

Disclaimer

NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION IN WHOLE OR IN PART IN, INTO OR FROM ANY JURISDICTION WHERE TO DO SO WOULD BE UNLAWFUL. THIS PRESENTATION IS FOR INFORMATION PURPOSES ONLY AND IS NOT AN OFFER OF SECURITIES IN ANY JURISDICTION.

This presentation (the “**Presentation**”) is exclusively for the benefit and internal use of the recipient and solely as a preliminary basis for discussion. This Presentation has been prepared to assist interested parties in making their own evaluation of HomeToGo SE (together with its consolidated subsidiaries, “**HomeToGo**”) and for no other purpose.

This Presentation does not purport to be comprehensive or all-inclusive and is for information purposes only. It does not purport to contain all of the information that may be required to make a full analysis of HomeToGo. This Presentation is based on information which have not been independently verified and which may have not been audited. Any estimates and projections contained herein involve significant elements of subjective judgment and analysis, which may or may not be correct, to the fullest extent permitted by law, in no circumstances will HomeToGo, or any of its stockholders, affiliates, representatives, partners, directors, officers, employees, advisers or agents, provide any guarantee, representation or warranty (express or implied) or assume any responsibility with respect to the authenticity, origin, validity, accuracy or completeness of the information and data contained herein or assumes any obligation for damages, losses or costs (including, without limitation, any direct or consequential losses) or losses of profit resulting from any errors or omissions in this Presentation, reliance on the information contained within it, or on opinions communicated in relation thereto or otherwise arising in connection therewith. Changes and events occurring after the date hereof may, therefore, affect the validity of the information, data and/or conclusions contained in this Presentation and HomeToGo does not assume any obligation to update and/or revise this Presentation or the information and data upon which it has been based. You should not consider any information in this Presentation to be legal, investment, business, tax or accounting advice or a recommendation. You should consult your own attorney, accountant, business advisor and tax advisor for legal, investment, business, tax and accounting advice regarding any of the proposed transactions presented in this Presentation. By accepting this Presentation, you confirm that you are not relying upon the information contained herein to make any decision.

The distribution of this Presentation in certain jurisdictions may be restricted by law and, accordingly, recipients of this Presentation represent that they are able to receive this Presentation without contravention of any unfulfilled registration requirements or other legal restrictions in the jurisdiction in which they reside or conduct business.

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.

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.

Disclaimer (Cont'd)

Use of Projections

Any financial information in this Presentation (including specifically the projections) that are forward looking statements are based on assumptions that are inherently subject to significant uncertainties and contingencies, many of which are beyond HomeToGo's control. While such information and projections are necessarily speculative, HomeToGo believes that the preparation of prospective financial information involves increasingly higher levels of uncertainty the further out the projection extends from the date of preparation. The assumptions and estimates underlying the projected results are inherently uncertain and are subject to a wide variety of significant business, economic and competitive risks and uncertainties that could cause actual results to differ materially from those contained in the projections. All subsequent written and oral forward looking statements concerning HomeToGo or other matters attributable to HomeToGo or any person acting on their behalf are expressly qualified in their entirety by the cautionary statements above. The information contained in this Presentation is provided as of the date of this Presentation and is subject to change without notice.

Preliminary Financial Information

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

Industry and Market Data

To the extent this Presentation includes statistics, data and other information from third party sources, HomeToGo believes that these sources are reliable. Neither HomeToGo nor any of its advisers has independently verified the data contained therein. Accordingly, undue reliance should not be placed on any third party statistics, data and other information to the extent contained in the Presentation. All information not separately sourced is from HomeToGo's data and estimates.

No Offer or Solicitation

This Presentation does not constitute an offer to sell or exchange, or the solicitation of an offer to buy or exchange, any securities, nor shall there be any sale of securities in any jurisdiction in which such offer, sale or exchange would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction.

The Presentation and the information contained herein are not an offer of securities for sale in the United States. Any securities described herein have not been and will not be registered under the under the U.S. Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws, and may not be offered or sold in the United States except pursuant to an exemption from, or a transaction not subject to, the registration requirements of the U.S. Securities Act.

