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Preliminary Financial Information

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

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home
to go_

September 2021

World's #1 Marketplace for alternative accommodation⁽¹⁾



€1,000bn+
Total addressable
market⁽²⁾

31,000+
Partners providing
inventory⁽³⁾

14m+
Aggregated
Offers⁽³⁾

€1.3bn
Gross Booking Value
(GBV) 2020⁽³⁾

+50%
GBV CAGR
2016–2020

(1) Relating to the total number of aggregated alternative accommodation Offers

(2) Source: Broker Research










(3) Please refer to the Glossary for more details

An accomplished team with deep travel sector expertise and a unique culture

Founders



Senior Management

 <p>Steffen Schneider CFO</p> <p>SFC ENERGY citi</p>	 <p>Valentin Gruber COO</p> <p>sum up audibene hear.com</p>	 <p>Audrys Kazukauskas Technology & Engineering</p> <p>SWOO DOO KAYAK</p>
 <p>Anke Fiedler Consumer Products</p> <p>lastminute.com Hotels.com</p>	 <p>Carolyn Christ SaaS Products</p> <p>UBS everystay</p>	 <p>Mahendra Roopa Search & Machine Learning</p> <p>DAIMLER NVIDIA</p>
 <p>Dr. Thomas Krauße Performance Marketing</p> <p>wayfair BCG</p>	 <p>Dominik Schwarz Inbound & SEO</p> <p>SWOO DOO KAYAK</p>	 <p>Dr. Benedikt von Wissel M&A, Legal</p> <p>home24 Noerr ROCKET</p>

Company

350+
employees
c.50% in product and technology⁽¹⁾

UNIQUE CULTURE

glassdoor **4.4** ★★★★★

kununu **4.4** ★★★★★

TOP TIER INVESTORS

INSIGHT VENTURE PARTNERS LAKE STAR
DN Capital ACTON

(1) Headcount HomeToGo Group incl. dedicated teams of tech service provider NFQ, please refer to the Glossary for more details

Positioning

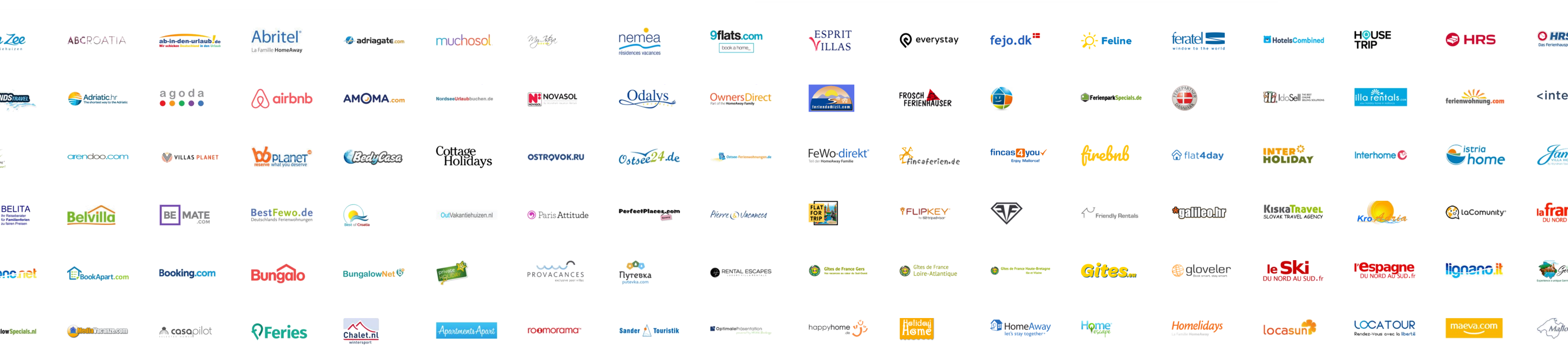
The market for accommodation is highly fragmented – even the large Online Travel Agencies (OTAs) cover only a fraction of it



(1) Source: Broker Research, Company information
(2) Based on Gross Booking Value for the financial year 2020

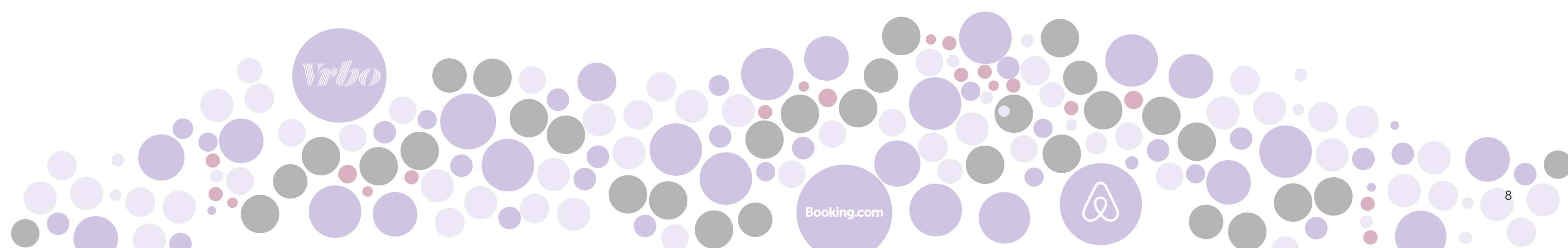



Alternative accommodation with 100k+ different websites



A pain for Consumers
to find the right place to stay

A pain for Suppliers
lacking standards, technology and data



A family of four is enjoying a swimming pool. A young girl in a green and black bikini is splashing water towards a boy in blue shorts who is kneeling in the water. A man is also kneeling in the water. A woman in a white bikini is sitting on a large, white inflatable ring. The pool is surrounded by lush greenery and a waterfall in the background. The text "making incredible homes easily accessible to everyone" is overlaid on the image in white, with "incredible homes" highlighted in a purple box.

making **incredible homes**
easily accessible to everyone

A woman with her hair in a bun is sitting on a bed with white linens, looking out at the ocean from a tropical bungalow. The room features a thatched roof, wooden pillars, and large windows with light-colored curtains. A wicker chair and a small table with a potted plant are visible on the right. The ocean is a vibrant blue with white waves, and the sky is a mix of blue and white clouds. The overall atmosphere is peaceful and relaxing.

a home to go relax

A person is seen from behind, looking out of a window at a stunning mountain landscape. The view includes a deep fjord, snow-capped mountains, and a small village in the valley. The text "a home to go up" is overlaid on the image, with "up" underlined.

a home to go up

A young girl with red hair, wearing a colorful striped swimsuit, is crouching on the edge of a swimming pool. She is looking towards the left. The background shows a house and other people swimming in the pool. The scene is set during sunset, with a warm, golden light and a rainbow visible in the sky. The text "a home to go refresh" is overlaid on the image in white, with a purple underline under the word "refresh".

a home to go refresh

A rustic wooden cabin with a deck overlooking a lake in a forest. The cabin has a dark shingled roof and a wooden deck with a railing. There are several wooden chairs on the deck. The scene is set in a lush green forest with a calm lake in the background. The sun is shining through the trees, creating a warm and inviting atmosphere.

a home to go home

The ideal home for YOUR trip is key.

This is what we do.

SUMMER 2021

Make your vacation legendary

Baltic Sea

Sat., 6/5

Sat., 6/12

Guests

Search

The world's largest selection of vacation rentals.⁽¹⁾

Baltic Sea

Sat., 6/5

Sat., 6/12

Guests

Search

Your past searches



Ostsee
Sat., 3/6 - Sat., 3/13 • 2 Gäste

Your recently viewed offers



Similar offers you might be interested in



Your past searches

(1) Relating to the total number of aggregated alternative accommodation Offers 15

We have built the world's largest marketplace for alternative accommodation⁽¹⁾



Removing friction for Supply & Demand through Technology

(1) Relating to the total number of aggregated alternative accommodation Offers

In a huge market that will grow even further...

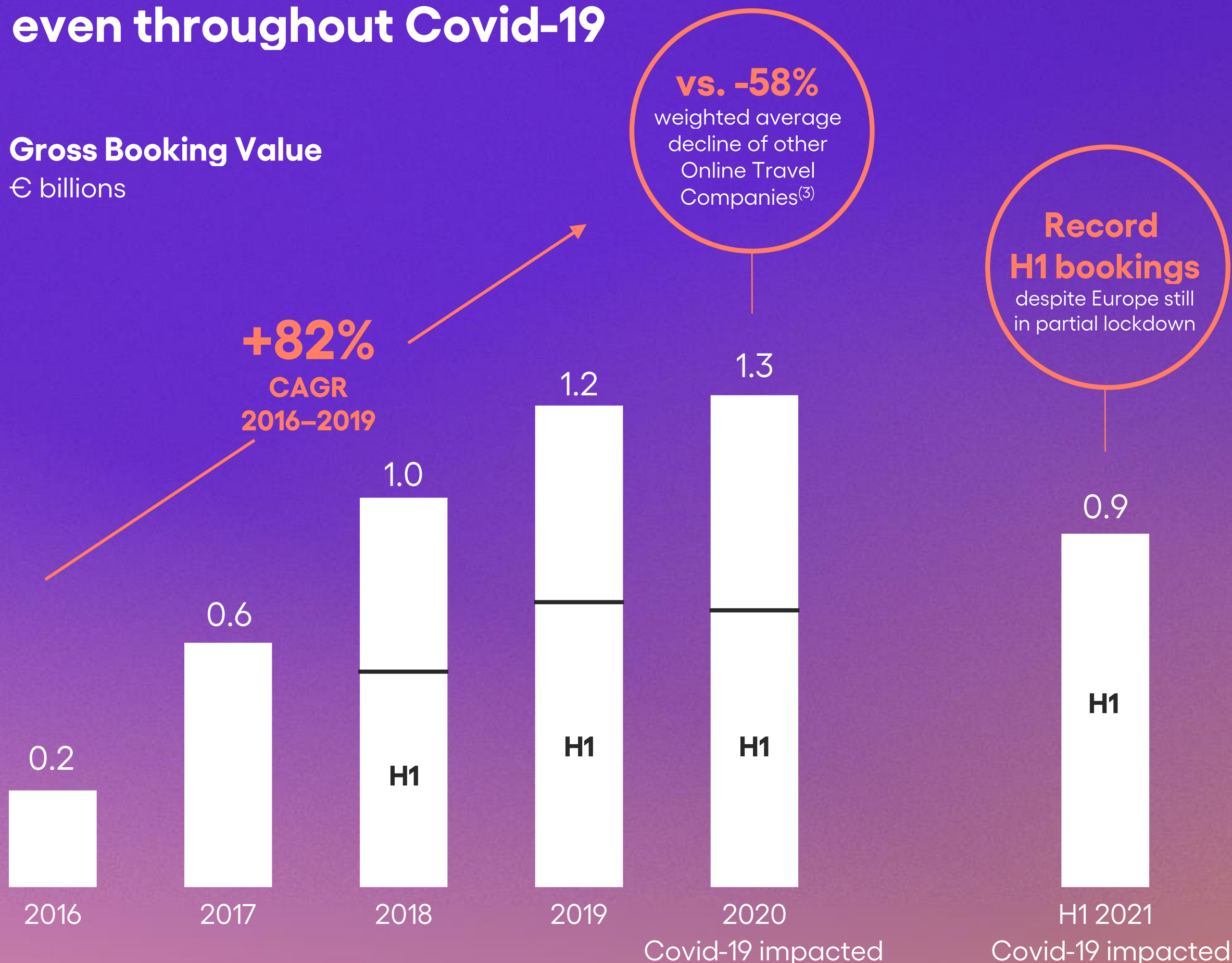
Global stays in accommodation⁽¹⁾



(1) Source: Broker Research
 (2) Estimated market size as of 2030

...we are growing non-stop, even throughout Covid-19

Gross Booking Value € billions



(3) Weighted average Gross Booking Value growth of online travel companies Airbnb (CY 2020), Booking Holdings (CY 2020), MakeMyTrip (FY ended March 2021), Trainline (FY ended February 2021), Trip.com (CY2020) and Expedia (CY 2020); CNYUSD exchange rate of 6.3812 and GBPUSD exchange rate of 0.7059 as of 1st June 2020



a new zeitgeist

Alternative accommodation – a structural trend only further accelerated by Covid-19

Safety is a new dealbreaker

Own home wins over crowded hotel

Boom in domestic travel

as countries encourage citizens to holiday
at home – the home turf of vacation rentals

“Workation”

Home office can be anywhere

**“Consumer demand for alternative
accommodations”, Fogel said, “that
doesn’t go back.”**

Glenn Fogel, CEO Booking.com, [Skift](#), March 2021

The HomeToGo flywheel: Removing friction for the demand side creates trust and strong growth, fueling our marketplace

€1.3bn

Gross Booking Value
2020

>40m

Monthly Visits
Jun-Aug 2020

Demand

**Technology
platform**

Supply

Overview & easy comparison

The most comprehensive inventory⁽¹⁾ in one place

Trust

Book safely and quickly

(1) Relating to the total number of aggregated alternative accommodation Offers

We have earned outstanding consumer trust ...



68

Net Promoter Score⁽¹⁾

For HomeToGo US onsite bookers as of May 2021

Customer reviews⁽²⁾

4.7



REVIEW.S.io

App store ratings⁽³⁾



Google Play

4.8



4.1



“They provided a service which I was **unable to obtain elsewhere** on the Internet.”

“I looked at Vrbo, Airbnb, booking.com, TripAdvisor etc. I got the best deal in the keys! I saved 70%. Absolutely unheard of! I’m excited to spend my savings locally. So glad I found this site. **I will for ever find my vacation rentals here.**”

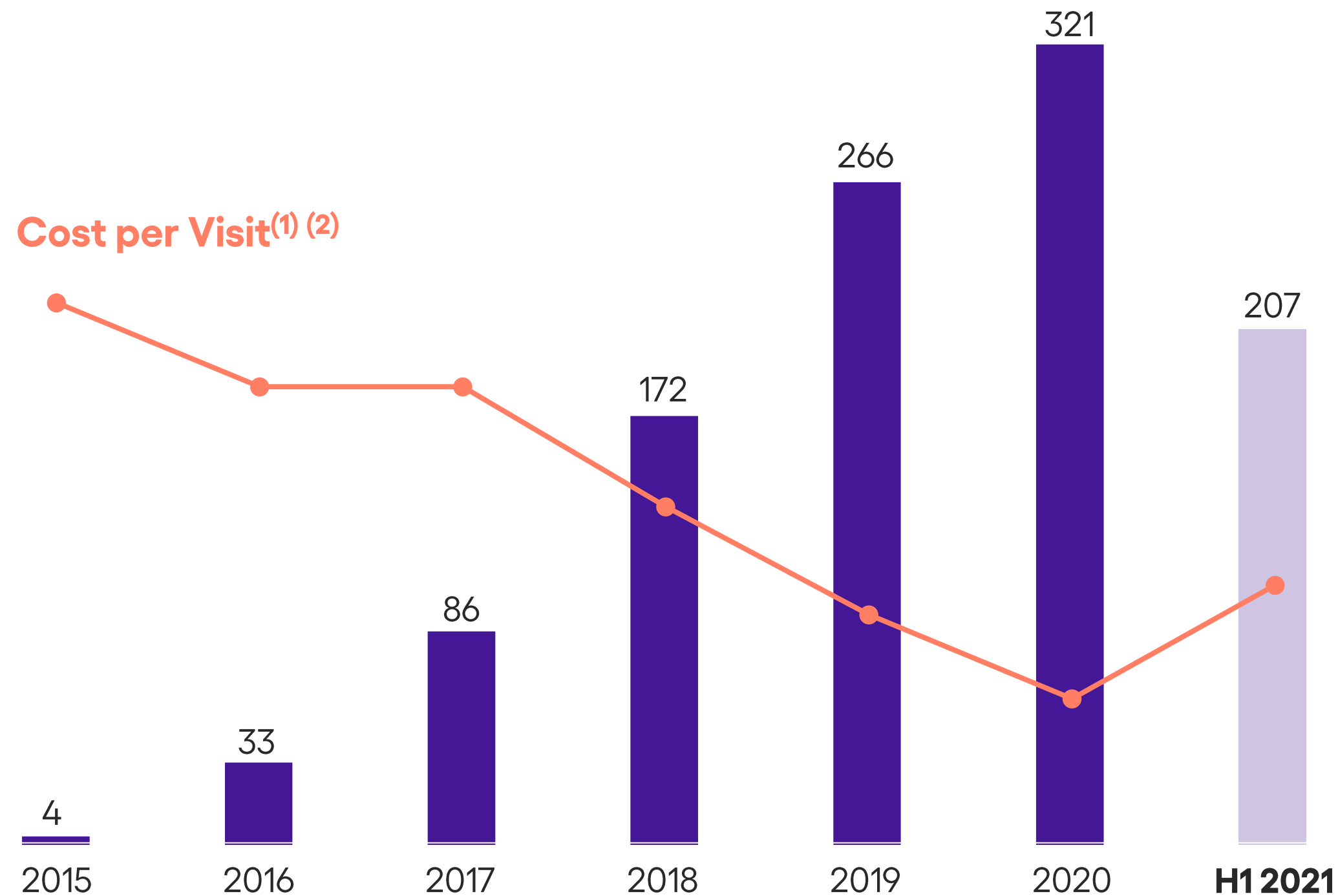
★ Trustpilot



(1) Net Promoter Score measured by Zenloop
(2) As of 1st June 2021, for hometogo.de
(3) As of 1st June 2021

... that lead to strongly increasing demand for our websites while decreasing costs dramatically ...

