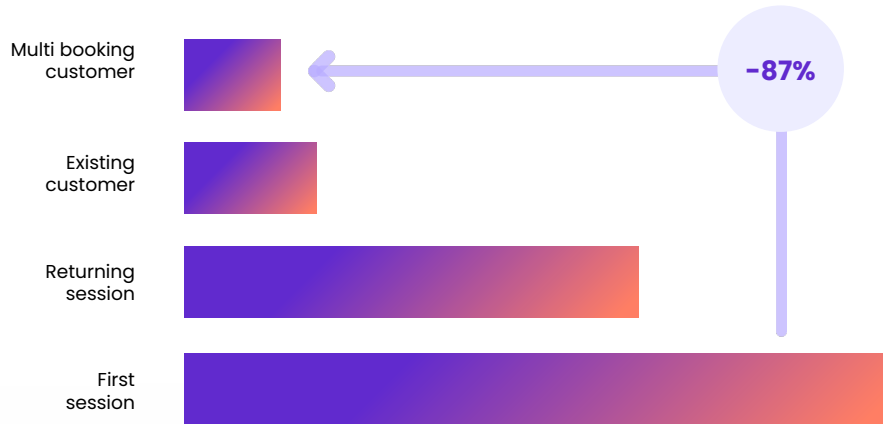
* Compound annual growth rate; for actuals all years based on numbers for Q1-Q3

** Source for benchmark: OTA and VR app traffic benchmark from Deutsche Bank Research, Online Travel-Industry Update, Oct 11th '22 - Used numbers based on WAU growth for ROW comparing 2022 with 2019
Note: Numbers excluding recent acquisition e-domizil (100% Onsite inventory)

Substantially lower marketing costs are required in order to drive bookings from existing customers compared to new users

1

ACNR per user segment for 2022 YTD*



Takeaways

- Existing customers show up to **-87%** lower marketing cost per booking
- Acquiring a new customer is **+6x** more expensive because of a different marketing mix and higher conversion rates

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

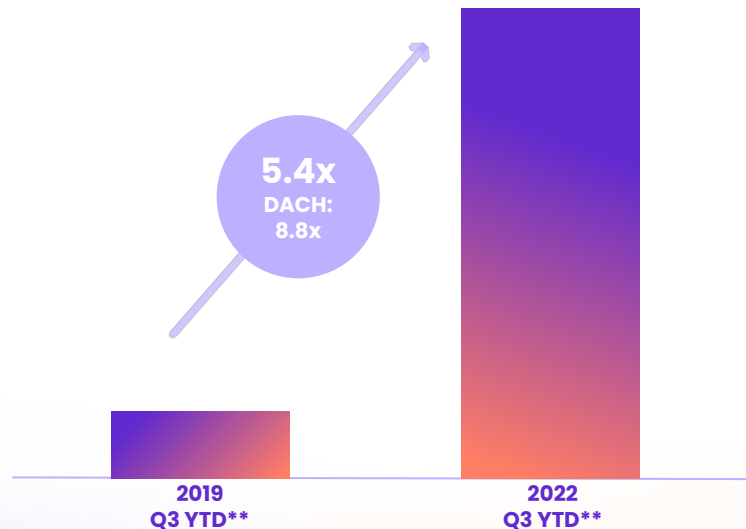
App Store ratings

4.8/4.5
[App Store] [Google Play]

as of Sep-2022 for hometogo.de

Booking Revenues from repeat customers

EUR million



*Net Promoter Score = Average NPS (promoters - detractors)

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

We solve key pain points for the entire supply side

2

Online travel agencies (OTA)

Property managers

Hosts



A

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



B

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



C

Get supply + better data around prices and availabilities

C

Use software solutions like property or channel management

C

Use software solutions to list, operate or distribute

Incremental customers,
supply and data

More bookings, and can
leverage HomeToGo's
technology

Enable online market
access via software solutions

Offering a highly attractive customer base

2



High average basket sizes

With an average stay **length of 7 days** 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** allow our Partners to plan ahead and give occupancy security