home
to go_

HomeToGo Analyst Day

October 2021



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

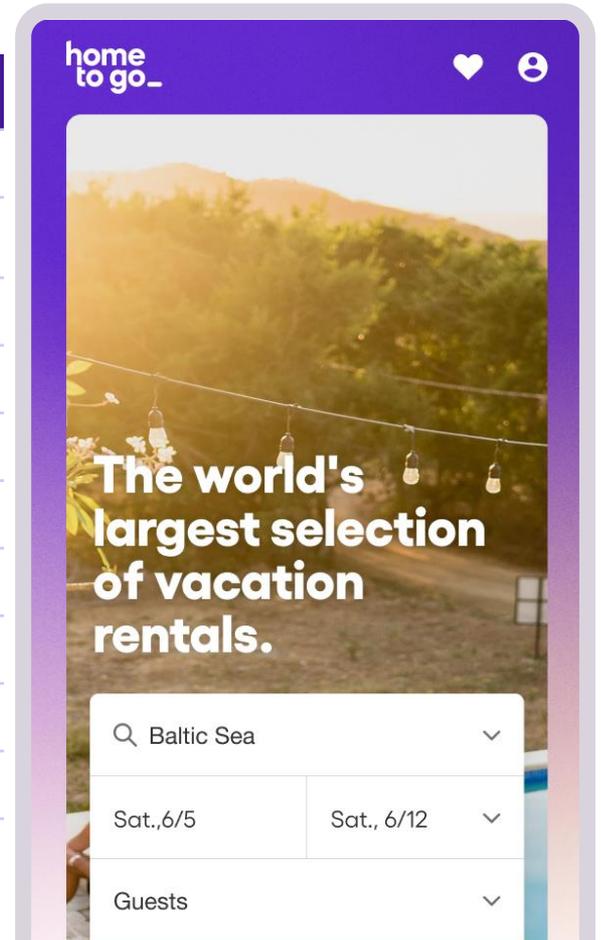


Your past searches

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

Agenda

Agenda	Time
1 Introduction (Dr. Patrick Andrae)	1500 - 1530
2 Marketing (Felix Welckenbach, Dr. Thomas Schollmeyer)	1530 – 1550
Q&A	1550 – 1610
3 Partner and Supply (Valentin Gruber)	1610 - 1640
4 Consumer Product & Technology (Mahendra Roopa)	1640 - 1700
5 SaaS (Valentin Gruber)	1700 – 1710
Q&A	1710 – 1730
6 Finance (Steffen Schneider)	1730 - 1800
7 Final Remarks (Dr. Patrick Andrae)	1800 - 1805
Q&A	1805 - 1900



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

making **incredible homes**
easily accessible to everyone

World's #1 Marketplace for alternative accommodation⁽¹⁾, removing friction for Supply & Demand through Technology