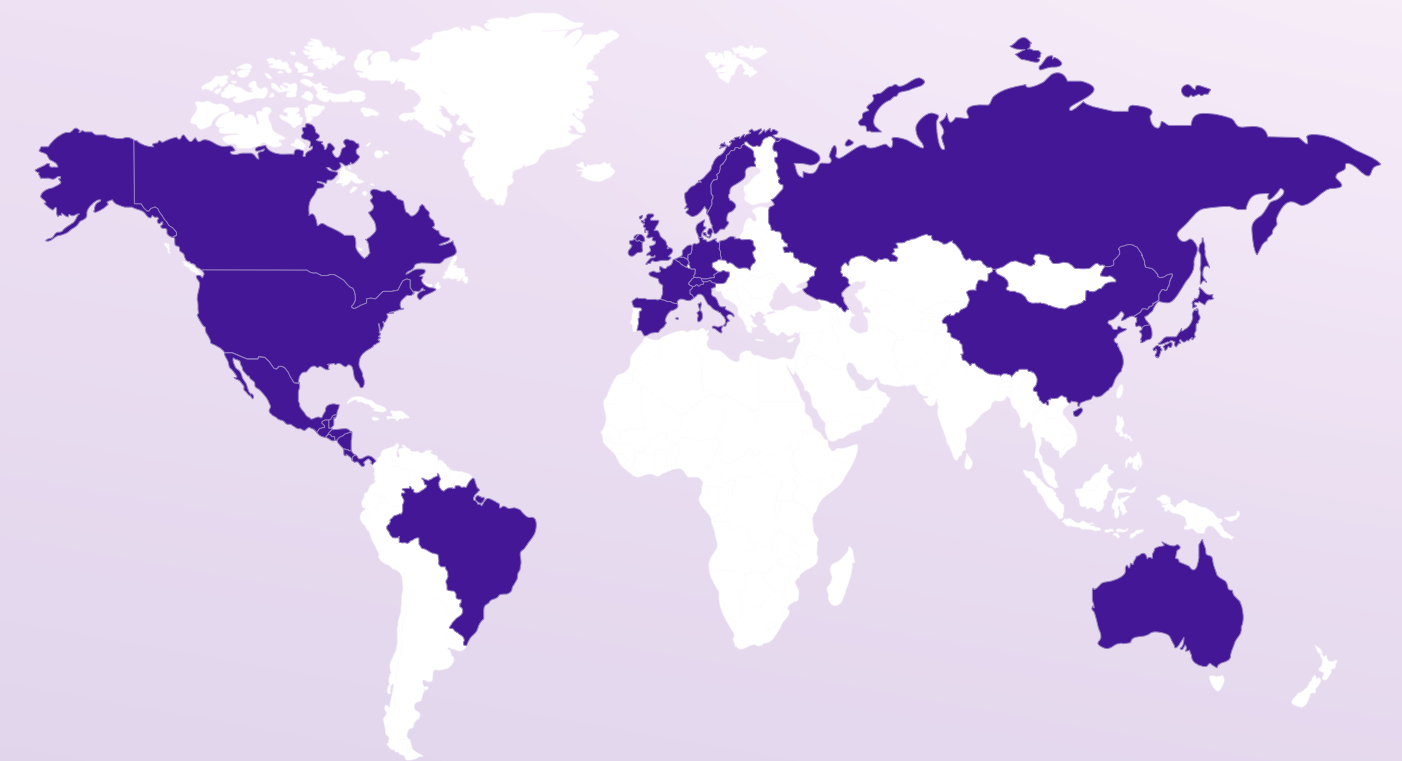
HomeToGo Visits⁽¹⁾
millions



(1) Data includes all Visits for HomeToGo excl. Agriturismo and Escapada Rural
(2) Cost per Visit based on Ad spend excl. TV marketing spend

>80x
Traffic increase
2015-2020

-73%
CPV reduction
2015-2020



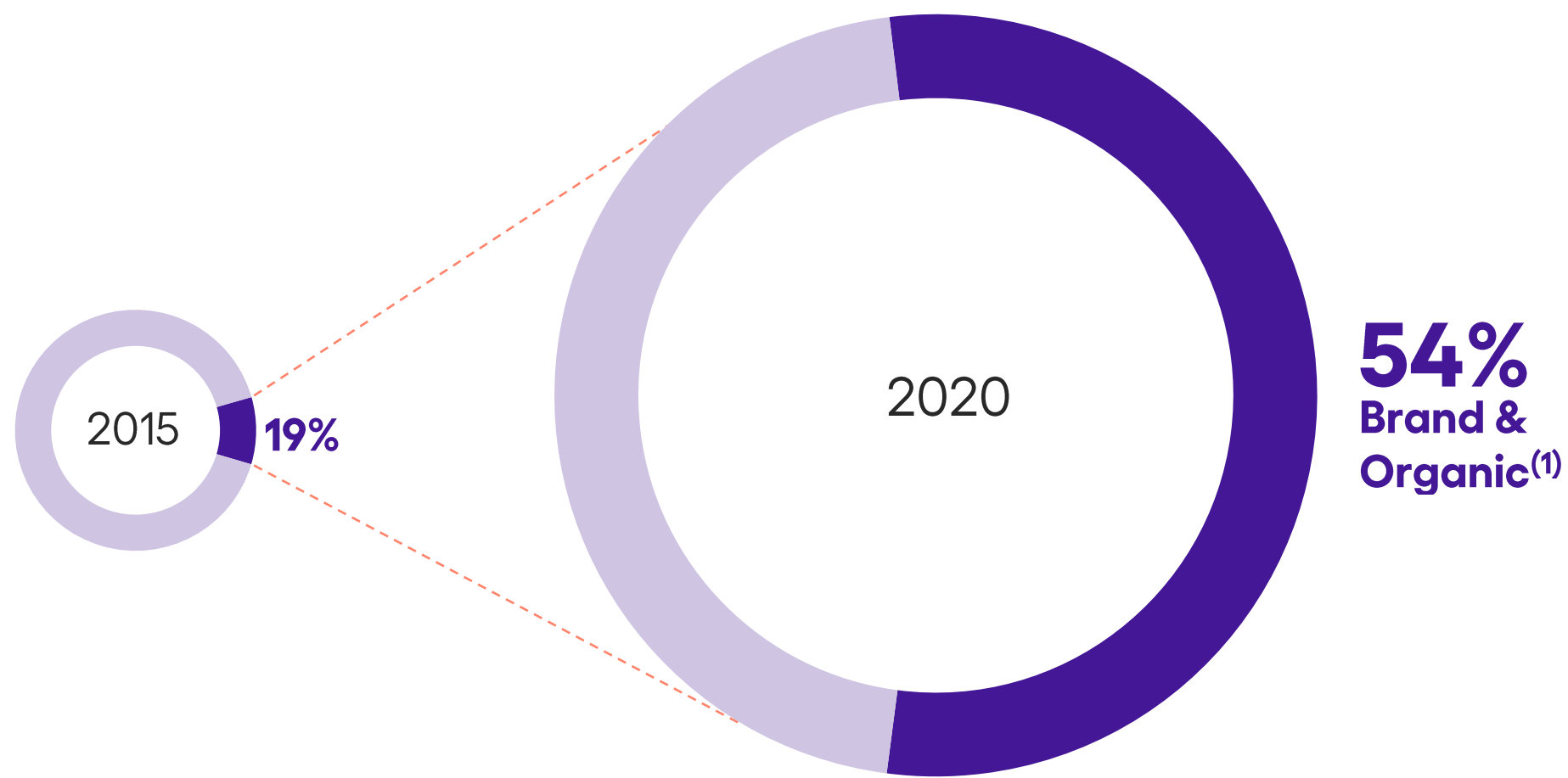
Serving travelers in **23**
countries with global supply

... resulting from increasing Brand & Organic and returning traffic ...

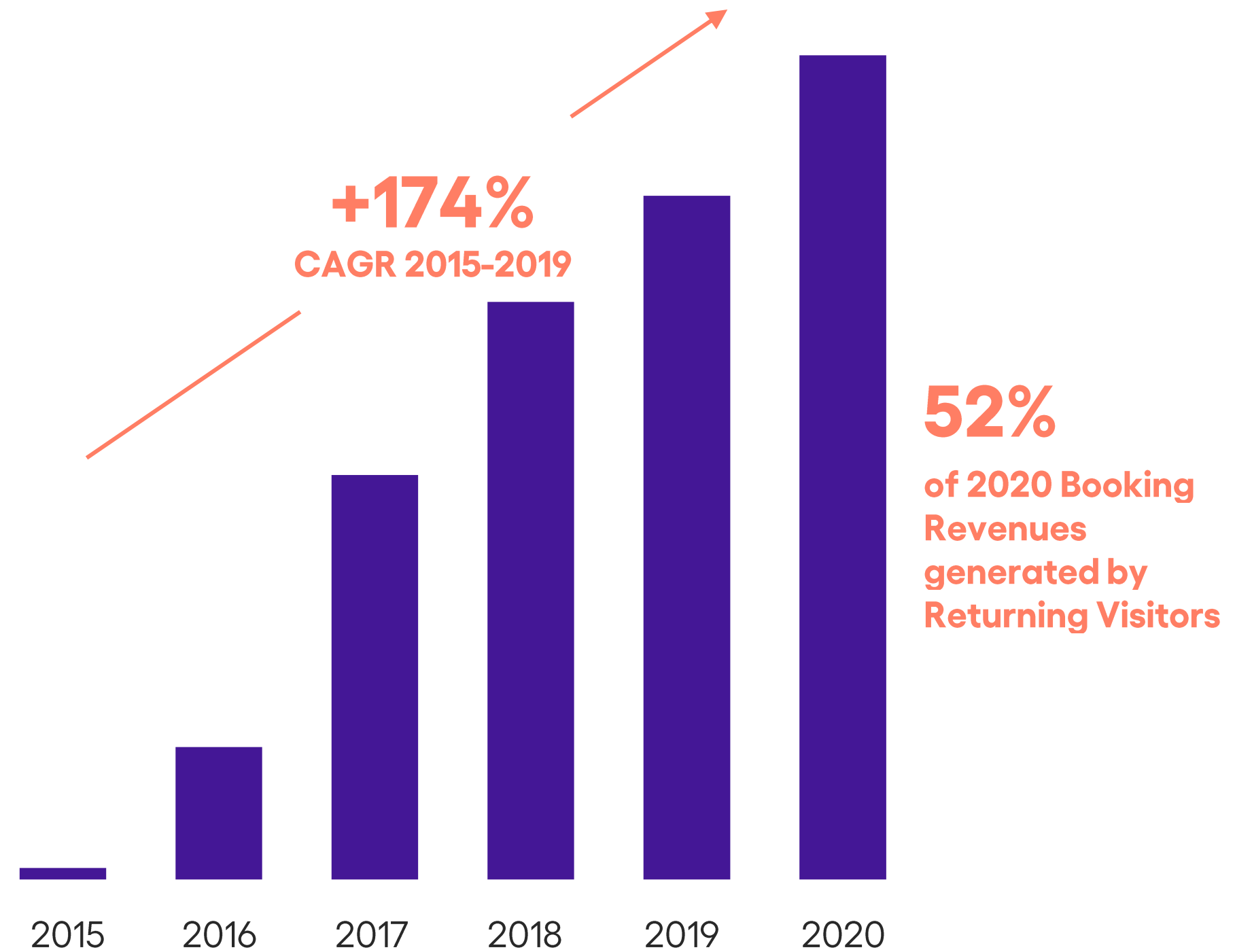
Share of Brand & Organic traffic

Visits⁽¹⁾

■ Brand & Organic ■ Performance Marketing, Affiliate & Display



Booking Revenues from Returning Visitors⁽²⁾



(1) Visits for HomeToGo, inter-company traffic included in Brand & Organic

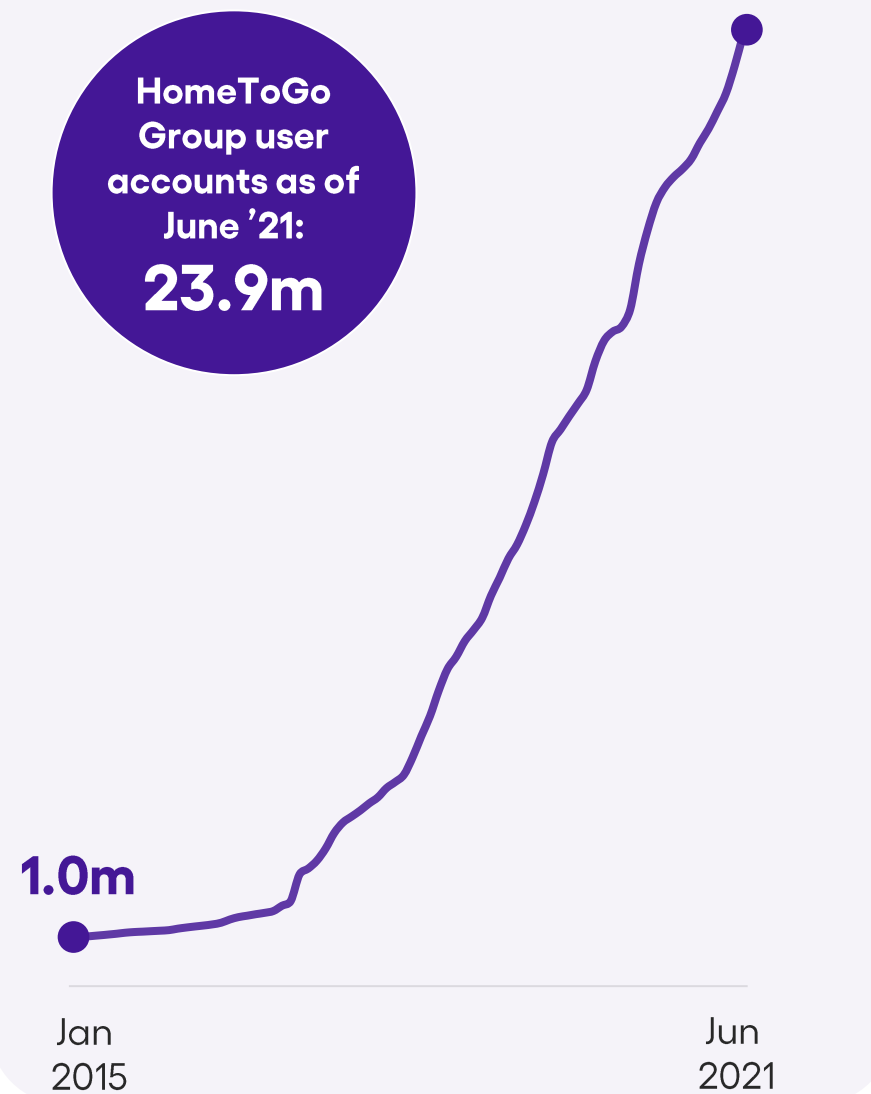
(2) Data excl. Agriturismo and Escapada Rural

... supported by excellent execution in CRM, App adoption, SEO, PR and content marketing