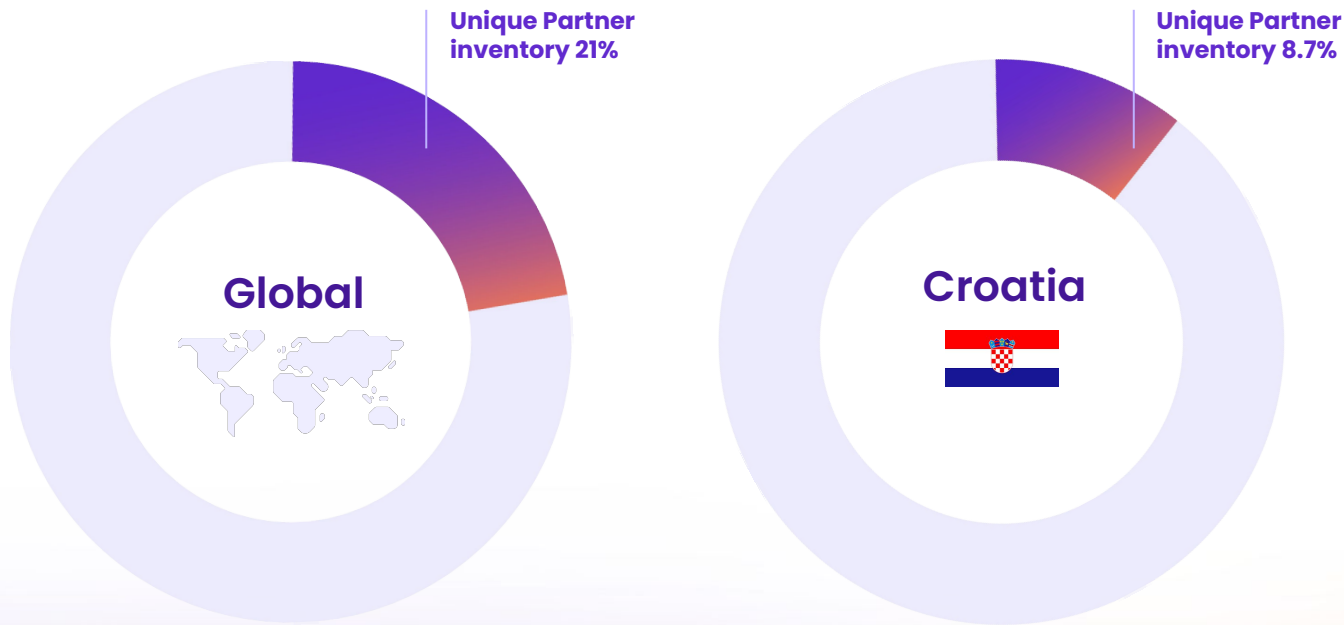


Attractive customer group

HomeToGo travelers show an opportunity for high purchasing power with more than **70% of travelers being older than 35 years*** and more than **40% of bookings being non-domestic**

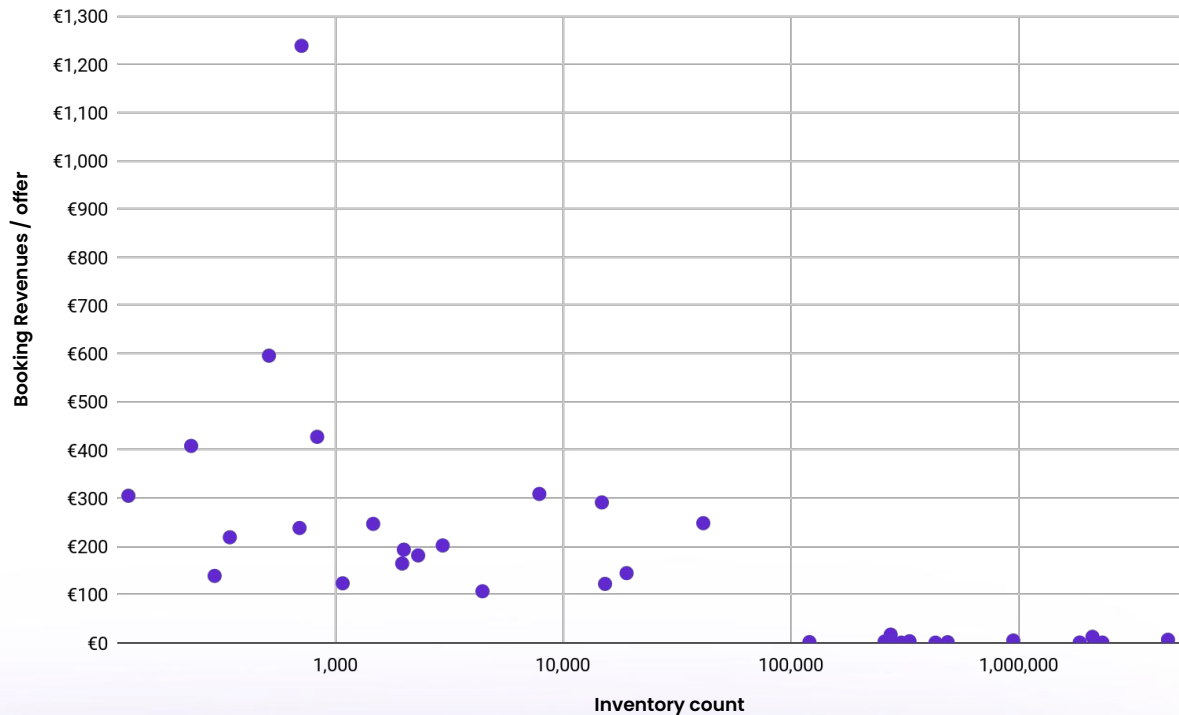
We are not dependent on large Partners – our amazing accommodations come from a variety of Partners

Share of unique inventory of our three largest Partners*



*This view of unique inventory considers the inventory of our largest three aggregators as coming from a single grouped entity and looks weighted by impressions at the uniqueness of their grouped inventory.
Source: Internal data (Jan. 2022 - Sep. 2022)

Small providers have the most valuable accommodation selection



Our champion 2022:



House in Port d'Andratx (Mallorca, Spain)

...to dream of...



...a home to go_



...with an amazing value for money around the world

2



May 20 - May 27

-24% ~~€1,193~~ **€903** for 7 nights

Found on I.D.Riva Tours GmbH

80 m² House · 2 bedrooms · 4 guests

Istranka in Frkeč (Haus für 4 Personen)

4.0 ★★★★★ (1 rating)

📍 Melnica, Istria

Details

📍 Croatia

View deal



Jun 3 - Jun 10

€550 for 7 nights

Found on Novasol

50 m² House · 2 bedrooms · 6 guests

House in Molde with Terrace & Barbecue

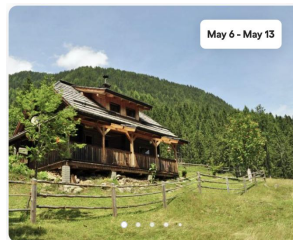
4.6 ★★★★★ (3 ratings)

📍 Møre og Romsdal

Details

📍 Norway

View deal



May 6 - May 13

-27% ~~€764~~ **€555** for 7 nights

Found on Belvilla

75 m² Chalet · 2 bedrooms · 4 guests

Almhütte im Walde

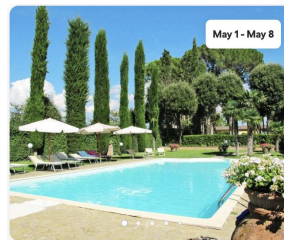
4.5 ★★★★★ (182 ratings)

📍 Teuchl, Carinthia

Details

📍 Austria

View deal



May 1 - May 8

-28% ~~€876~~ **€629** for 7 nights

Found on Inter Chalet

130 m² Farmhouse · 3 bedrooms · 6 guests

Charming Farm in Poggibonsi with Garden, Pool & Terra...