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

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

Management Board

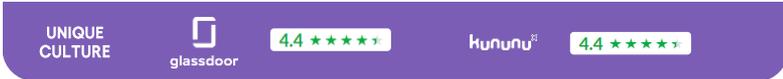


Wolfgang Heigl
Founder & CSO

Steffen Schneider
CFO

Dr. Patrick Andrae
Founder & CEO

Valentin Gruber
COO



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

Senior Management and Company

350+
employees

c.50% in product and technology⁽¹⁾



Audrys Kazukauskas
Technology & Engineering

SWOO DOO KAYAK



Anke Fiedler
Consumer Products

lastminute.com Hotels.com



Carolin Christ
SaaS Products

UBS everystay



Mahendra Roopa
Search & Machine Learning

DAIMLER NVIDIA



Dr. Thomas Krauße
Performance Marketing

wayfair BCG



Dominik Schwarz
Inbound & SEO

SWOO DOO KAYAK



Dr. Benedikt von Wissel
M&A, Legal

home24 Noerr ROCKET



Charlotte Hartmann
Partnerships

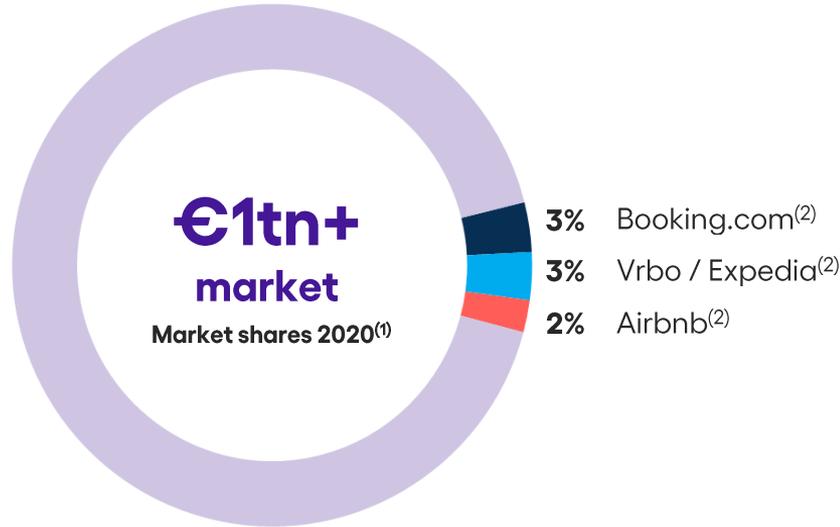


Key investment highlights

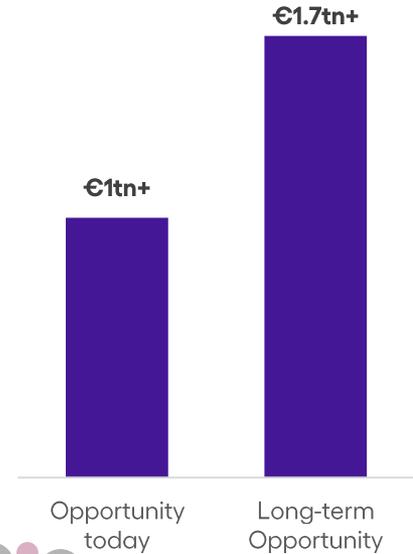
- 1 Huge, highly fragmented, non-transparent market that is underserved and growing
- 2 Powerful and growing brand complemented by proven marketing playbook
- 3 Largest and most comprehensive supply of alternative accommodations fueled by direct and modular technology solutions for supply Partners at every stage
- 4 Superior onsite booking experience underpinned by data driven technology platform
- 5 Modular SaaS solutions for Partners, facilitating everyone in the alternative accommodation ecosystem to be more successful
- 6 Resilient model with attractive financial profile: growth at scale, strong unit economics, and long runways for future growth

The market for accommodation is highly fragmented – even the large online travel agencies (OTAs) cover only a fraction of it

92% Others



Global stays in accommodation⁽³⁾



(1) Source: Broker Research, Company information
(2) Based on Gross Booking Value for the financial year 2020
(3) Source: Broker Research, Long-term estimated market size as of 2030





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 (sustainable) 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