CRM

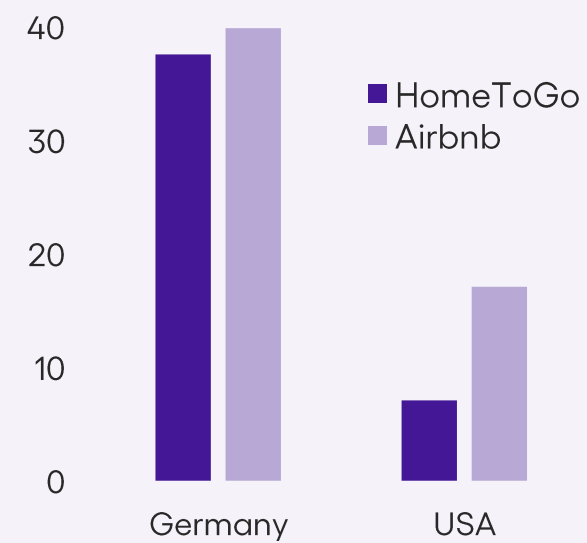
Number of people signing up for HomeToGo is accelerating

User accounts⁽¹⁾

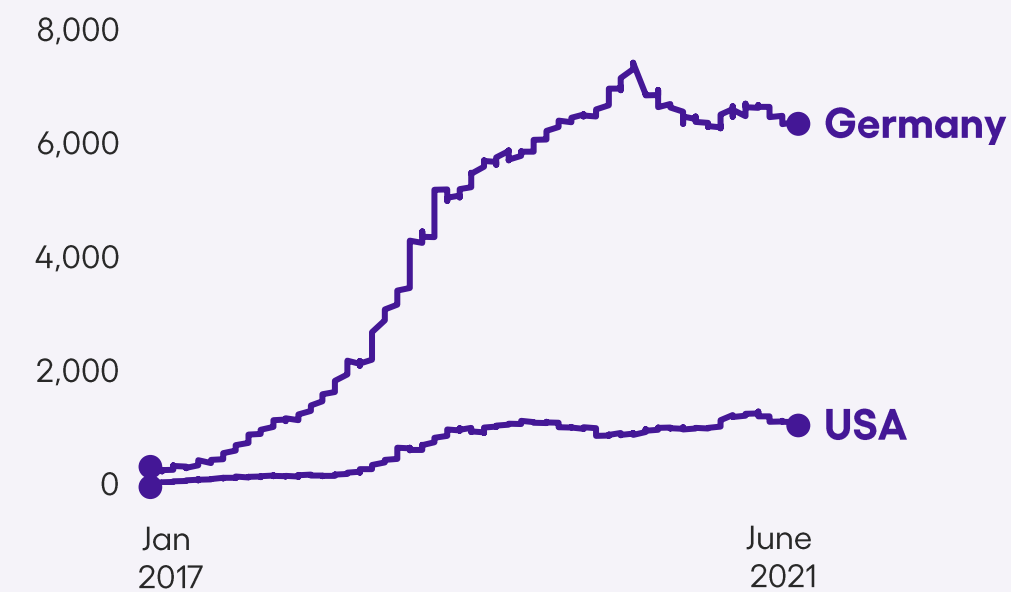


Success in building SEO profile ...

SEO visibility score
By Sistrix as of June 2021



Number of page #1 keyword rankings



App

Growing number of app users start contributing to overall revenue growth

> 2m App Installs⁽²⁾ **> 100%** CAGR of App Revenues⁽³⁾

... supported by strong PR coverage and mentions

50,000+
Content Sites

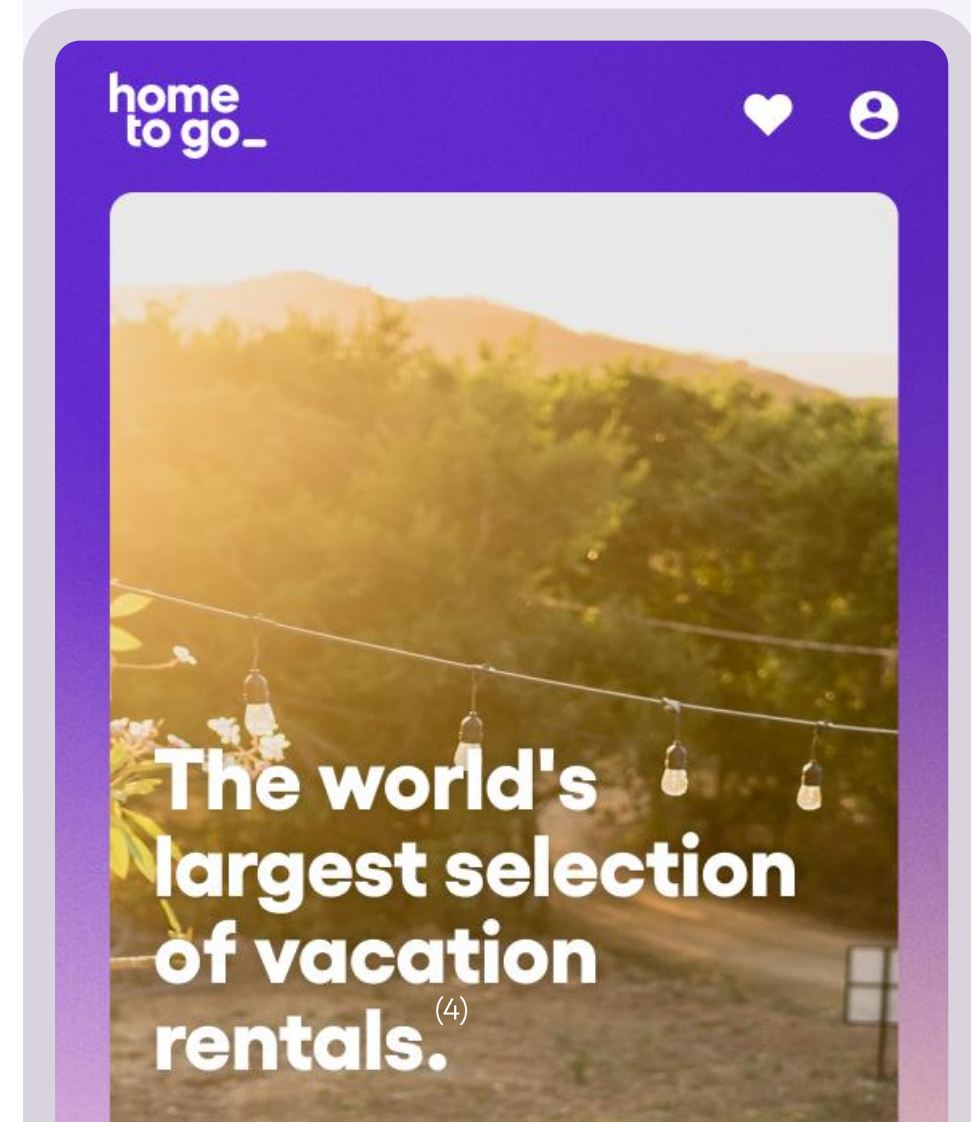
Unique content marketing approach

15,000+
Publications

In web, print, TV & radio leading to 7.000+ links

13
Awards & Nominations

For innovation, performance and excellence

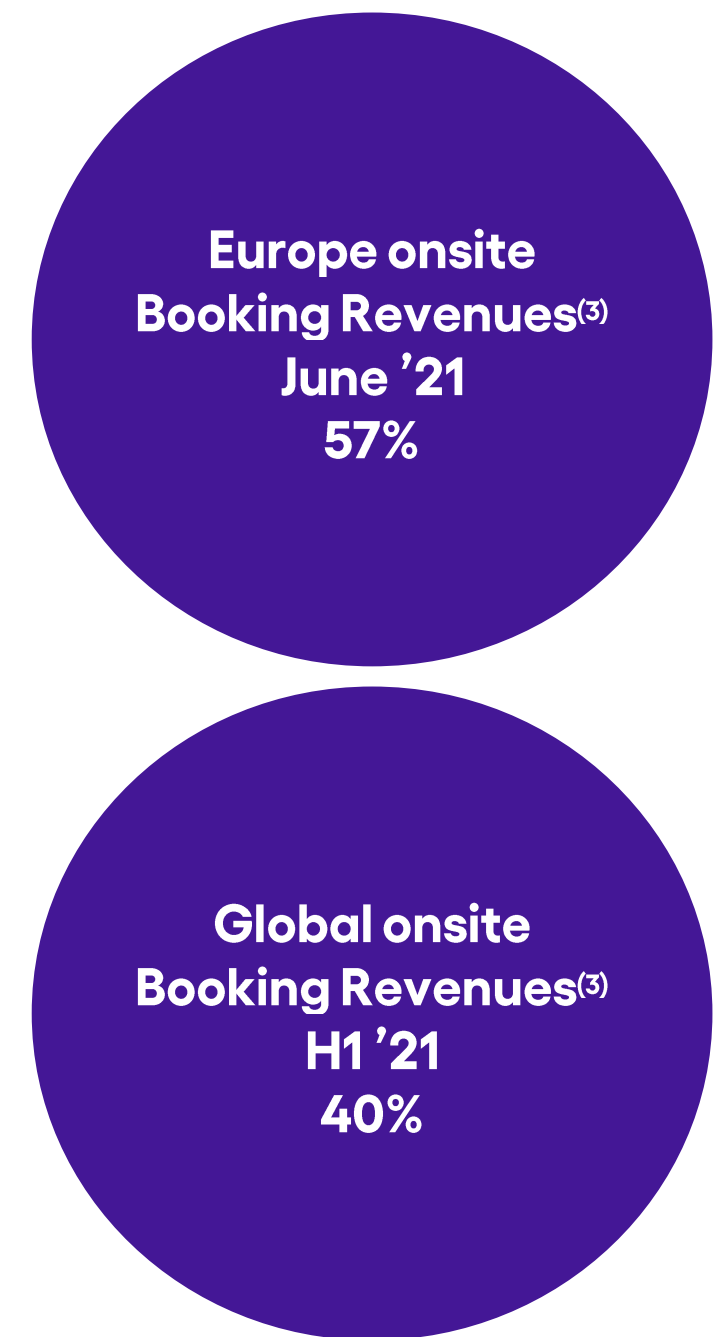
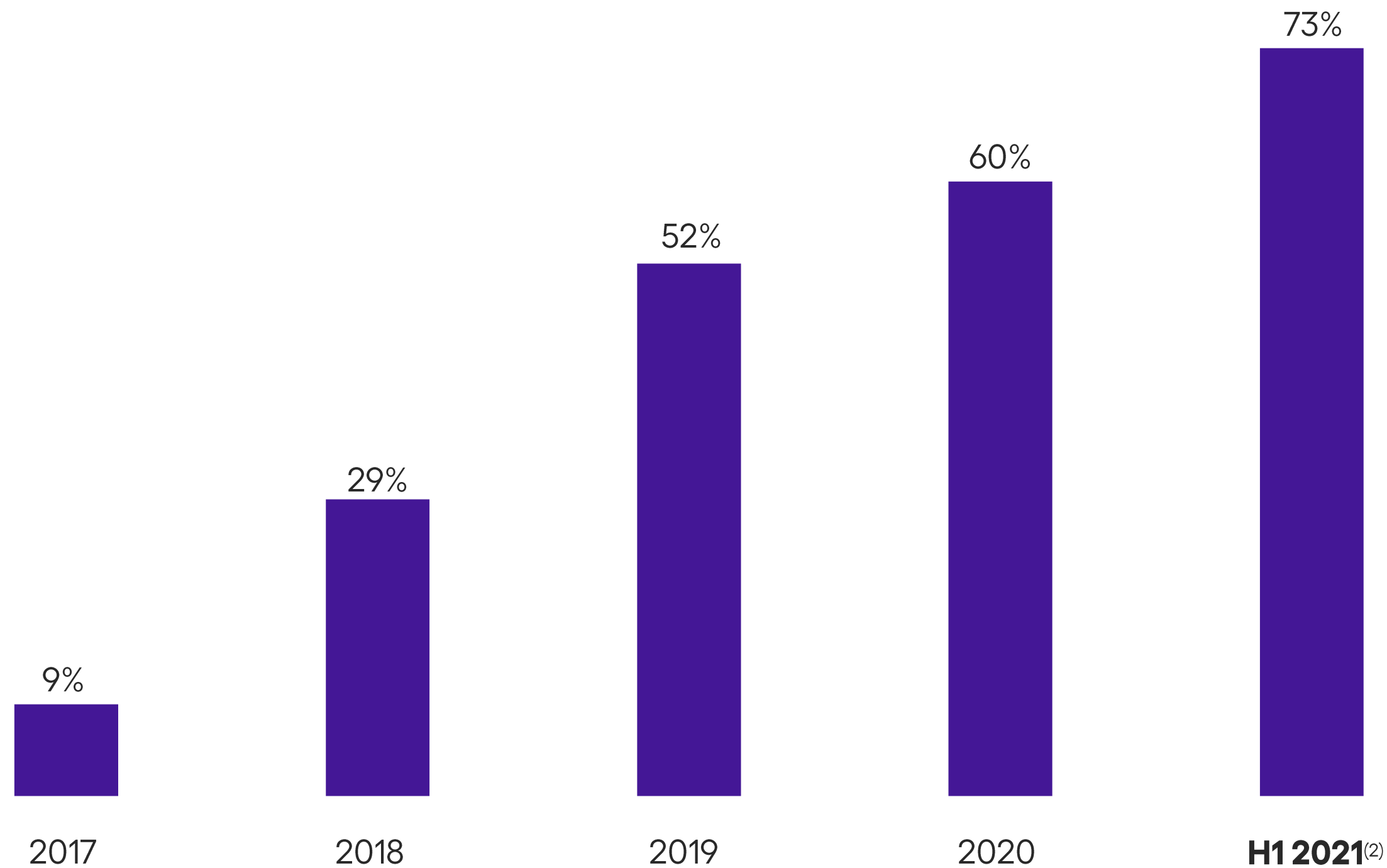


(1) User accounts excluding Agriturismo and Escapada Rural
 (2) Cumulative App Installs since 2017 until end of Q1/2021 tracked via Adjust for our brands HomeToGo, Casamundo and Wimdu
 (3) App Revenues defined as all revenues placed within the app incl. in-app browser sessions for clickout partners
 (4) Relating to the total number of aggregated alternative accommodation Offers

Rapidly increasing Booking Revenues from bookings onsite are a catalyst for the supply side of our marketplace as they strongly benefit from higher conversion rates

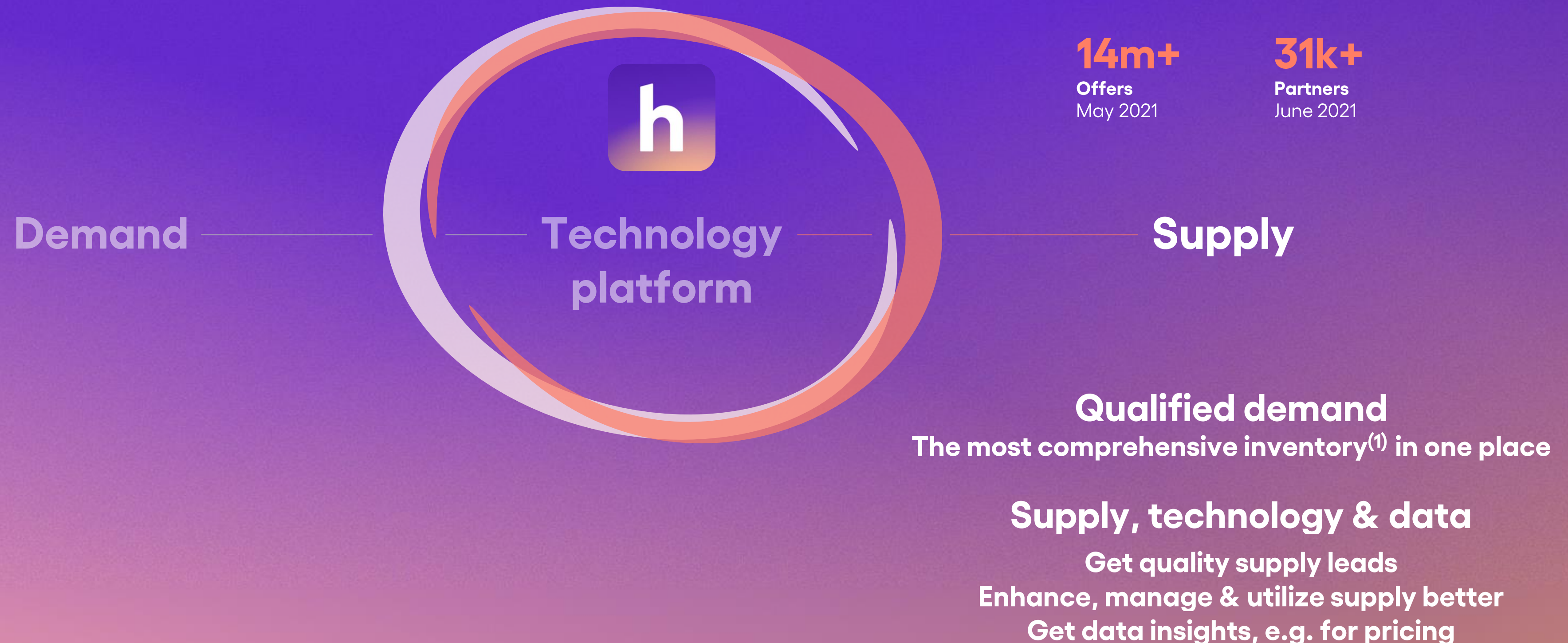
Share of Booking Revenues generated onsite⁽¹⁾