4.6 ★★★★★ (63 ratings)

📍 Poggibonsi

Details

📍 Italy

View deal



May 6 - May 13

-26% ~~€2,397~~ **€1,783** for 7 nights

Found on Kona Coast Vacations

163 m² Condo · 1 bedroom · 4 guests

Penthouse Spectacular Ocean Views Across from Snork...

4.9 ★★★★★ (51 ratings)

📍 Kahaluu-Keauhou, North Kona

Details

📍 Hawaii

View deal



Apr 1 - Apr 8

-40% ~~€1,736~~ **€1,043** for 7 nights

Found on Paradies Rügen

90 m² House · 2 bedrooms · 4 guests

Rügen Urlaub zwischen Strand und Natur

4.9 ★★★★★ (38 ratings)

📍 Glowe, Rügen

Details

📍 Germany

View deal

Whether you go GLAMPING



08 May - 15 May
€454 **€70** -54% /night · €493 total



Lodge · 4 guests · 1 bedroom

Resort Hoge Kempen 4

📍 Zutendaal, Flanders

★ 5,0/5,0 (1)

[Details](#)

Book on HomeToGo

[View deal](#)



01 Apr. - 08 Apr.

€438 **€38** -73%

Unusual rental ·

Tente Lodge Vie

📍 Trédrez-Locq

★ 4,1/5,0 (68)

[Details](#)

Want to sit on a THRONE



03 Dec. - 10 Dec.
€450 **€64** -57% /night · €451 total

Castle · 6 guests · 3 bedrooms
Semi-detached house, Saint-Lô-d'Ourville-Manoir
📍 Saint-Lô-d'Ourville, Normandy



Book on HomeToGo

Details

[View deal](#)



06 Dec. - 13 Dec.
€247 /night · €

Castle · 16 guests
Château de Goy
📍 Gesves, Wallonia

★ 4,6/5,0 (1)

Details

Or simply want to be AWAY



07 Jan. - 14 Jan.

~~€444~~ €264 -41% /night · €1,846 total

House · 6 guests · 2 bedrooms

House in Juliusruh with Garden, Terrace & Sauna

📍 Juliusruh, Breege, Mecklenburg-Vorpommern



Book on HomeToGo

Details

View deal



Jun 10 - Jun 17

€687 for 7 nights

Found on Interhome

45 m² House · 1 bedro

House in Oberau

5.0 ★★★★★ (2 rati

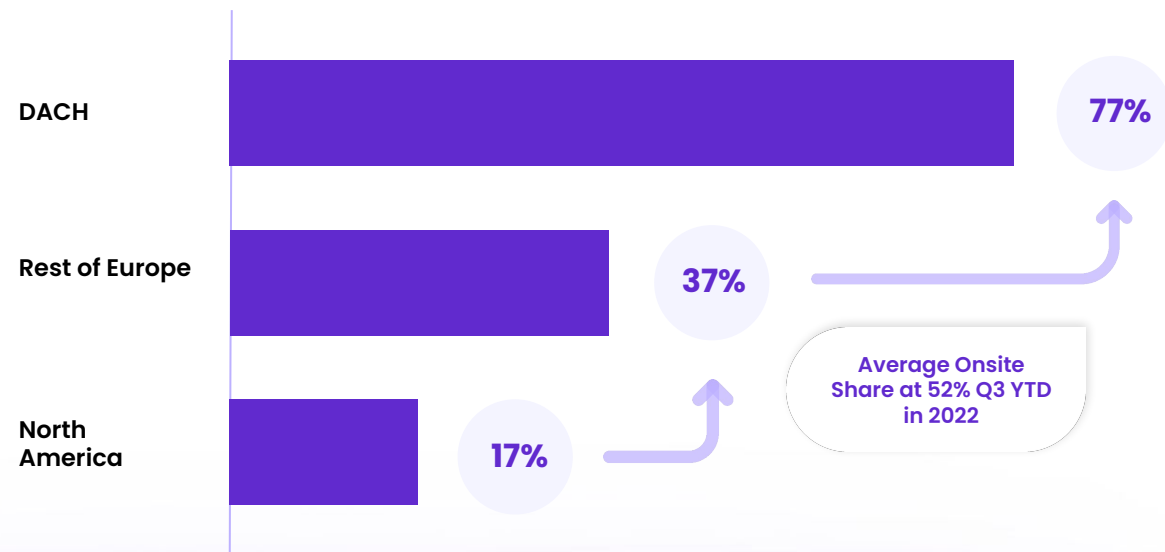
📍 Oberau, Tyrol

Details

Executing our strategy, our Booking Revenues are increasingly Onsite

Onsite Share

in % of Booking Revenues*



2

Growth vs 2019

1.5x

1.8x

12.2x

Our solutions and continuous efforts are constantly growing our and our Partners' success

Number of bookings placed with the Partner

•



50x



90x



140x

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

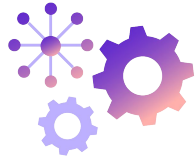
Q1 2022

140x bookings growth compared to Q1 2017

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

15+ million

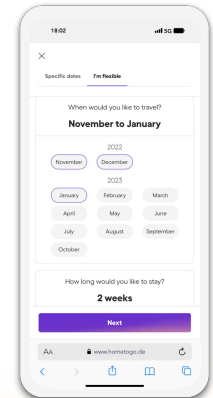
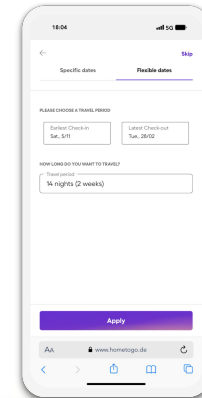
Offers in the search database from thousands of Partners



100+

A/B experiments in production at the same time

Before & after



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



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 supply solutions for the supply side incl. our Partners

1. Utilizing the **technology solutions of our marketplace** and making them accessible externally
2. Developing and integrating **new solutions for the supply side** around our marketplace (also via M&A)
3. **Combining** native marketplace technology and new 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