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

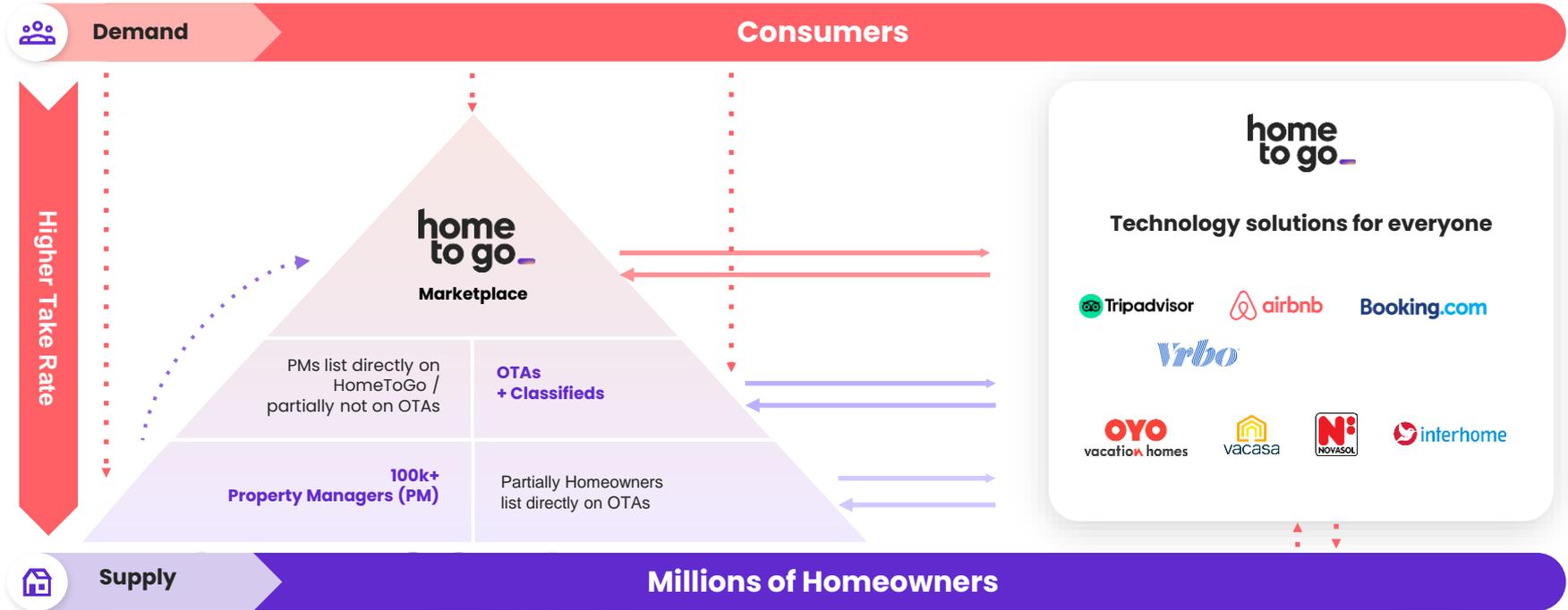
home
to go

Vrbo

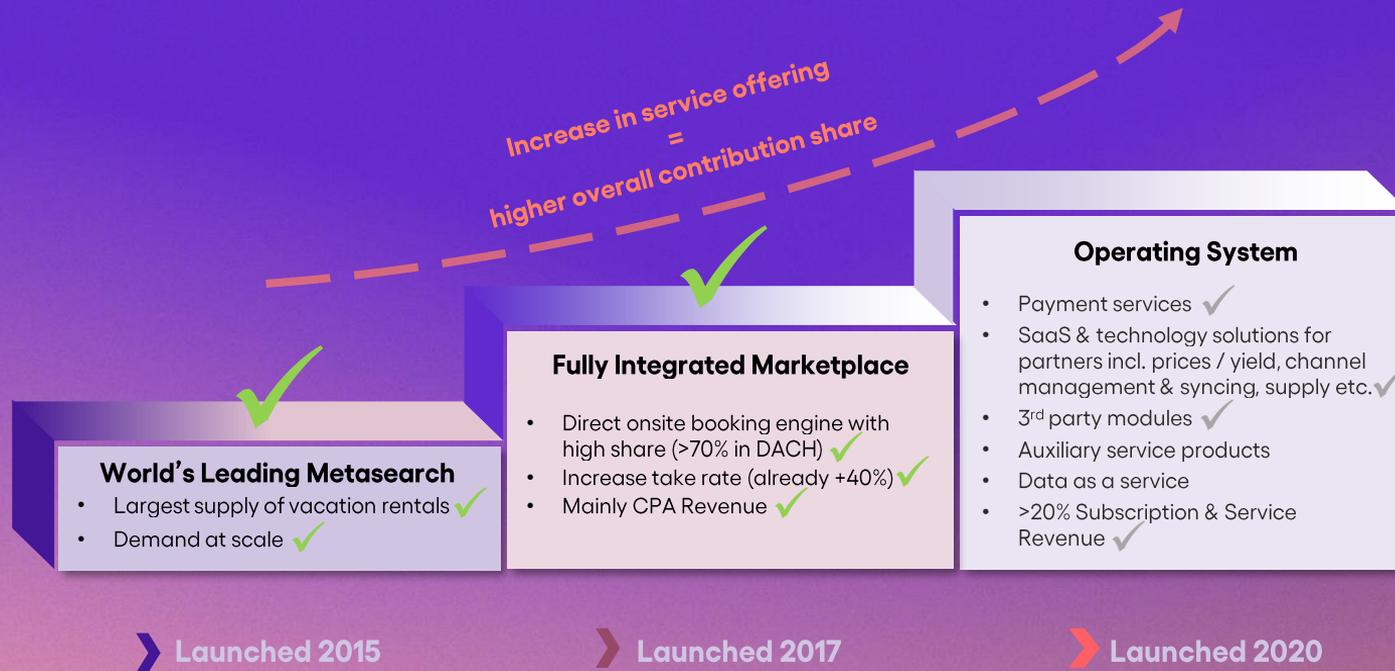
Booking.com



How the market is organized



HomeToGo is enabling the market with technology by building its operating system



✓ = achieved
& further improving
✓ = started

M&A strategy supports quick roll-out: acquire synergistic businesses in line with our strategy which we can integrate in our tech-stack, generating synergy effects as part of our flywheel