DACH Region



(1) HomeToGo Booking Revenues for Region DACH
(2) H1 2021 DACH Booking Revenues generated onsite divided by total Booking Revenues (incl. all subsidiaries, incl SaaS and subscriptions)
(3) HomeToGo Group Booking Revenues generated onsite divided by total Booking Revenues (incl. all Subsidiaries, incl SaaS and subscriptions)

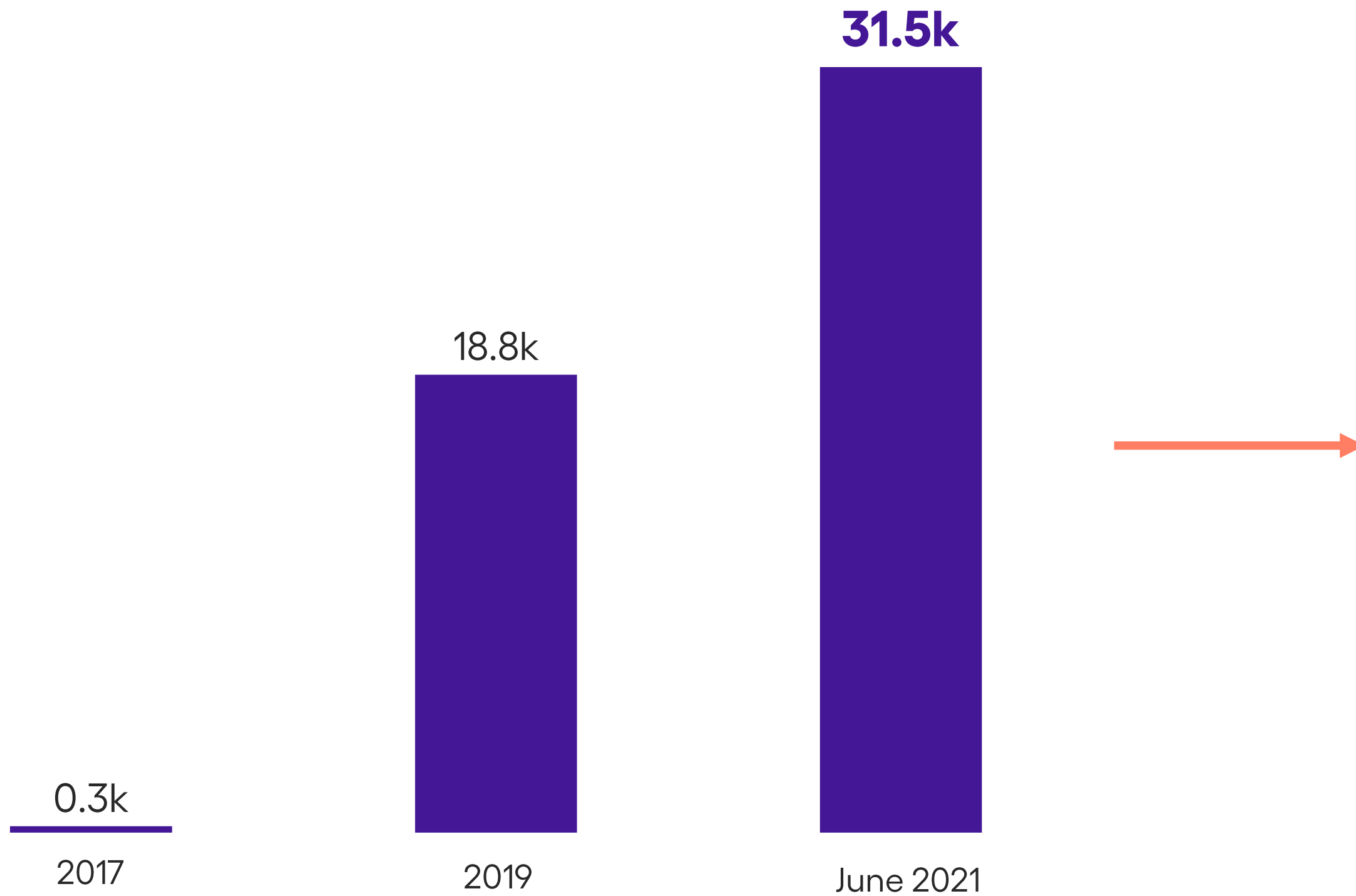
Our conversion-optimized demand makes our increasing supplier base more successful and stickier, fueling the flywheel even further



(1) Relating to the total number of aggregated alternative accommodation Offers

We have the most comprehensive supply⁽¹⁾ from more than 31k Partners globally

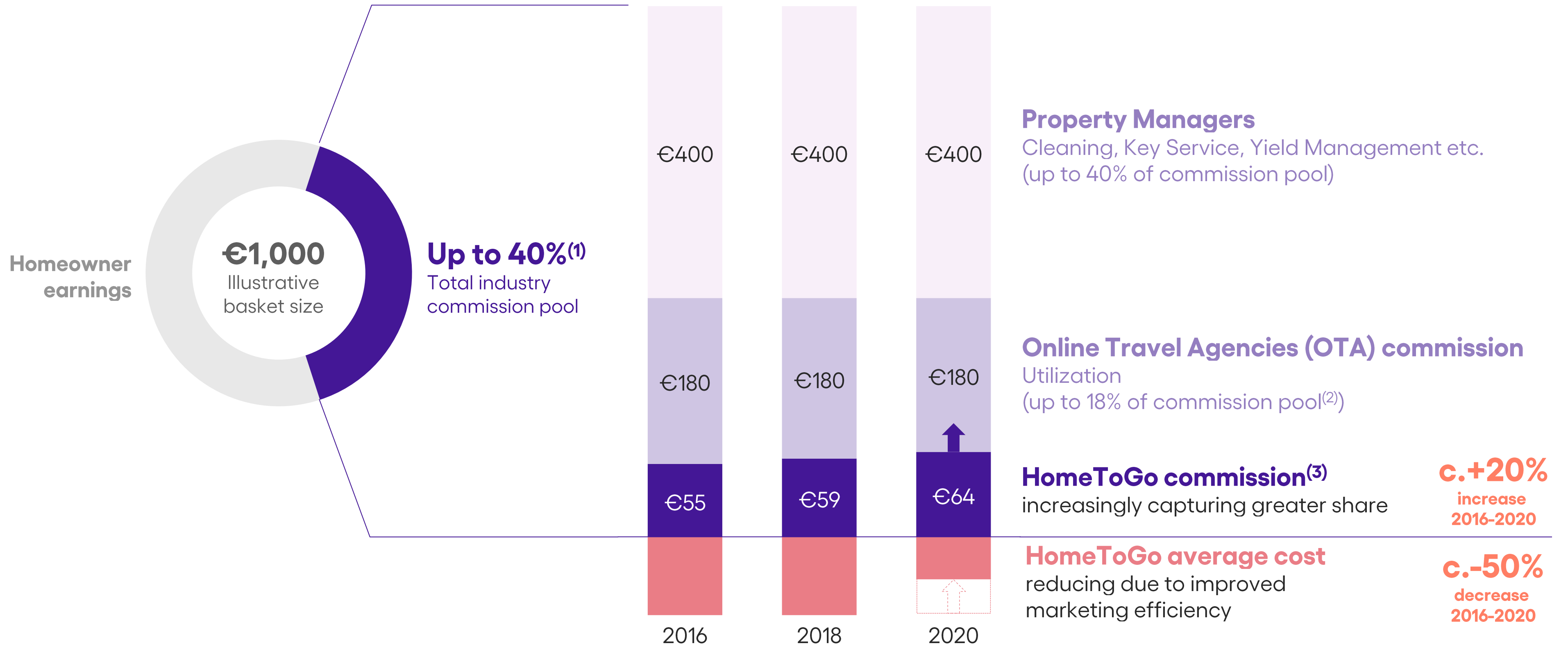
of Partners with HomeToGo Group



The HomeToGo logo is displayed in white on a purple background. Below it, the text '14m+' is shown in a large white font, followed by 'Total accommodation Offers globally' and 'As of June 2021' in a smaller white font.

(1) Relating to the total number of aggregated alternative accommodation Offers

What supply Partners earn in the market and what we earn per booking



(1) Broader industry commission pool estimated

(2) Online Travel Agencies based on filings of public listed online travel companies

(3) HomeToGo commission on actual Take Rate based on Booking Revenue, Take Rate is defined as Booking Revenues (excl. Hotels) divided by Gross Booking Value excluding Feries, Escapada Rural & Smoobu

Technology sits at the core of our business

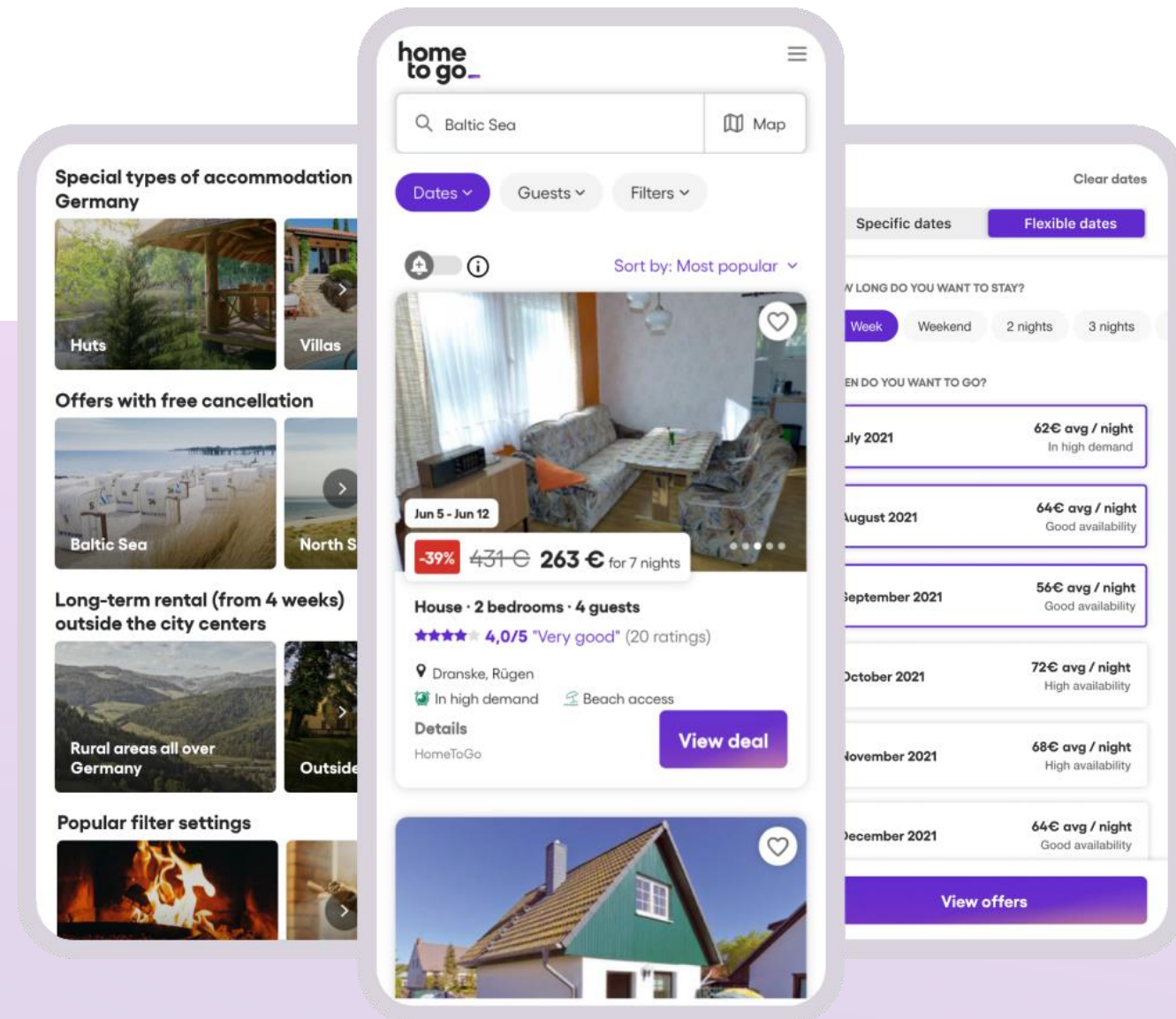


State-of-the-art consumer platform

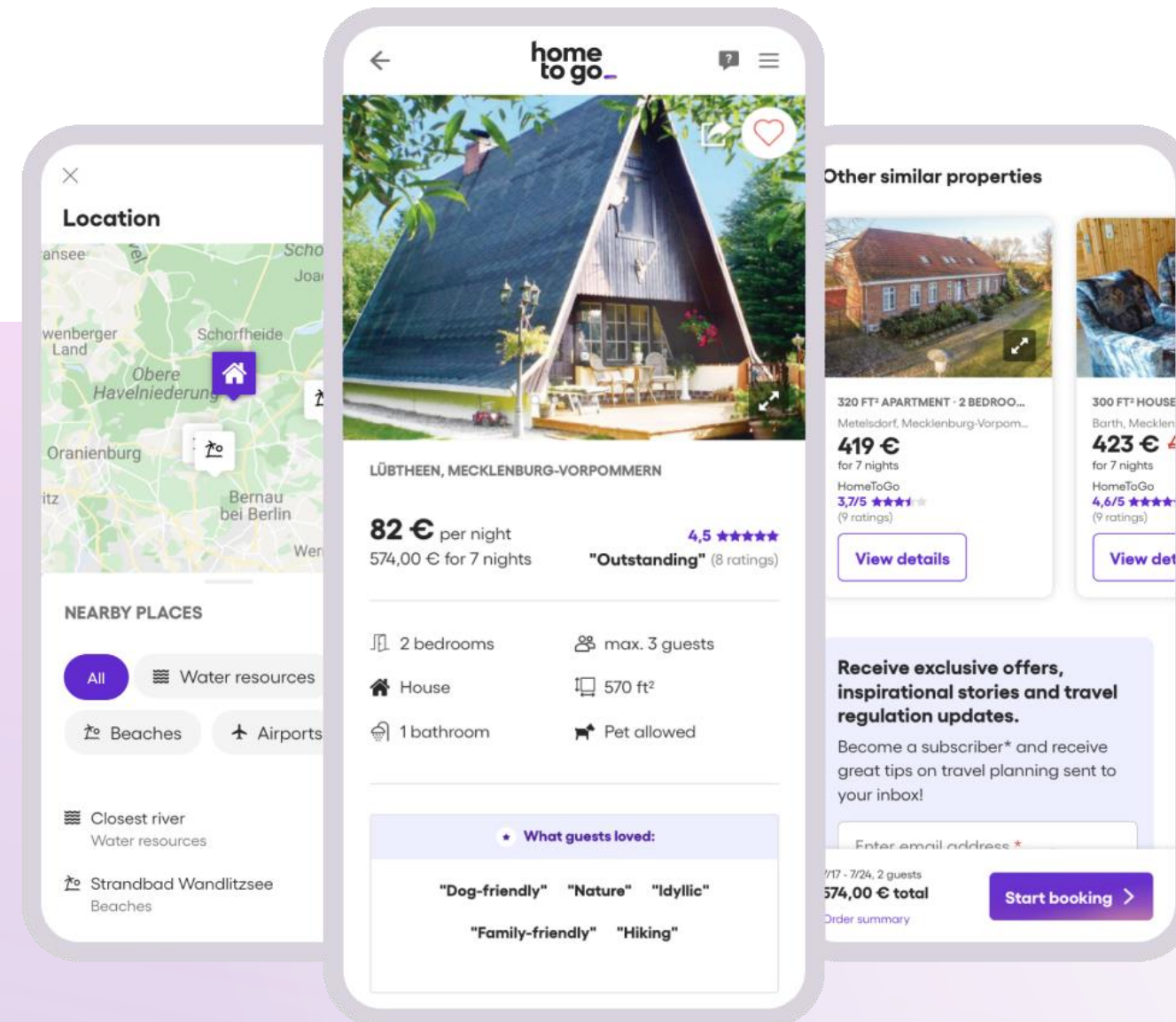
Modular SaaS solutions for Partners
supporting everyone in the alt. accommodation
ecosystem to be more successful