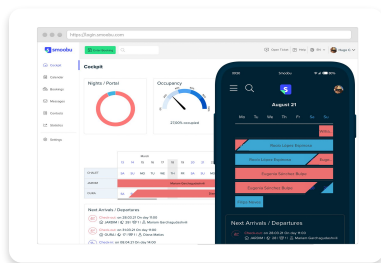


Property management system (PMS) for agencies + solution for destinations focused on the DACH market, also supporting multi-channel inventory distribution

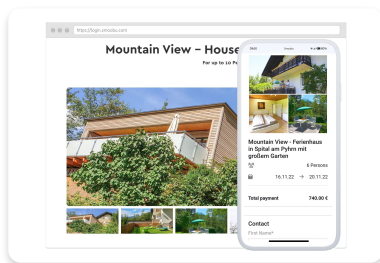


Leveraging **HomeToGo's scaled marketplace tech & data**, e.g. for whitelabels today, or **yield management, inventory enrichment**, etc. in the future

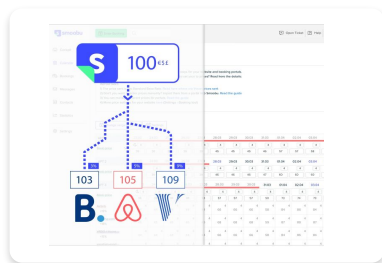
When we add solutions, we focus on companies with healthy business fundamentals and scale them further



Overview via central cockpit incl. guest communication



Click-and-build own website easily



Synchronise data like prices & availabilities

An all-in-one SaaS solution to connect self-service focused hosts more easily to our Partners – enabling the whole supply side to be more successful.

Q3 2022

3

MRR
YoY Growth

+94%

Rule of 40

64%

Magic Number

1.04

DBNER*

148%

NRN*

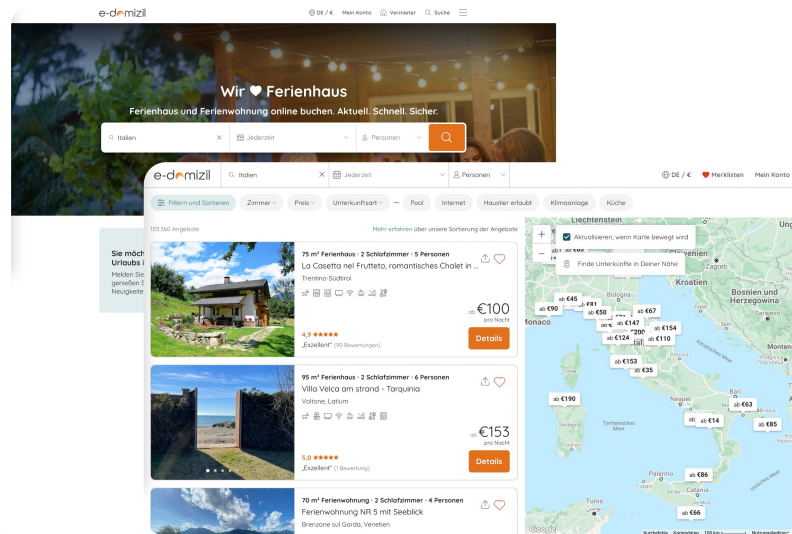
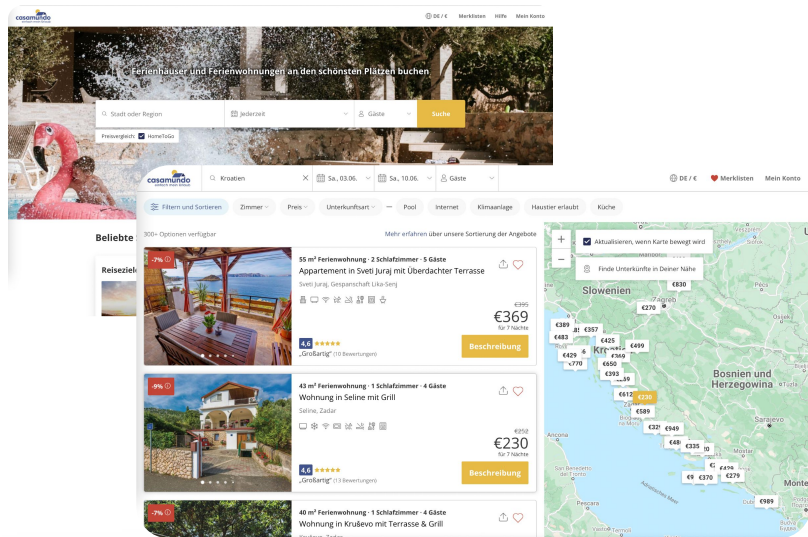
130%

Strong reputation as software and integration partner loved by customers



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

3



Fully live ~10 months
after acquisition



Fully live ~7 months
after acquisition

**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.

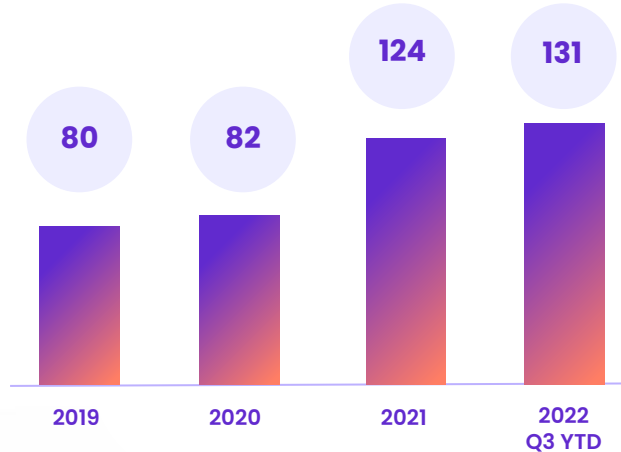


Vacation rentals have also surged during times of other crises as travelers prefer the safety of an accommodation that feels like their own home.