We continue to solve the key pain points of the market



Solving for Consumers

Overview & easy comparison
most comprehensive inventory⁽¹⁾ in one place

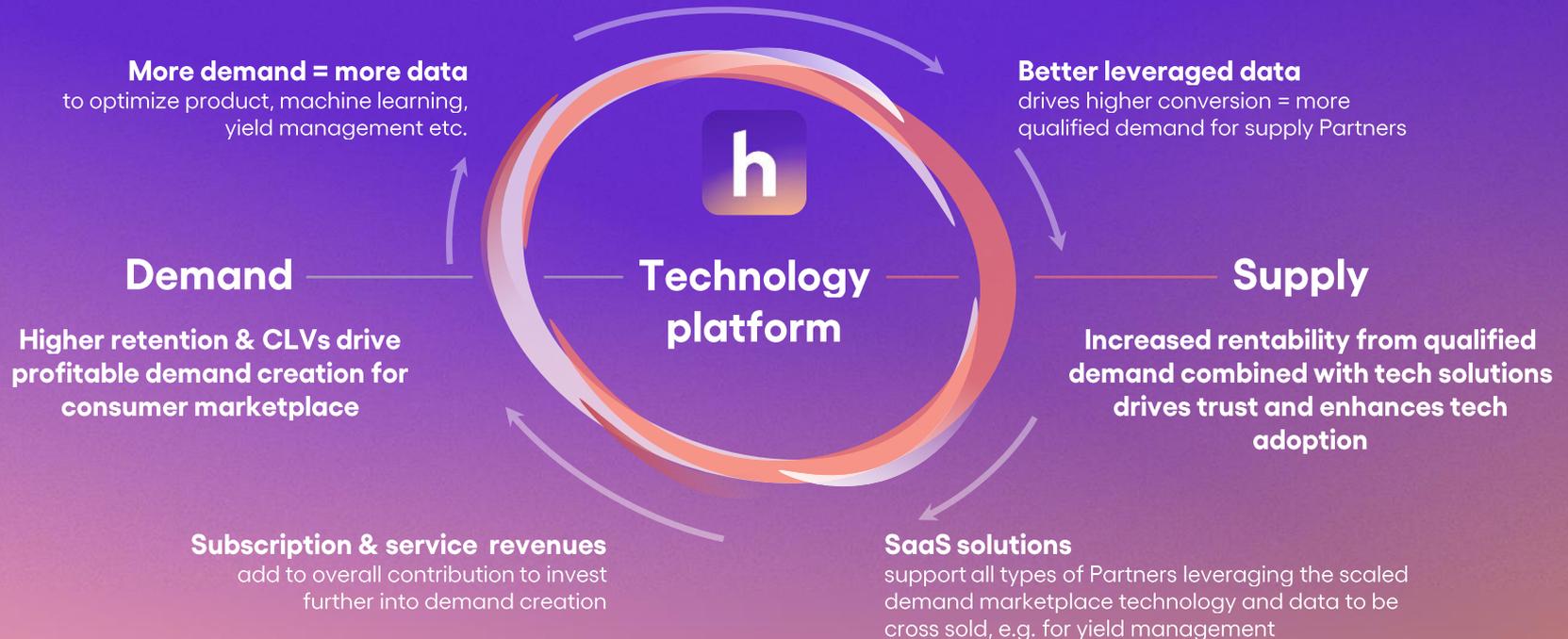
Trust
book safely and quickly

Solving for Suppliers

Qualified demand
largely on commission for confirmed bookings

Supply, technology & data
get quality supply leads
enhance, manage & utilize supply better
get data insights, e.g. for pricing

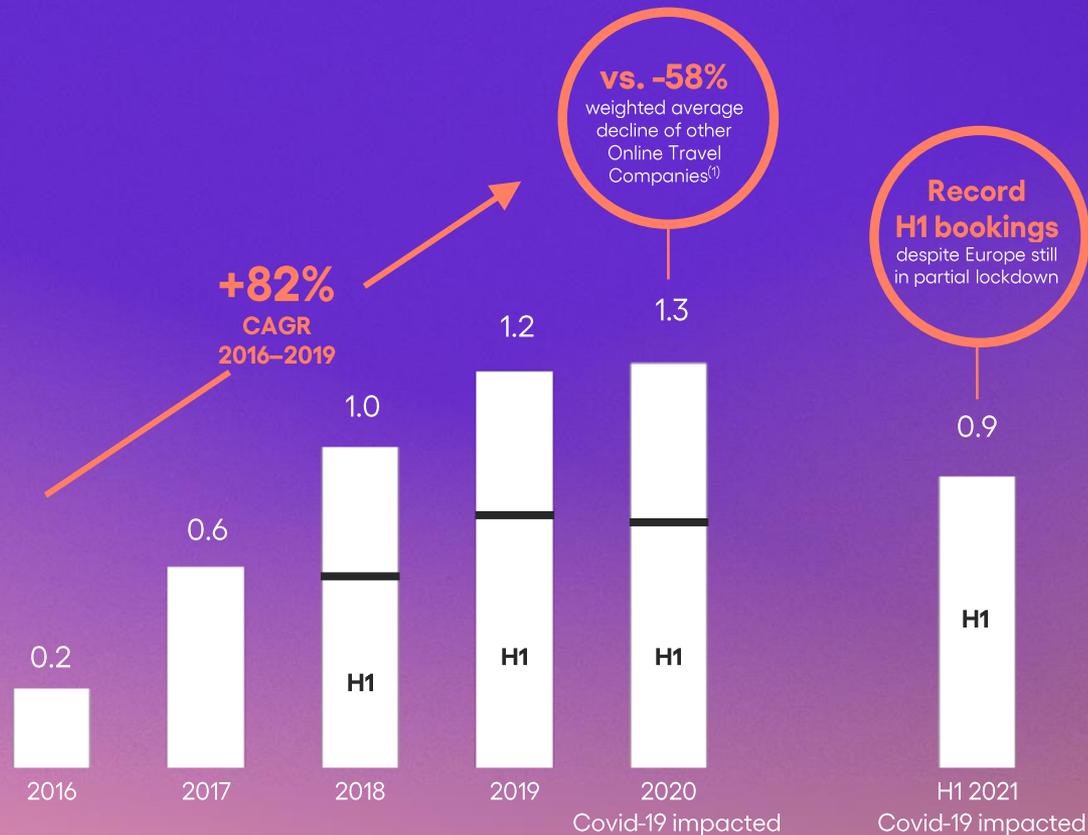
Fueling the scalable flywheel with network effects by building the tech enabler for the whole alternative accommodation ecosystem



We are growing non-stop, even throughout Covid-19

Gross Booking Value

€ billions



(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 (CY 2020) and Expedia (CY 2020); CNYUSD exchange rate of 6.3812 and GBPUSD exchange rate of 0.7059 as of 31 June 2020