Our superior consumer experience offers choice, transparency, highly relevant content and trust & safety when booking

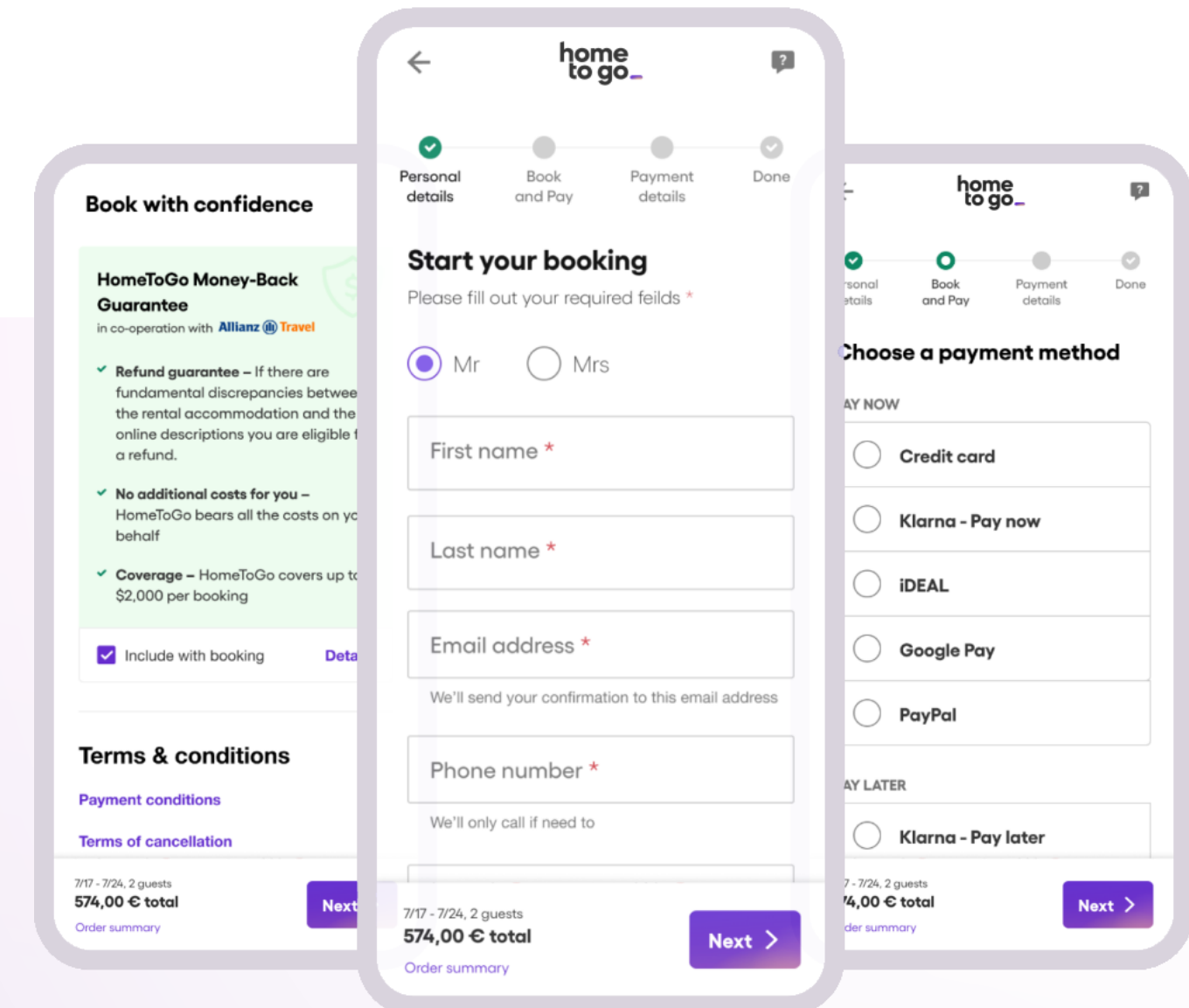
Broad choice
combined with smart tools
like flexible search



Smart and personalized
by machine learning



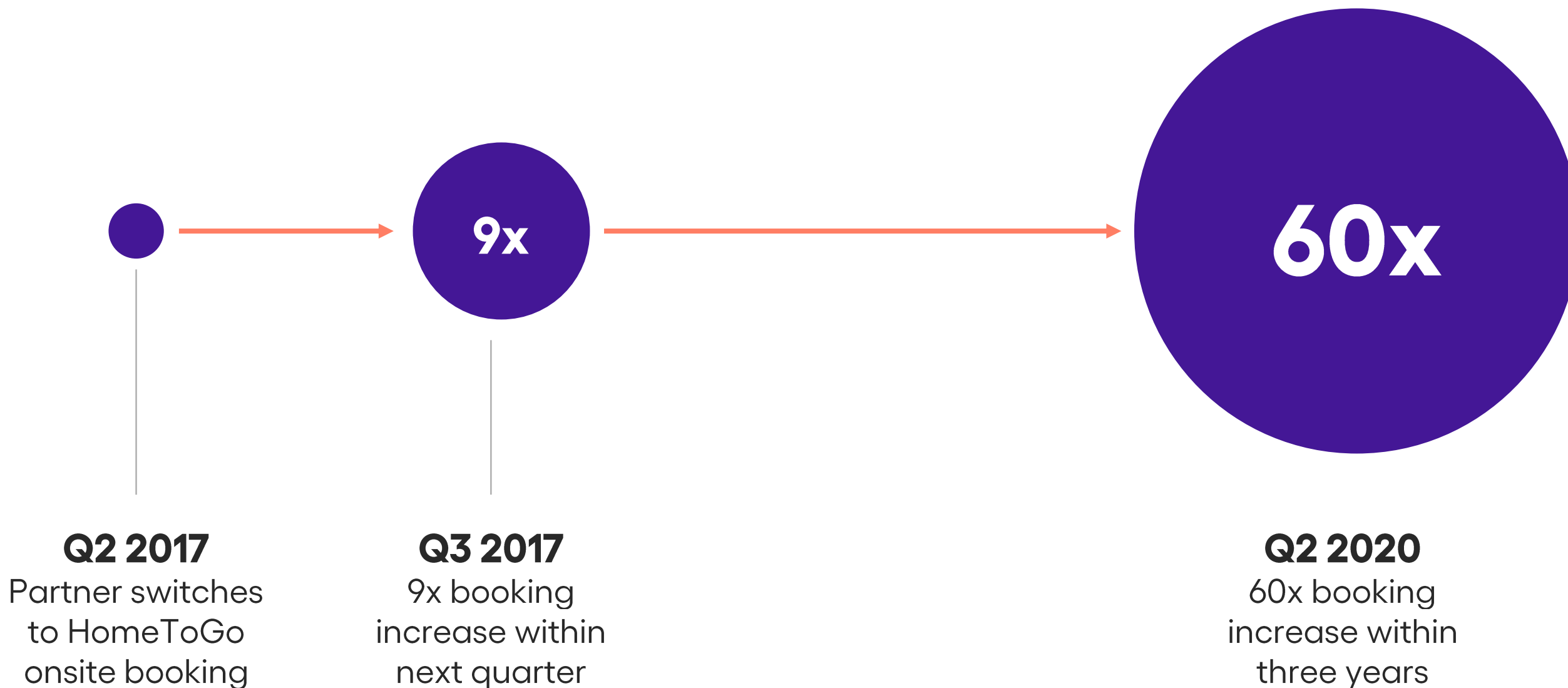
Trusted checkout & payments
generating more bookings for Partners



We can make a difference for 90+% of our Partners

A case study

Number of bookings received by Partner⁽¹⁾



Partners have seen an uplift of bookings of up to 60x after switching

(1) Based on pre-cancellation data. Reference date is the booking month. Exemplary case to show potential uplift possible due to integration change for a Partner with thousands of properties

We leverage our deep inventory knowledge to optimize inventory for our Partners

Machine learning-based images enhancement

- Image recognition
- Deduplication
- Image enhancement

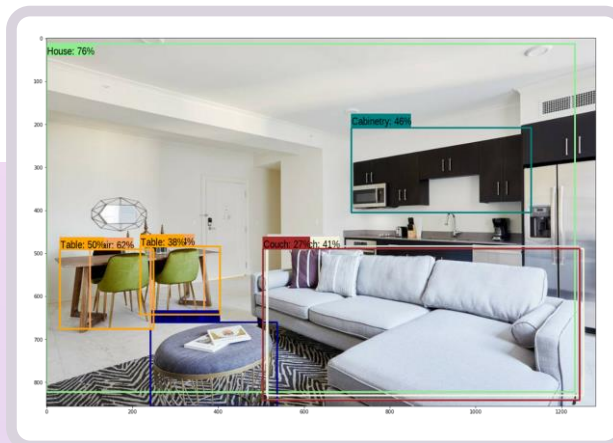


IMAGE RECOGNITION



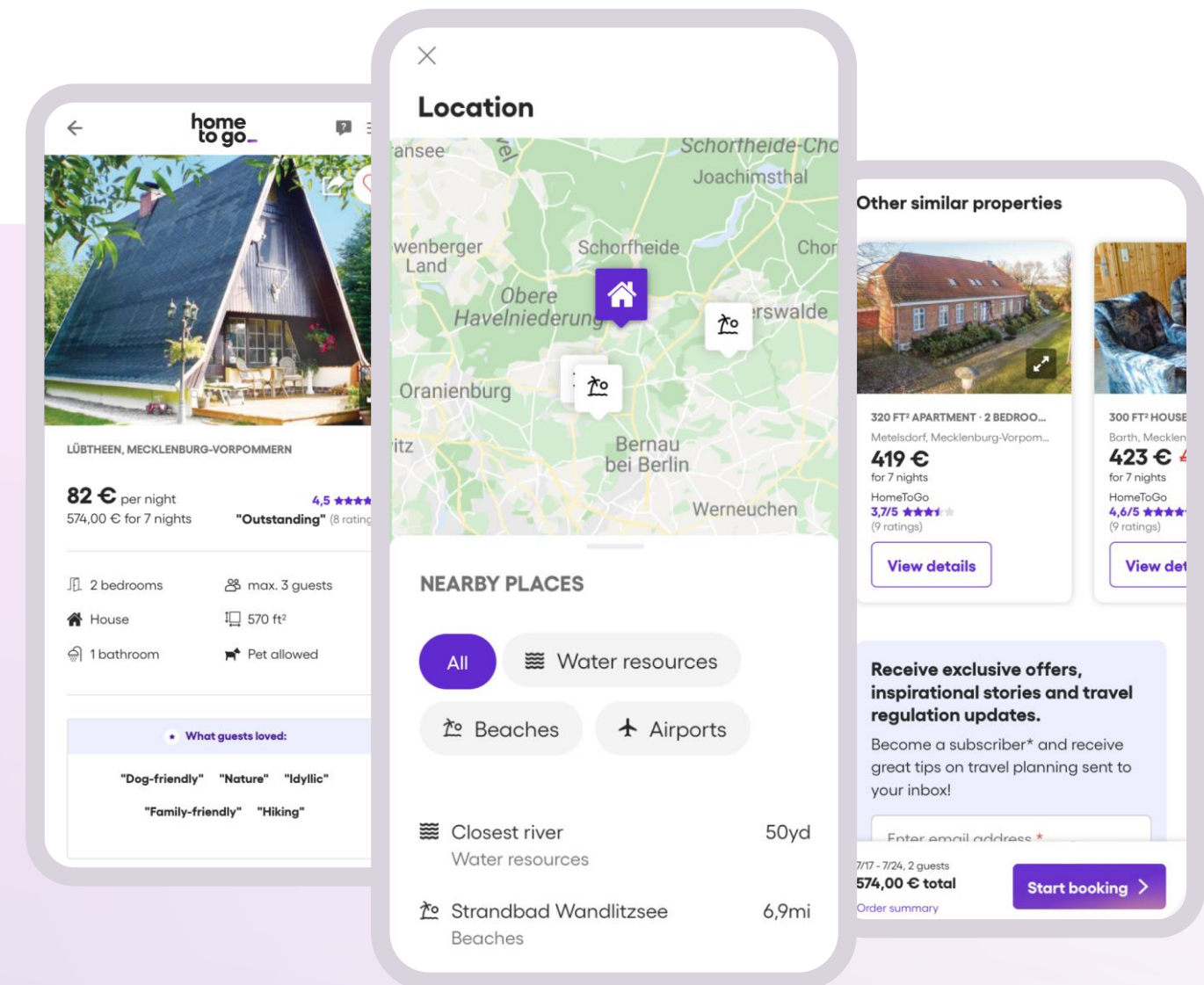
DEDUPLICATION



IMAGE ENHANCEMENT

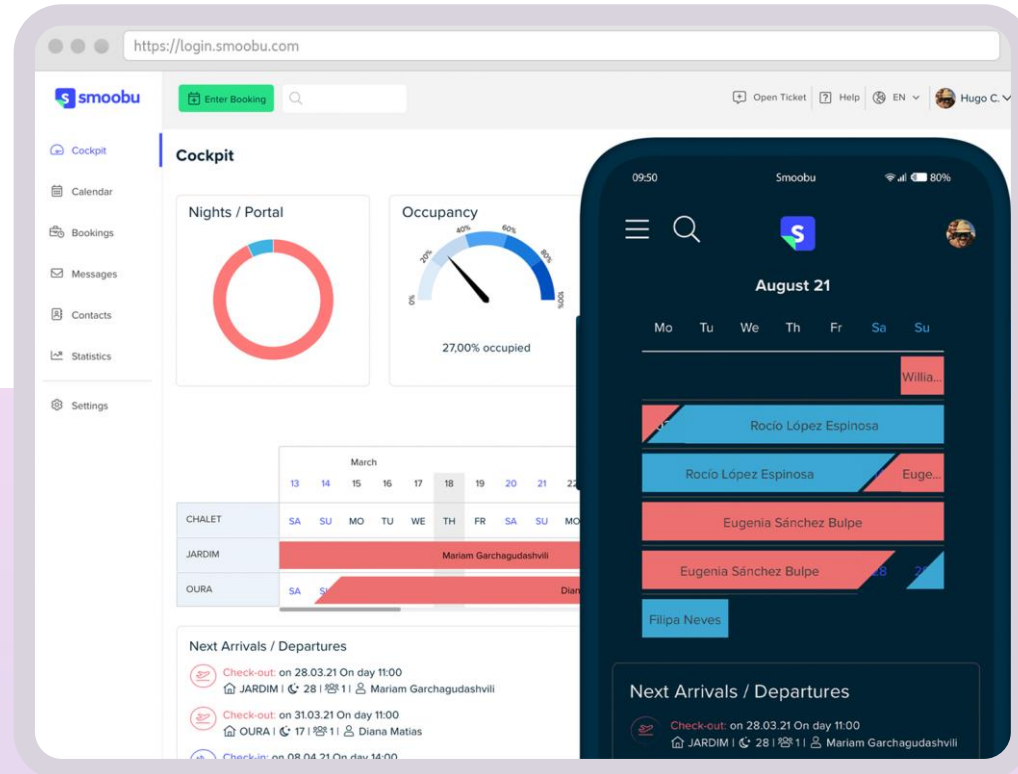
Analyze, correct and enrich supplied data

- Natural language processing (NLP) based content checks
- Auto-add meta-data like nearby Points of Interest, e.g. Airports
- Demand forecasting & trend prediction for yield management