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

Booking Revenues

EUR million

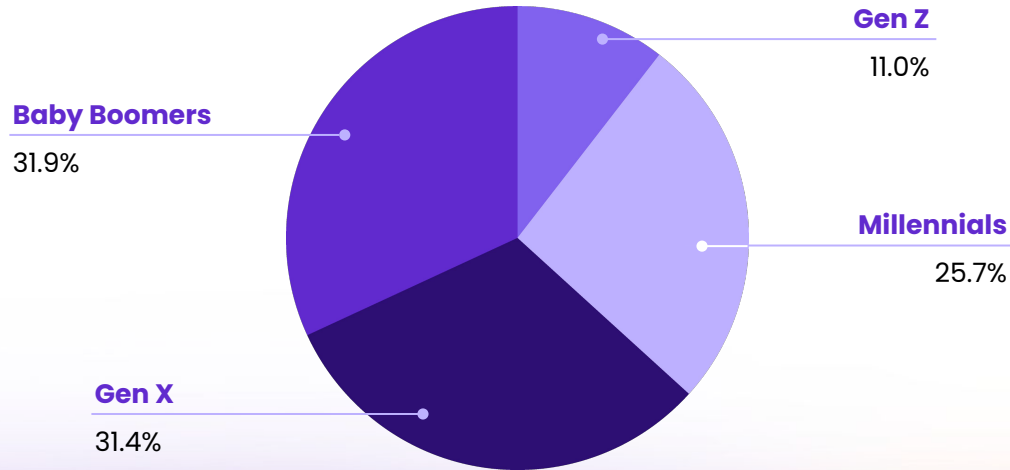
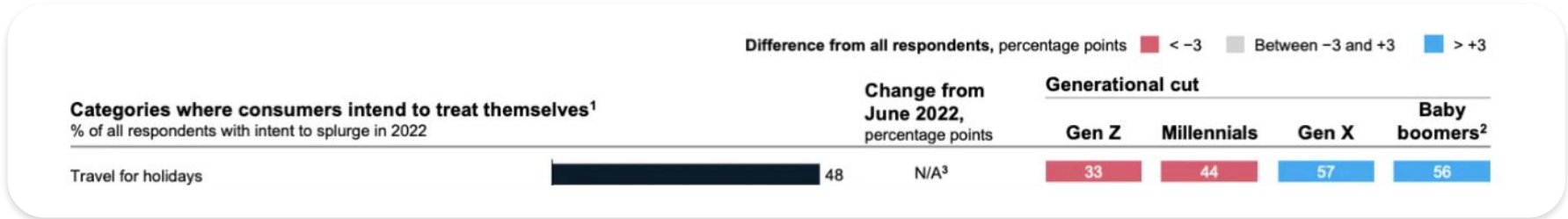


Vacation rentals proved resilient during Covid-19 as travelers sought the safety and privacy of a separate rental vs crowded hotels



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



Mid-term milestone:

**Continuous
margin improvement
to drive profitable growth**

...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

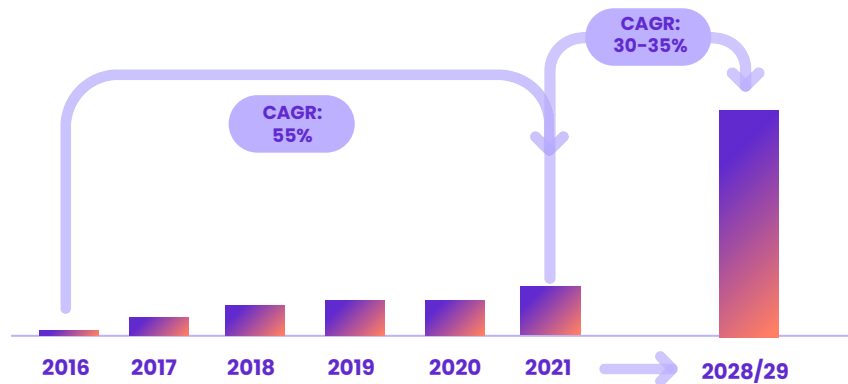
Total accommodation
market >1.7tn EUR by 2030