Marketing Overview

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

€1.3bn

Gross Booking Value
2020

>44m

Monthly Visits
Jun-Aug 2021

Demand



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

Section Summary - Marketing

We are maximizing revenues while lowering marketing investments per booking

Brand



increase brand awareness and strengthen image

SEO & PR



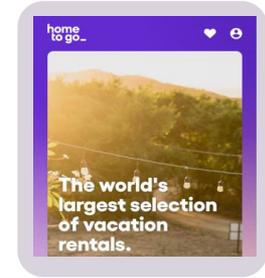
increase share of organic traffic and strengthen thought leadership

Paid Search



capture more demand with increasing efficiencies

CRM & App



drive repurchase and reduce marketing spend per booking

Rebranding HomeToGo – what's behind it?

home
to go. 

A woman with her hair in a bun is seen from behind, sitting on a white sofa on a wooden balcony. She is looking out at a vast blue ocean under a sky with scattered white clouds. The balcony has a wooden railing and is part of a structure with a thatched roof. To the left, there are two large woven baskets, one containing a hat. To the right, there is a wicker chair and a small table with a potted plant. The overall atmosphere is peaceful and relaxing.

a home to go relax

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

a home to go up



a home to go refresh

A rustic log cabin with a wooden deck and railing, situated in a lush green forest. The cabin has a gabled roof with dark shingles. The deck is furnished with wooden chairs and a bench. A large tree trunk is visible in the foreground on the right. The scene is bathed in warm, golden light, suggesting a sunrise or sunset. The text "a home to go home" is overlaid in white, with a purple underline under the word "home".

a home to go home

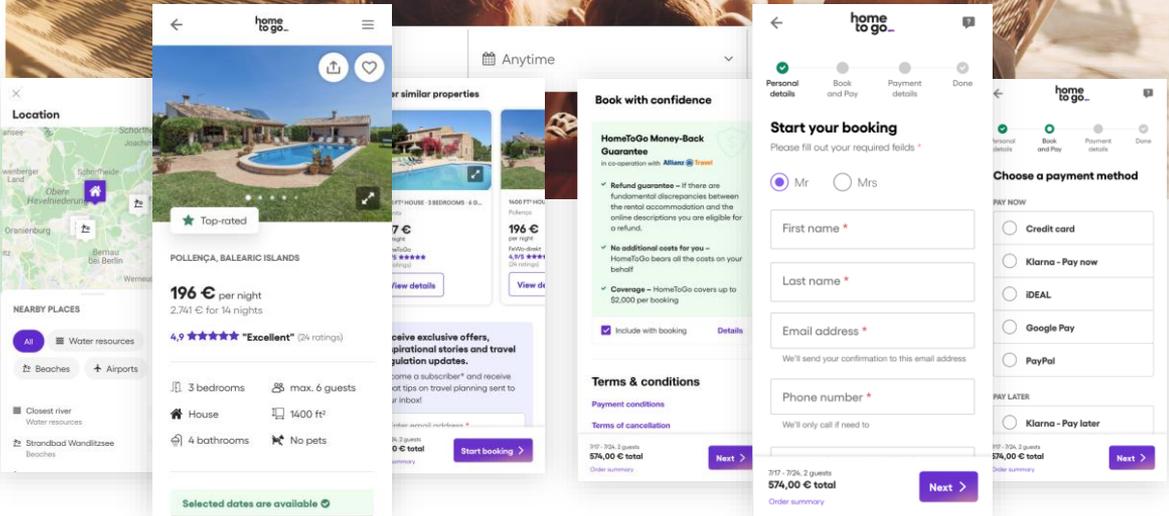
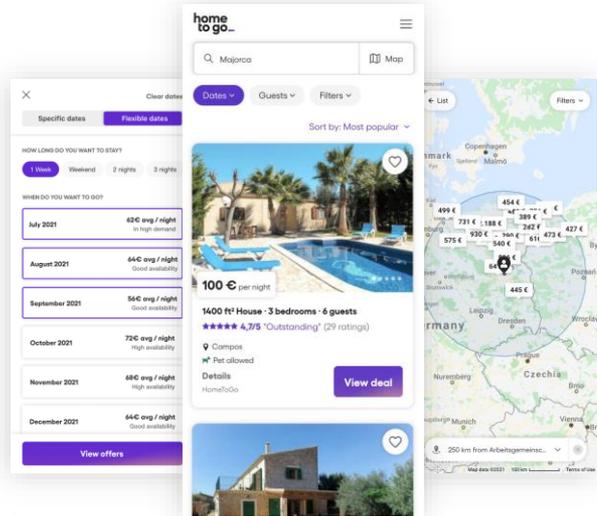
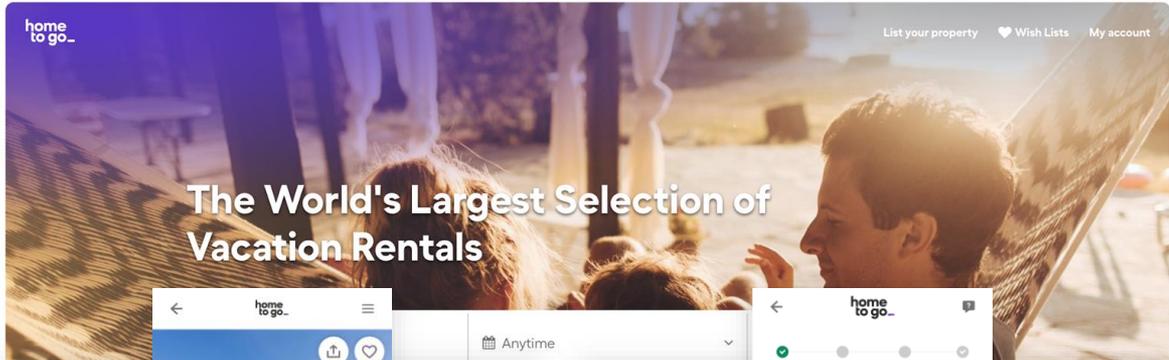