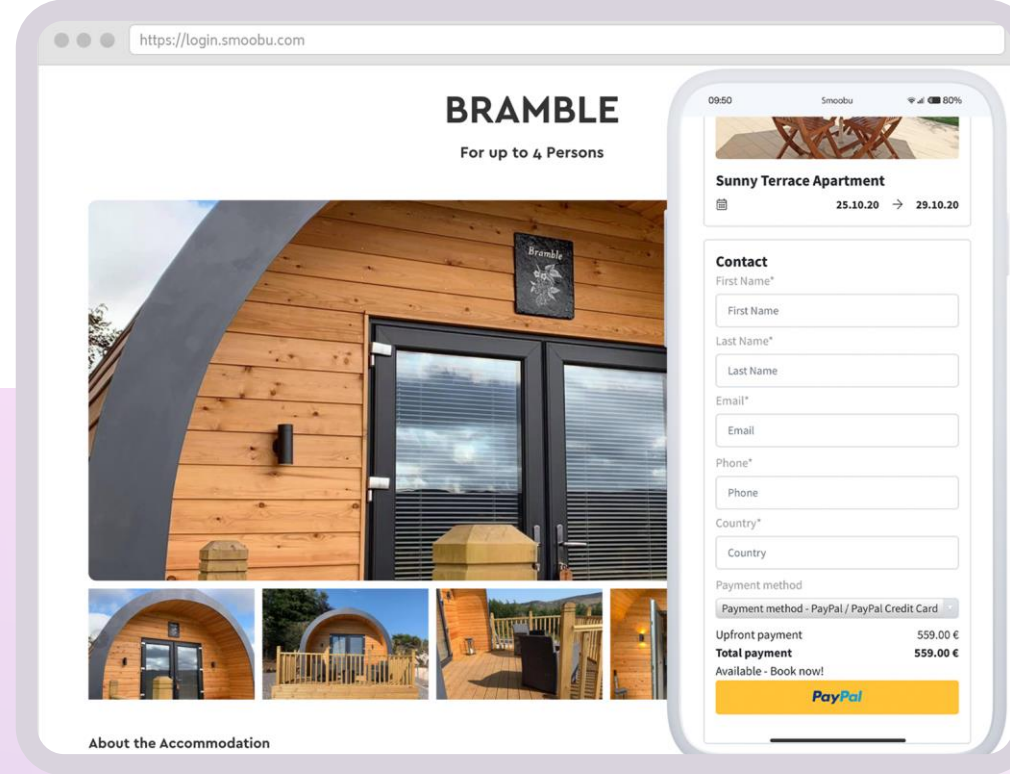


A shopify-like convenient all-in-one SaaS solution to connect homeowners more easily to our Partners – enabling the whole supply side to be more successful

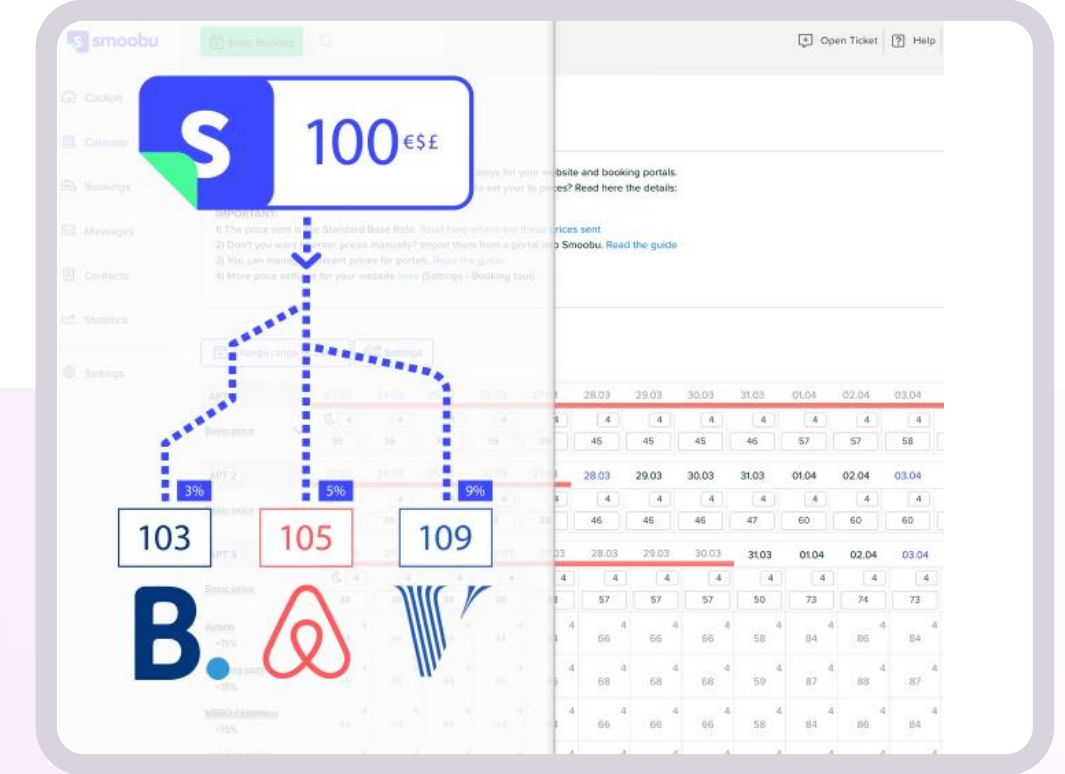
Overview via central cockpit
incl. guest communication



Click-and-Build own
website easily



Synchronise data
like prices & availabilities



Leveraging external services via open API
as well as the direct connection to HomeToGo's data intelligence
to improve inventory attractiveness, yield management etc.



★★★★★ 4.6/5

Highly rated by users

Acquisition of 19% stake in eTourism marketing specialist SECRA



Ostsee-Ferienwohnungen.de

FeWo-Channelmanager 

FeWo-AGENT 

OptimalePräsentation 

Leader in vacation rental management support since its founding in 1999, offering specialized software solutions for owners, agencies and destinations

Based in the Bay of Lübeck, Germany with a team of 37 developers, designers, copywriters, and marketing/communication specialists

Terms of transaction not disclosed

Fueling the scalable flywheel with network effects by building the tech enabler for the whole alternative accommodation ecosystem

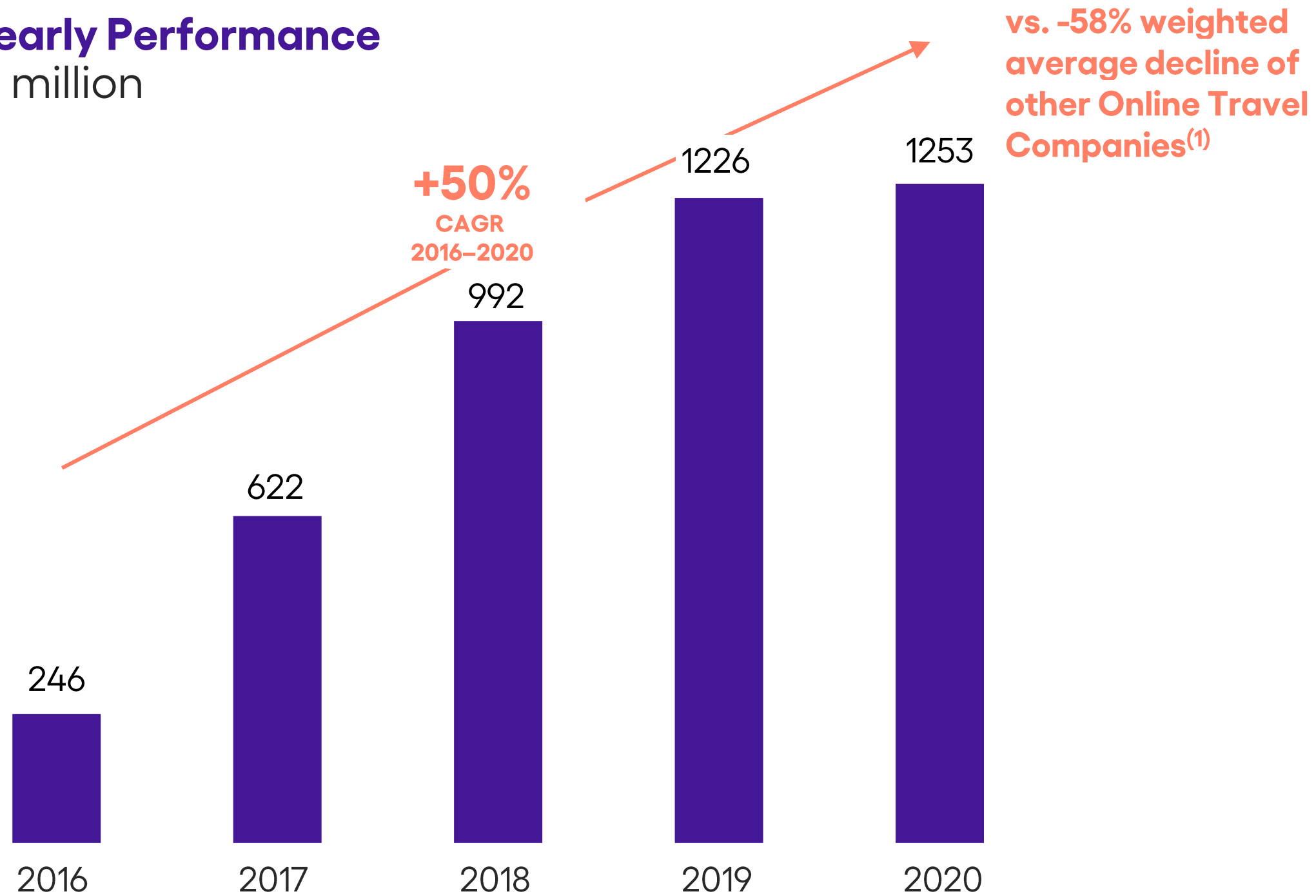


Financials

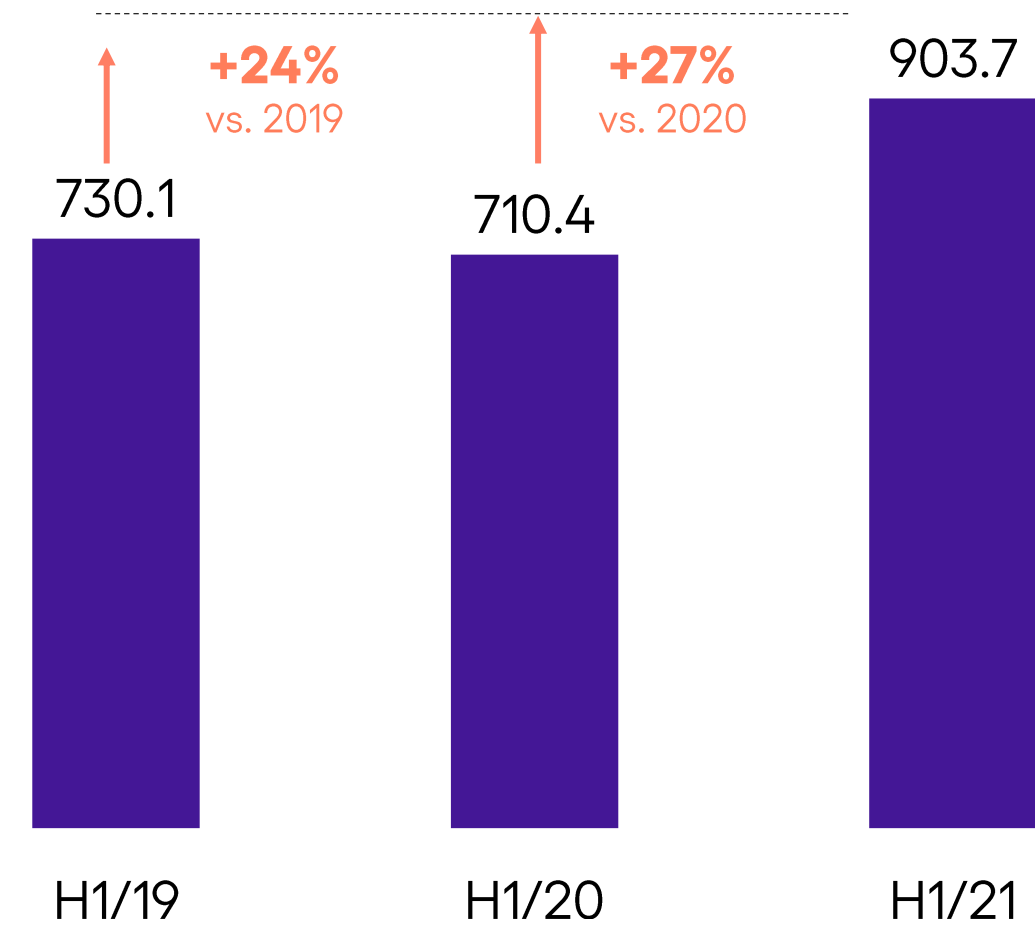
Record Gross Booking Value despite travel restrictions

Record GBV in H1/21 and Q2/21 despite travel restrictions and lockdowns for most of Q1/21

Yearly Performance € million



Half-year Performance € million

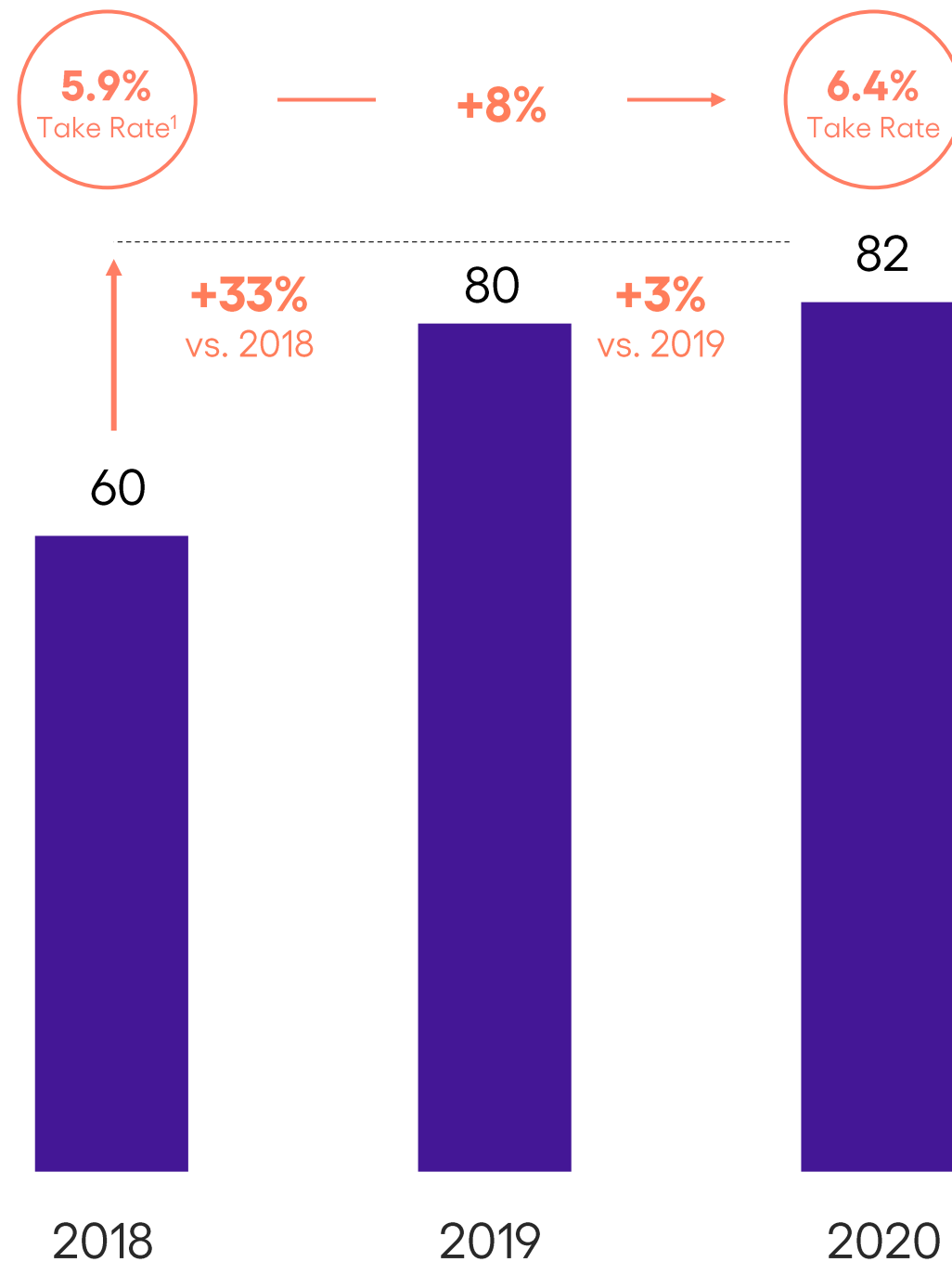


(1) Weighted average Gross Booking Value growth of online travel companies Airbnb (CY 2020), Booking Holdings (CY 2020), MakeMyTrip (FY ended March 2021), Trainline (FY ended February 2021), Trip.com (CY2020) and Expedia (CY 2020); CNYUSD exchange rate of 6.3812 and GBPUSD exchange rate of 0.7059 as of 1st June 2020