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

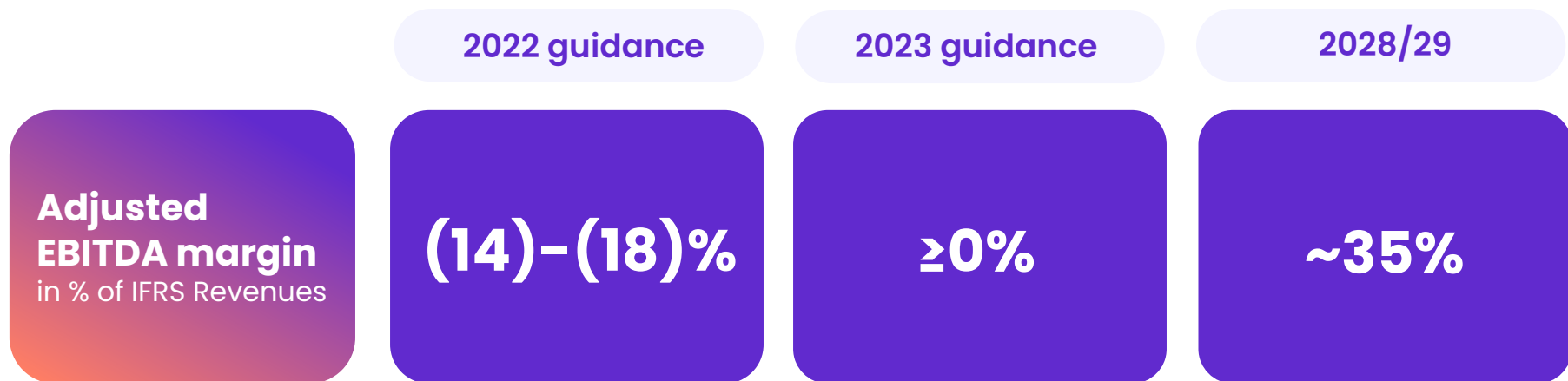


Actively manage
Onsite & services
businesses



Enable growth
through
targeted M&A

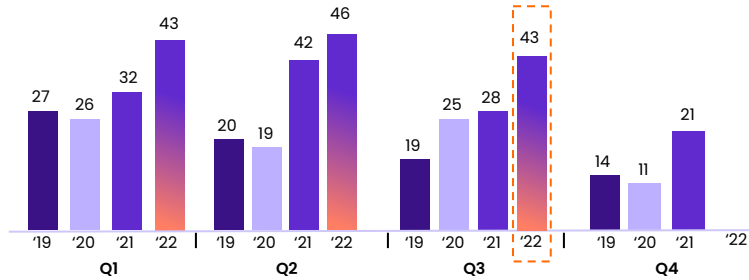
Path to profitability: Our Adjusted EBITDA margin over the short, medium and long-term



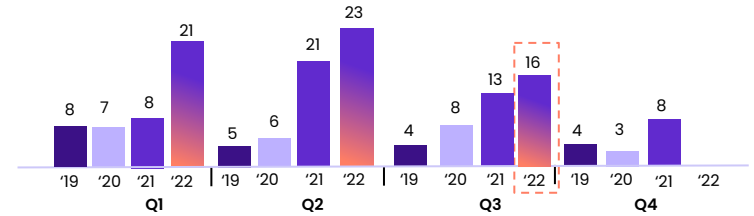
Financials

Q3 showed growing profitability and positive Net Income on the back of strong growth in both Booking Revenues and IFRS Revenues

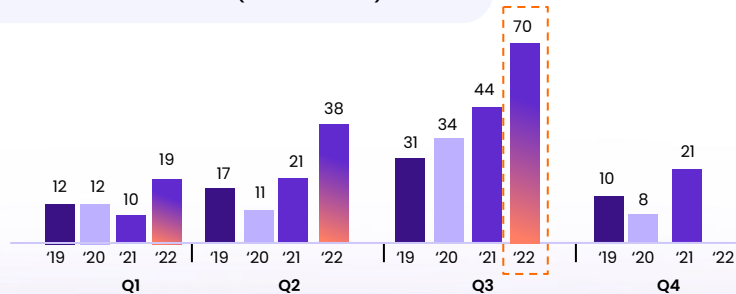
Booking Revenues (EUR million)



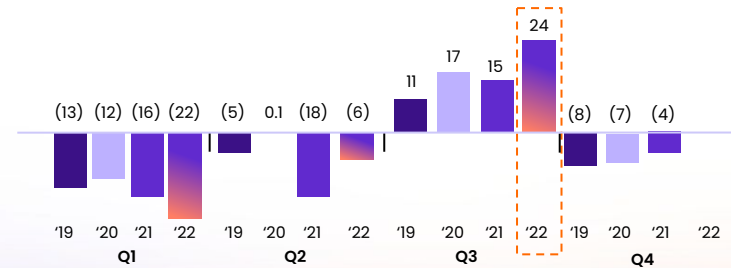
Onsite Booking Revenues (EUR million)



IFRS Revenues (EUR million)



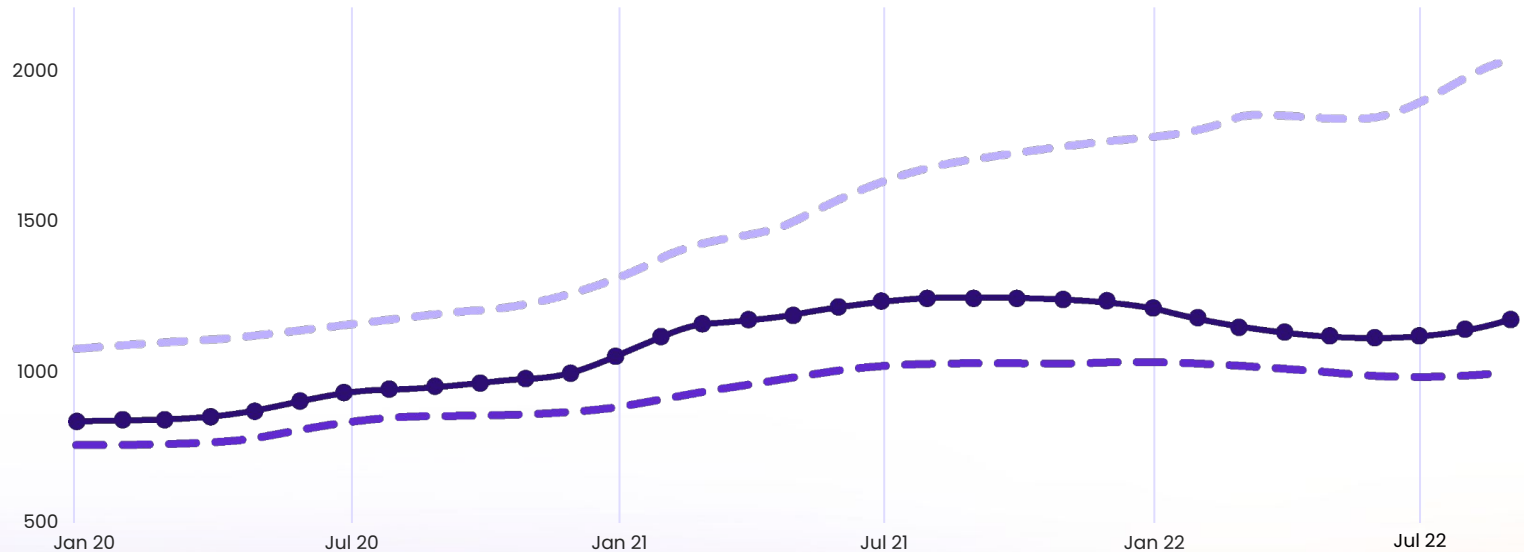
Adjusted EBITDA¹ (EUR million)