A twilight scene of a Dutch village. The sky is a deep purple and blue, with wispy clouds and a few white contrails. In the foreground, a canal reflects the sky and the buildings. On the right, there are several traditional Dutch houses with gabled roofs and wooden facades. A wooden bridge or walkway runs along the canal. On the left, there are several windmills, some of which are partially obscured by trees. The overall mood is serene and quiet.

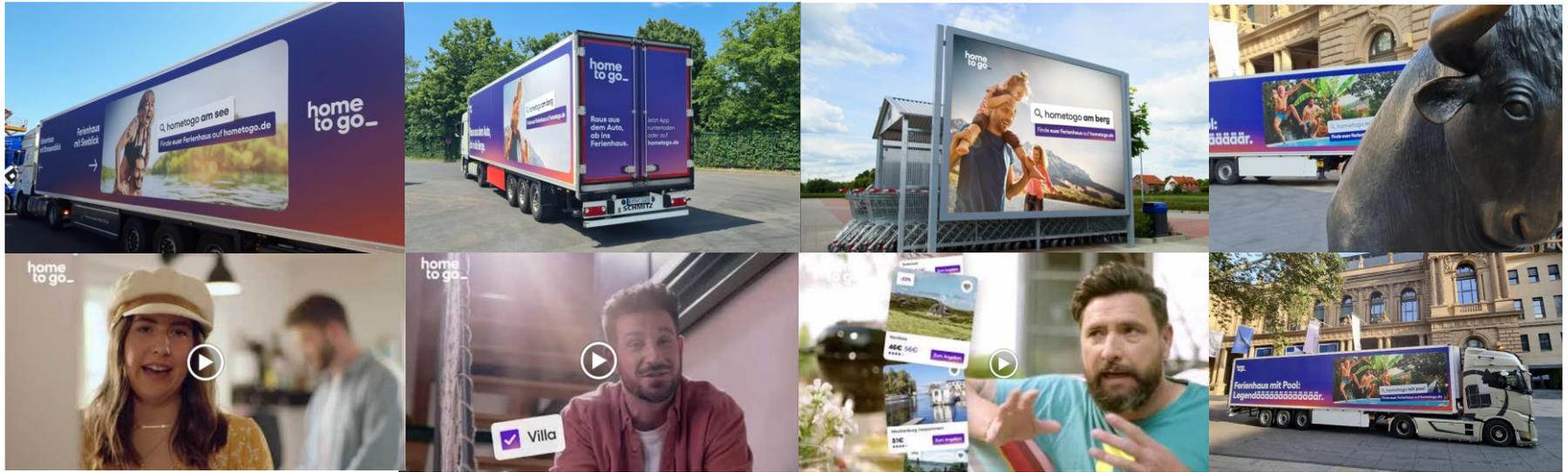
twilight

twilight purple

Our rebranding has received broad positive feedback



We launched a 360° brand campaign including TV and out-of-home coverage over the summer to create a big buzz leveraging our rebranding



Consumers trust us...

home
to go_
.com

68

Net Promoter
Score⁽¹⁾

For HomeToGo US onsite bookers
as of May 2021

Customer reviews⁽²⁾

4.7



REVIEWS.io

App store ratings⁽³⁾



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 forever find my
vacation rentals here.”