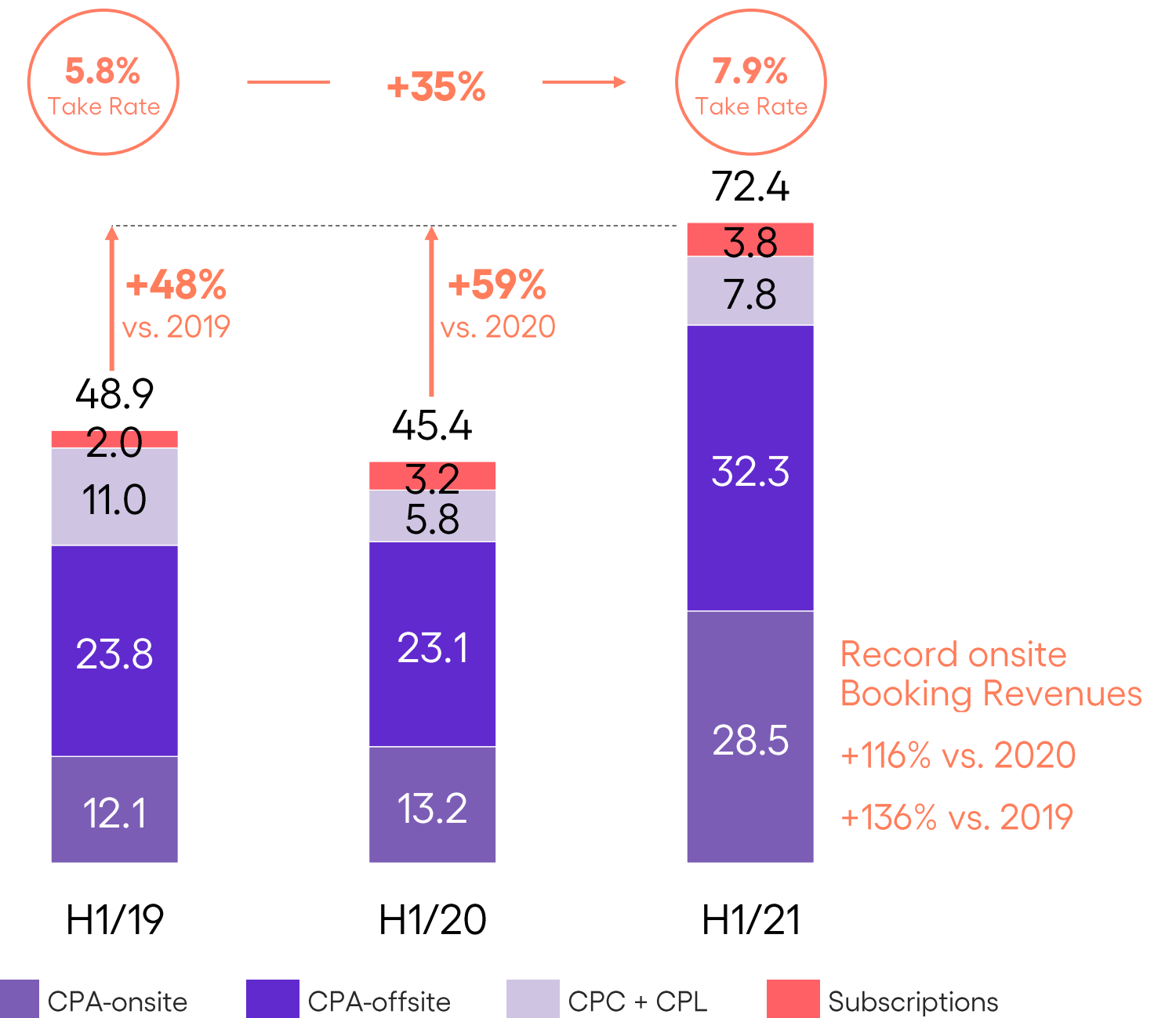
Booking Revenues driven by onsite share, leading to best-ever take rate

Q2/21 onsite Booking Revenues nearly 3x of Q2/20, driving the best-ever take rate in H1/21 and Q2/21

Yearly Performance € million



Half-year Performance € million

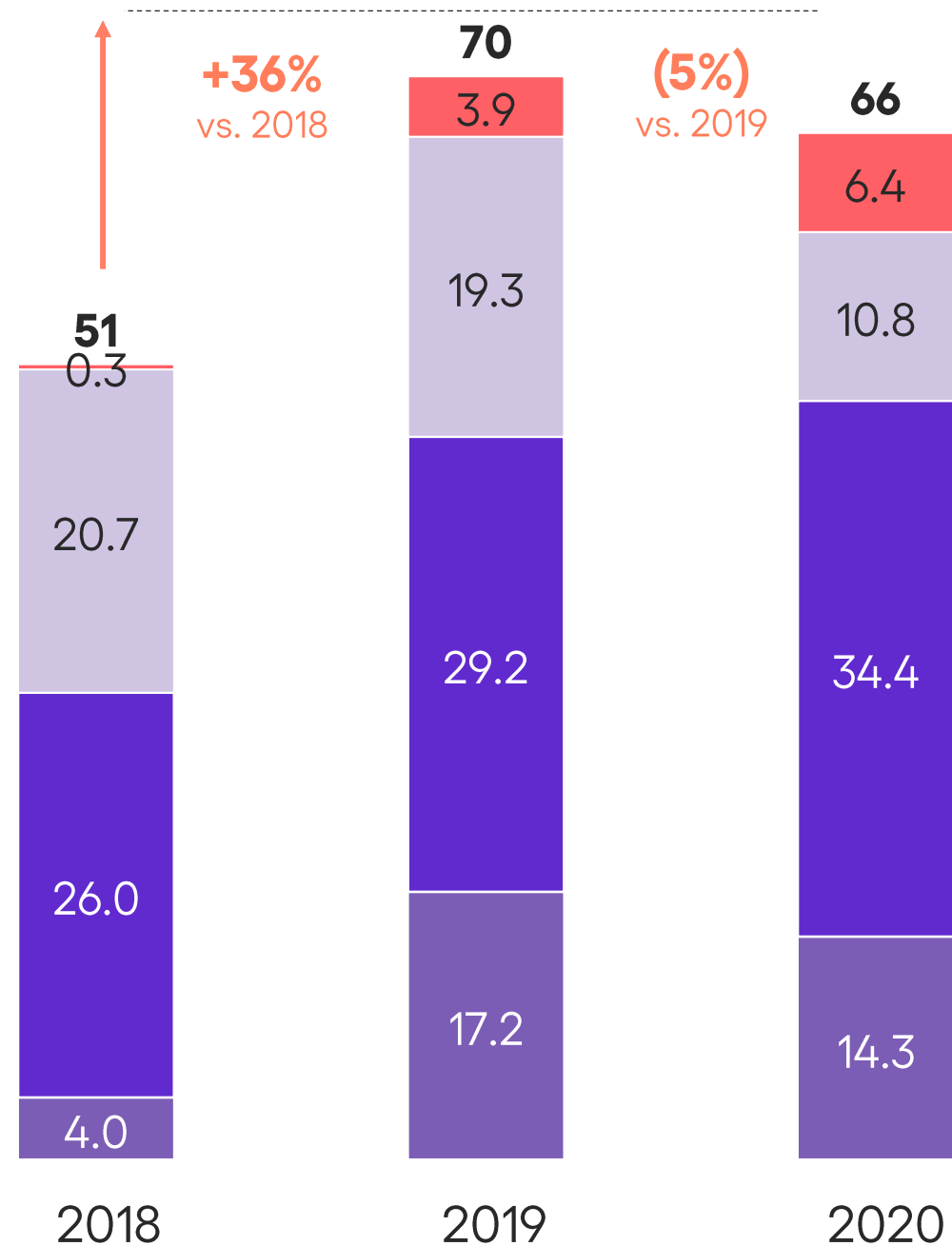


(1) Take Rate is defined as Booking Revenues divided by Gross Booking Value (excl. Hotels, Feries, Escapada Rural & Smoobu)

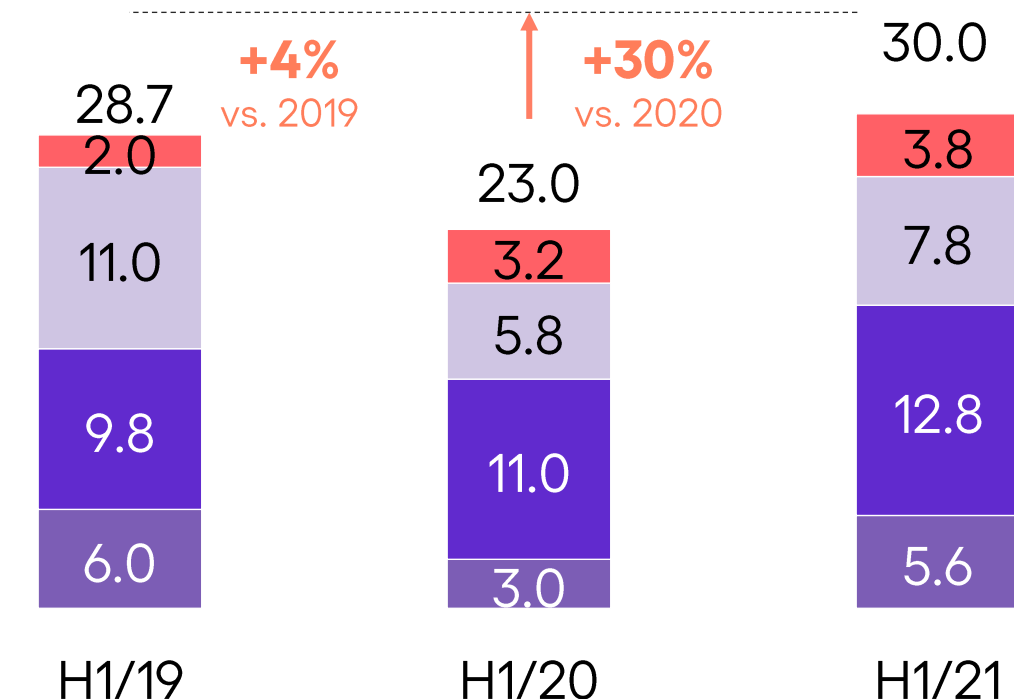
Revenues driven by gradual lifting of travel restrictions in Q2/21

Record Revenues⁽¹⁾ supported by continuous growth of subscriptions

Yearly Performance € million



Half-year Performance € million



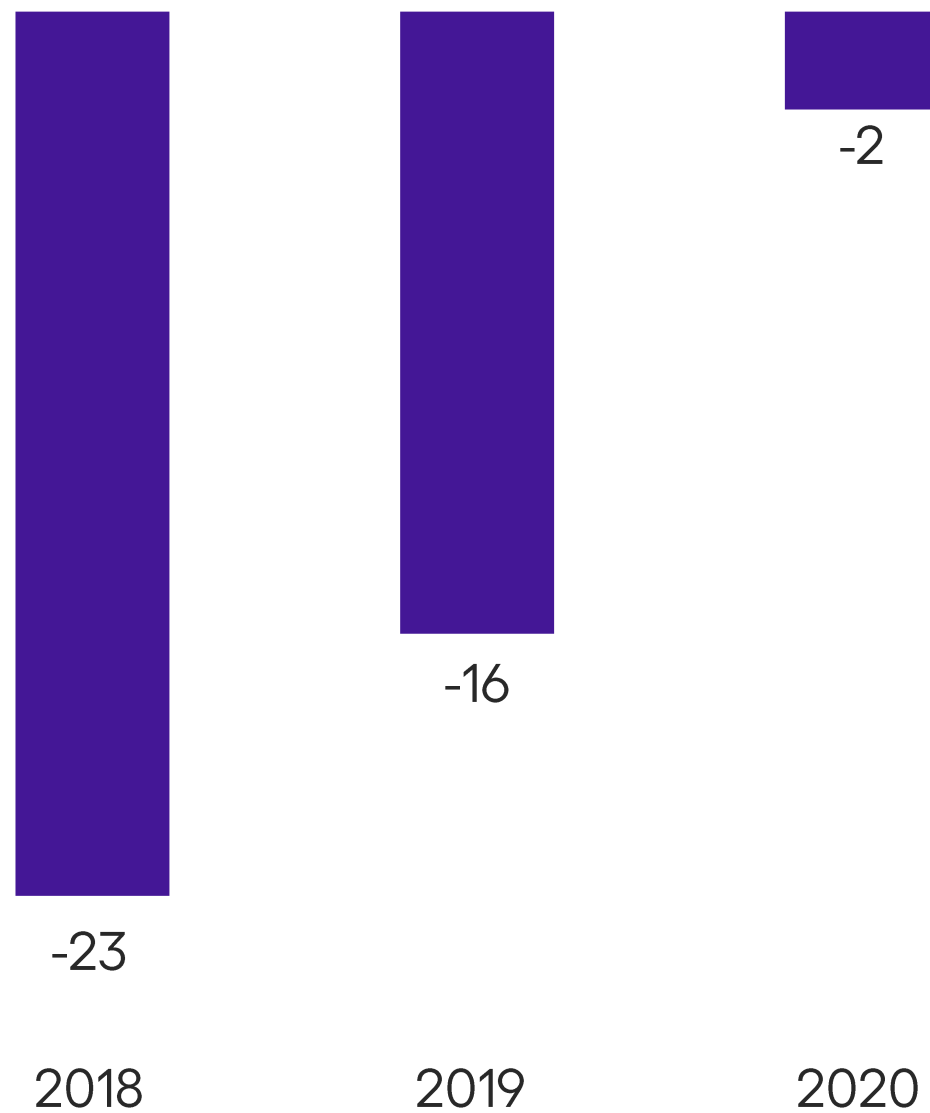
(1) CPA revenues recognized on check-in date; due to rounding of numbers, charts do not always sum up to total

CPA-onsite CPA-offsite CPC + CPL Subscriptions

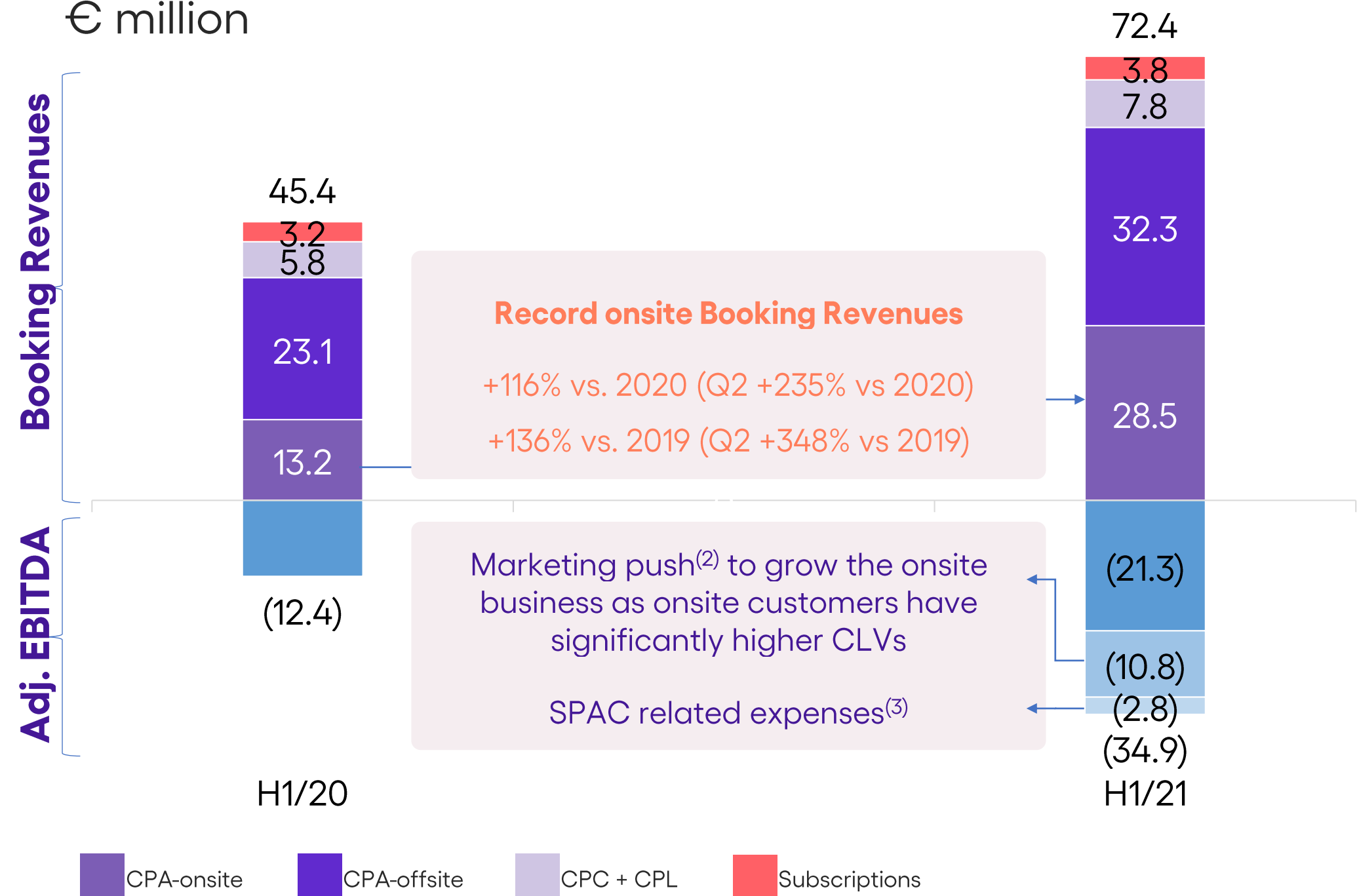
Higher investments into onsite already pay off

Majority of higher booking revenues to be recognized in H2 (2020: H1 Adj EBITDA⁽¹⁾ € (12.4) million, FY € (2.5) million)

Yearly Performance
€ million



Half-year Performance
€ million



(1) Adjusted for expenses for share-based payments
(2) Incl. Brand Marketing
(3) IFRS conversion, 2018-2020 IFRS audit, prospectus etc.