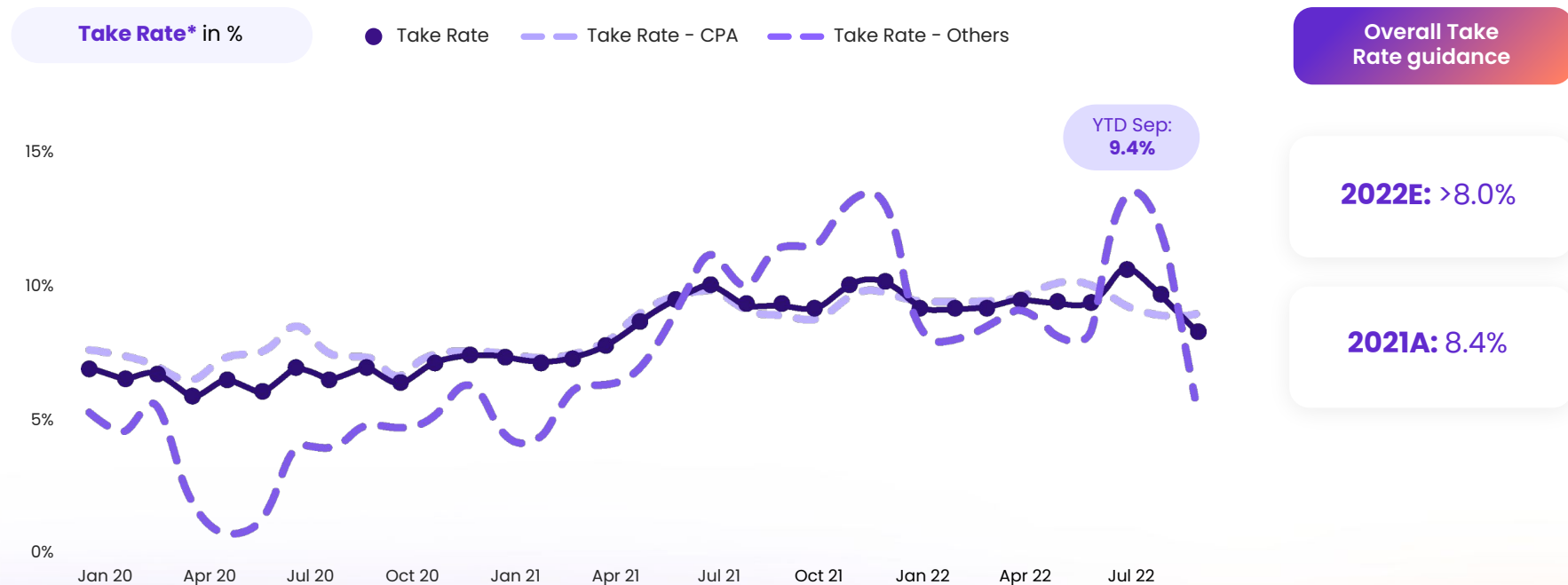
Increasing share of the US business, with its higher basket size, as well as increasing share of next year bookings drives positive Q3 development

12M rolling average Basket Size (EUR)

● Basket Size - - - US - - - Europe

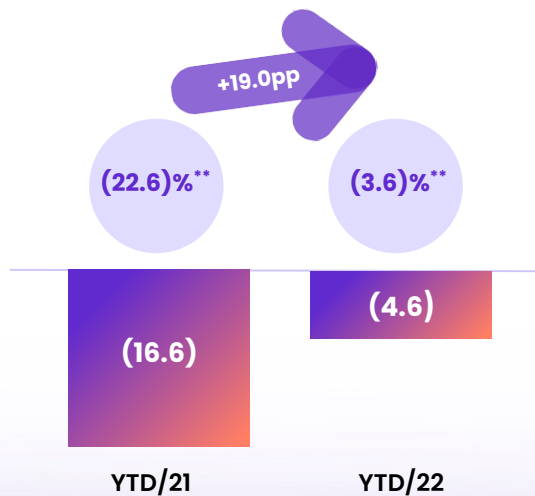


Stable CPA Take Rate in line with regional mix while Others sees high volatility in transition phase to shoulder-season

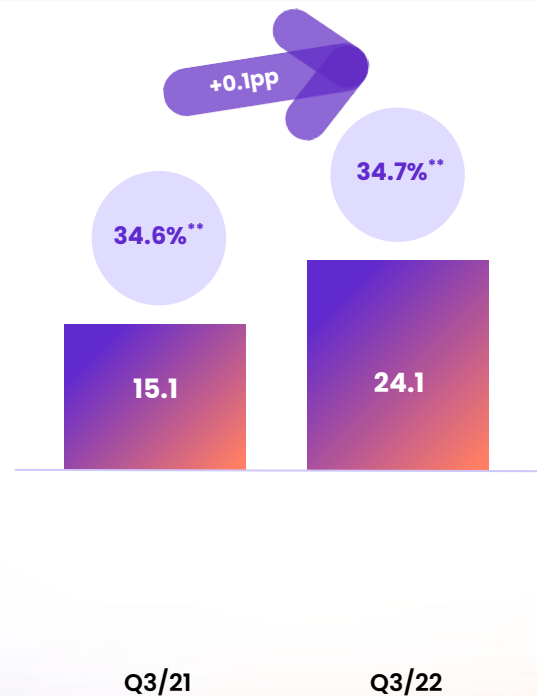


We delivered healthy profitability on the back of strong topline momentum

Q3 YTD Adjusted EBITDA* (EUR million)



Q3 Adjusted EBITDA* (EUR million)



We are already Adjusted EBITDA positive in our biggest market...



...and well-prepared to deliver on our 2023 break-even goal

Measures on our path to profitability

Topline measures

Marketing efficiency measures

Operating measures

home
to go_

Our approach

Consolidate contracts within HomeToGo Group for optimal Take Rate

Implement add-on services for travelers to create additional Take Rate uplift

Tighter steering of our ROI-based marketing approach and increased scale of repeat and top-of-funnel demand

Optimal resource allocation and paced overhead investments, combined with economies of scope from lifting acquisition synergy potentials

Adj. EBITDA
impact margin

Low

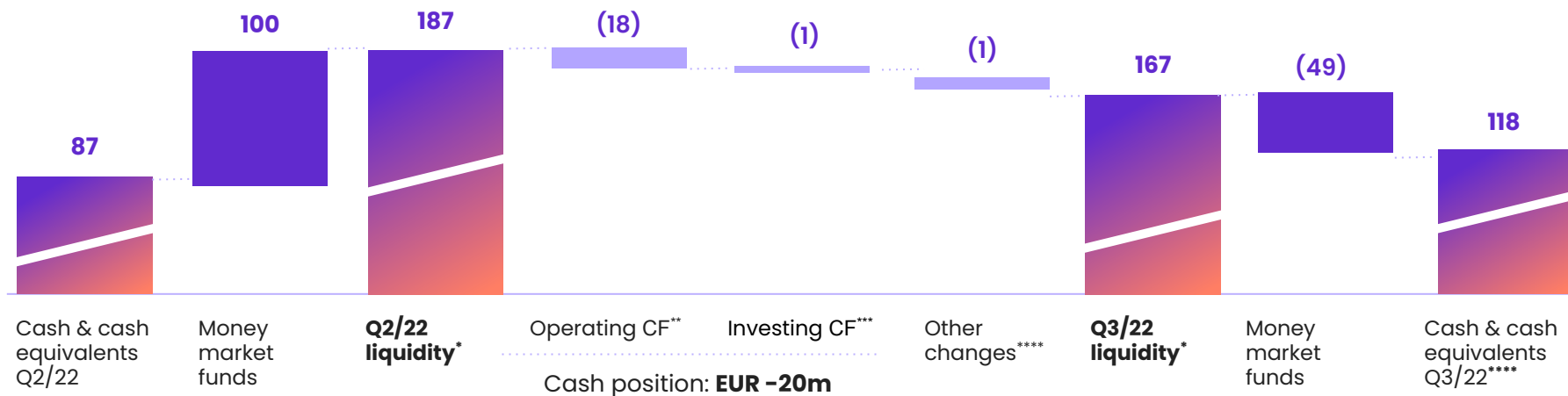
Mid

High

Mid

Cash position remains strong, with further inflow from summer travel season expected for Q4

EUR million



* Both Q3/22 and Q2/22 liquidity include investments into highly liquid short-term deposits with maturity of more than 3 and less than 12 months.

** Operating cash flow includes outflows in the amount of EUR 20m for traveler advance payments collected as part of payment services for homeowners.

*** Includes only cash flows from investments in fixed and intangible assets as well as payments for acquisitions. Cash flows of EUR 50m from the sale of a portion of money market funds are already contained in Q2/22 liquidity and thus not included in Investing CF here.

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

***** Q3/22 cash & cash equivalents include cash of EUR 0.9m that is restricted due to statutory requirements.

Upgraded FY/22 outlook for the 2nd time to reflect for the strong topline performance year-to-date

Old FY/22 Guidance

IFRS Revenues

+40% – +50%

133–143m EUR

Adjusted EBITDA¹

(15%) – (24%) margin

(22)–(32)m EUR

New FY/22 Guidance

IFRS Revenues

+48% – +54%

141–146m EUR

Adjusted EBITDA^{*}

(14%) – (18%) margin

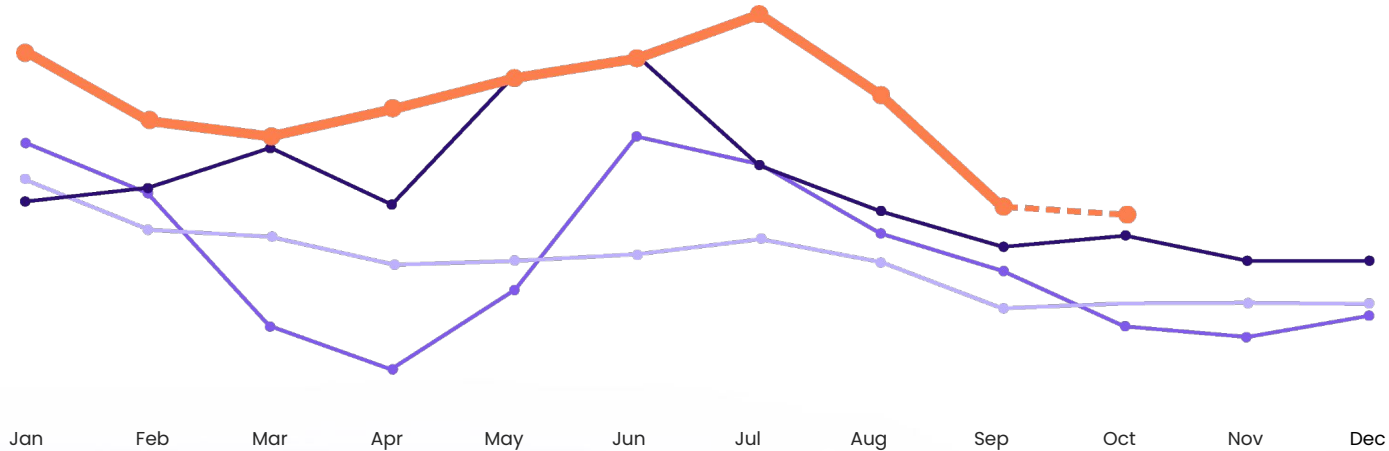
(20)–(25)m EUR

FY/21
Adj EBITDA
(22%)

Q4 Booking Revenues started off as expected in-line with seasonal patterns

Booking Revenues (EUR million)

● 2019 ● 2020 ● 2021 ● 2022



**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," "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

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