HomeToGo's business is highly resilient as consumers immediately return to travel

Summer bookings Q3 2020 vs. Q3 2019

€millions

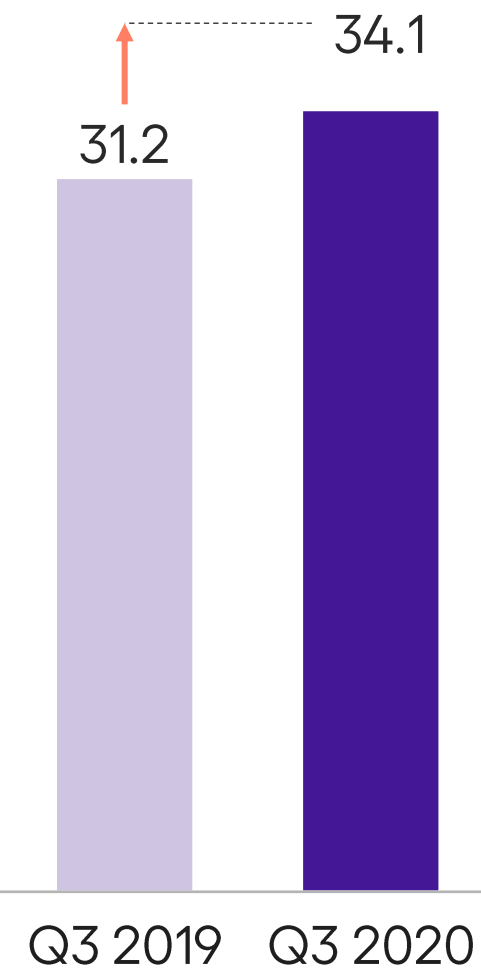
Gross Booking Value

+34%
y/y Growth



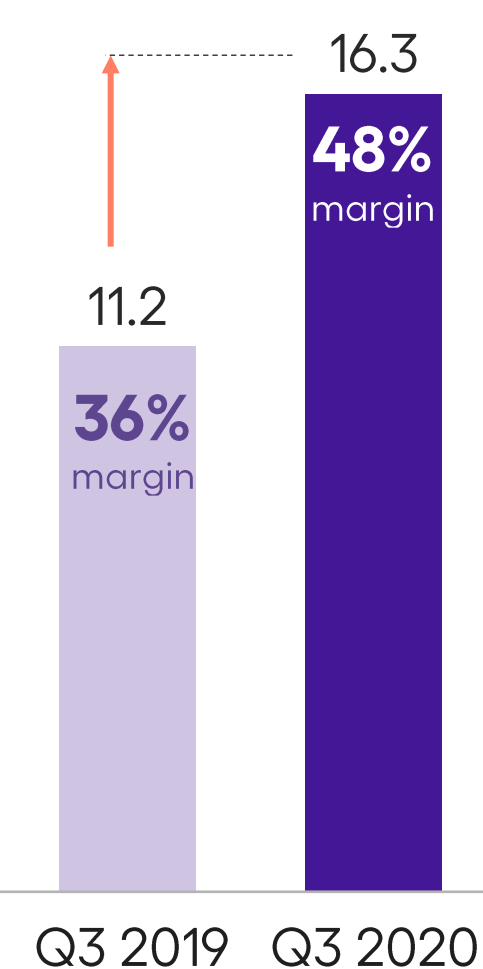
Revenue⁽¹⁾

+10%
y/y Growth



Adjusted EBITDA⁽¹⁾

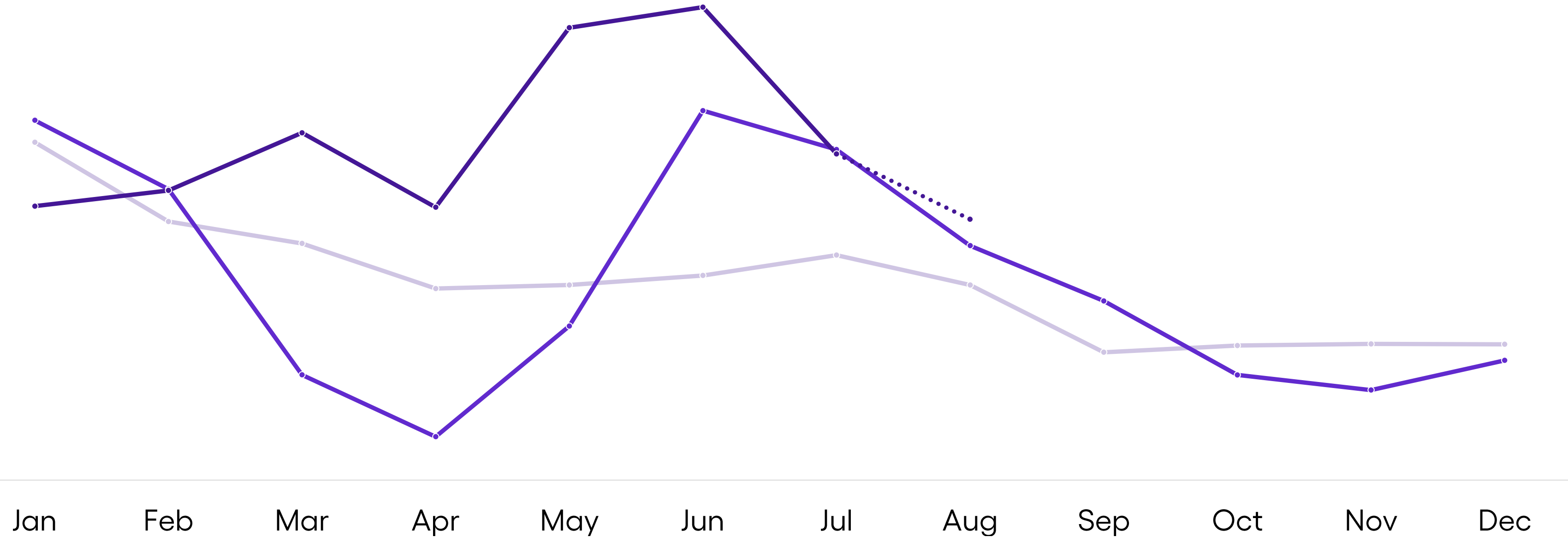
+46%
y/y Growth



Booking Revenues continue with strong performance besides the increasing numbers of the Delta-Variant of COVID-19

Booking Revenues⁽¹⁾

—2019 —2020 —2021



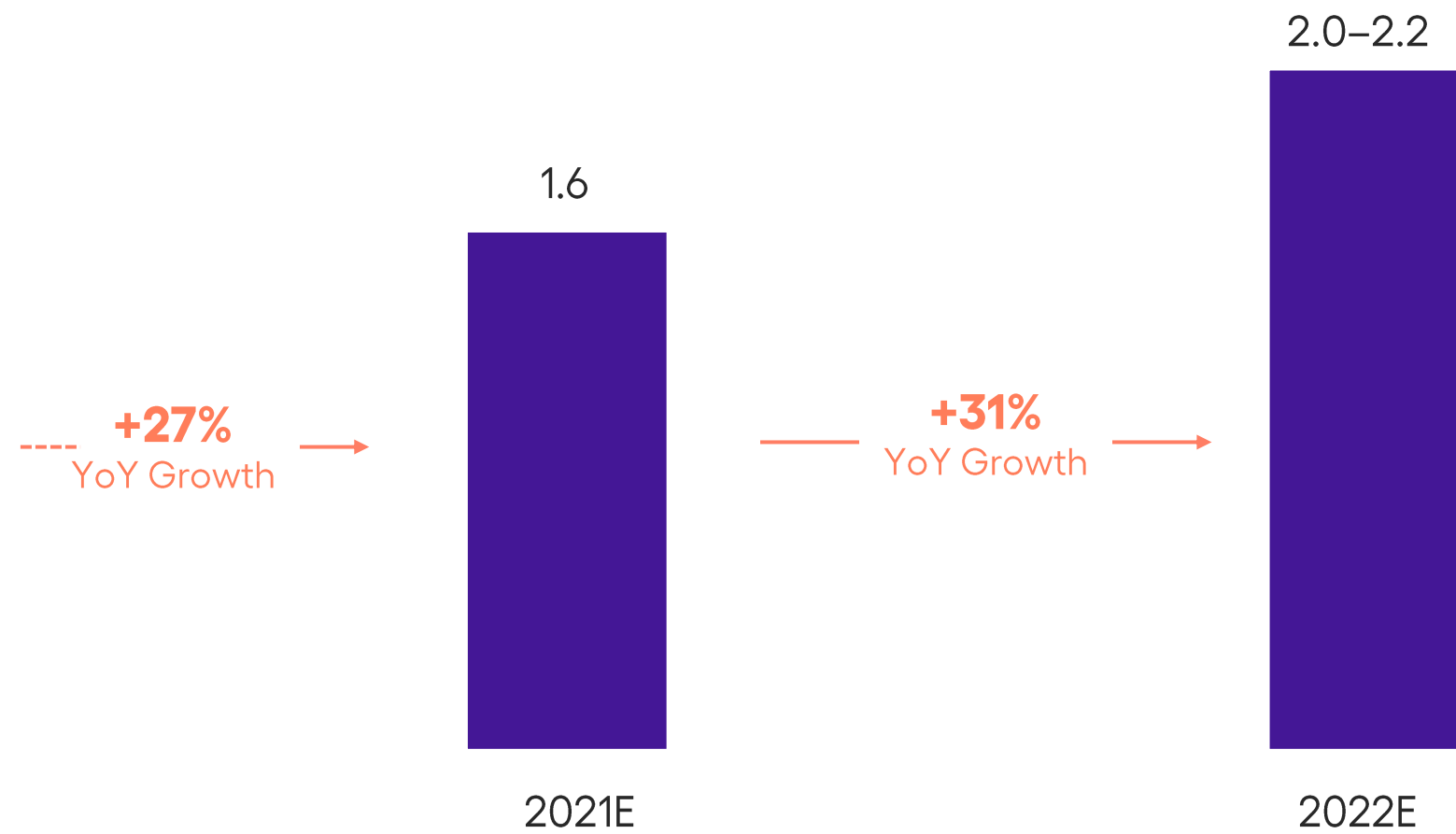
(1) HomeToGo Group Booking Revenues by booking date (incl. all subsidiaries incl. SaaS and subscriptions)

Guidance unchanged

2021 and 2022 guidance remain intact

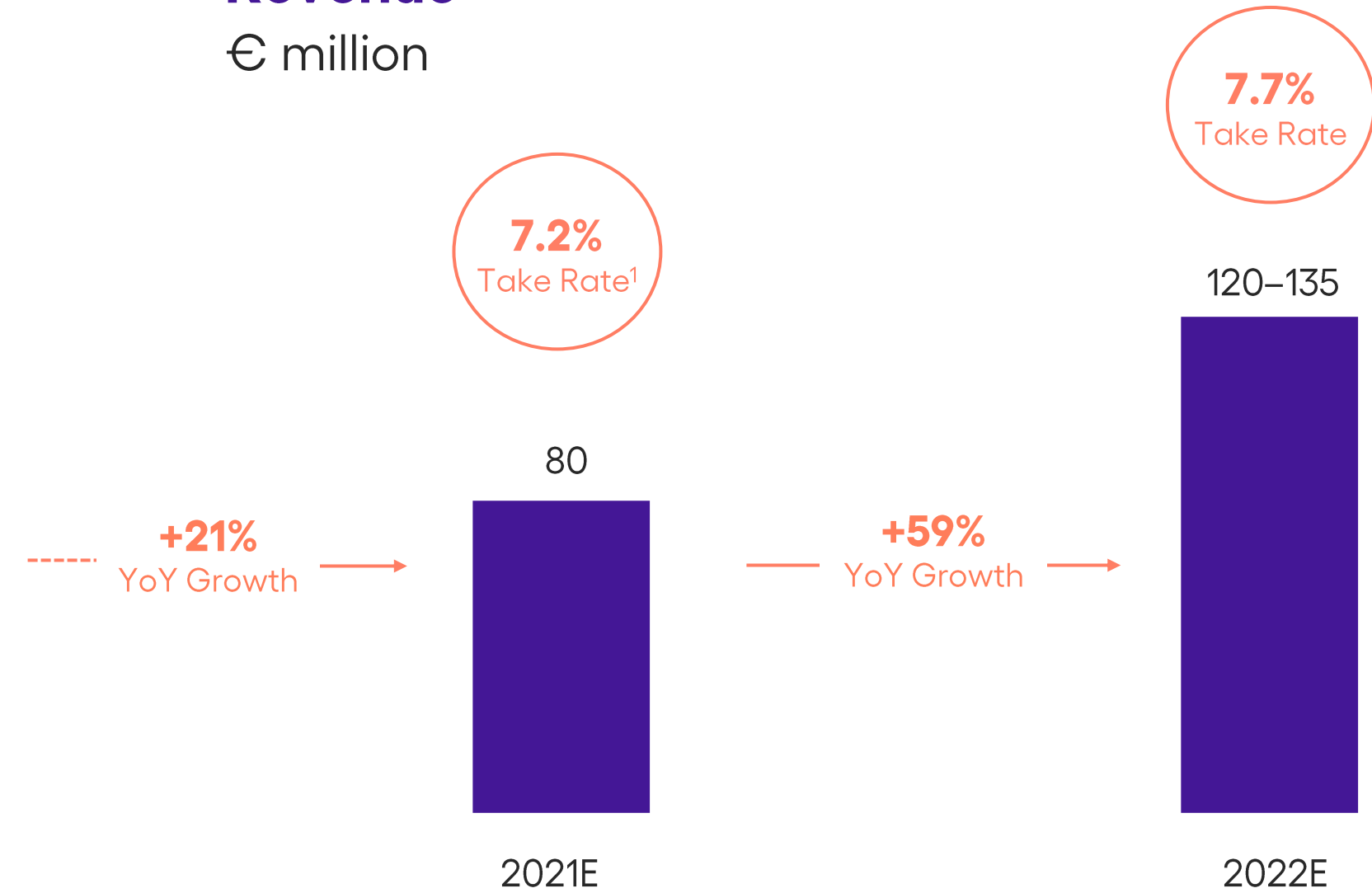
Gross Booking Value

€ billion



Revenue

€ million



home
to go_