★ Trustpilot

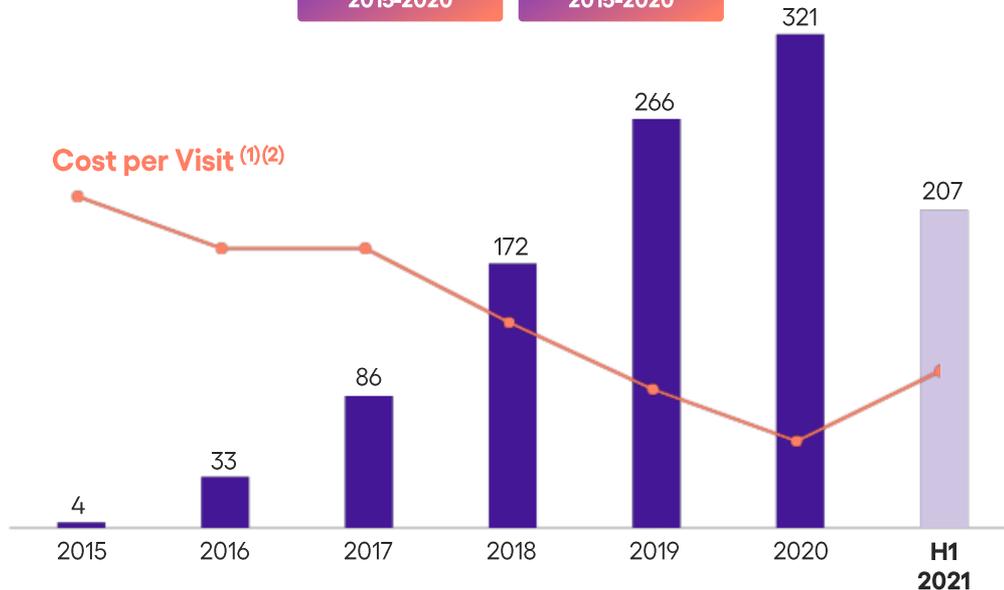


...which leads to increasing demand while decreasing costs...

HomeToGo Visits⁽¹⁾
millions

>80x
Traffic increase
2015-2020

-73%
CPV reduction
2015-2020



Success factors

Excellent team with very strong digital Marketing experience

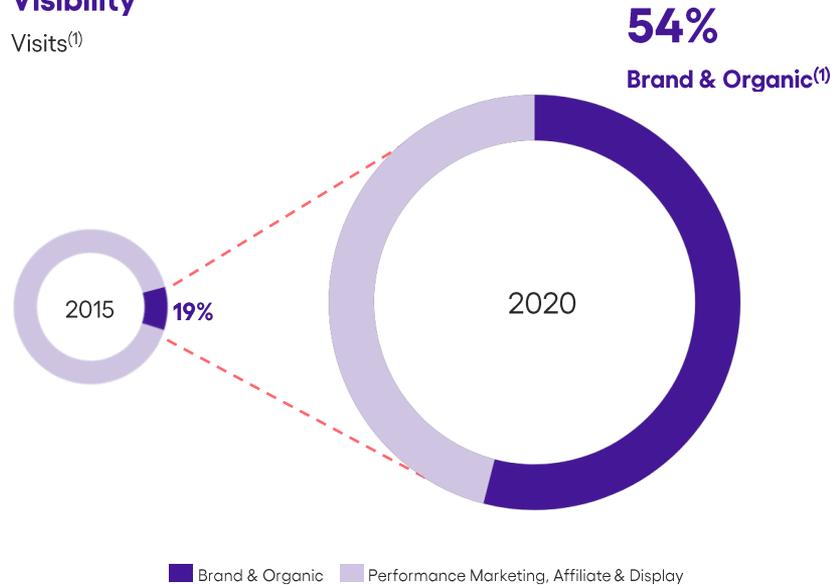
Extensive automation of all Marketing activities

Consequent ROI based steering of all Marketing channels

...which is reflected in our success in scaling Brand & Organic traffic sources...

Visibility

Visits⁽¹⁾



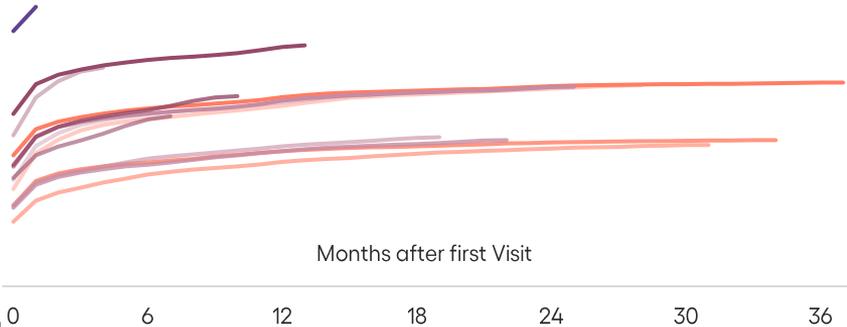
Serving travelers in 23 countries with global supply

...and leads to increasing customer lifetime values

Users who first booked offsite⁽¹⁾

Consumer lifetime value (CLV) per user⁽³⁾ by cohort

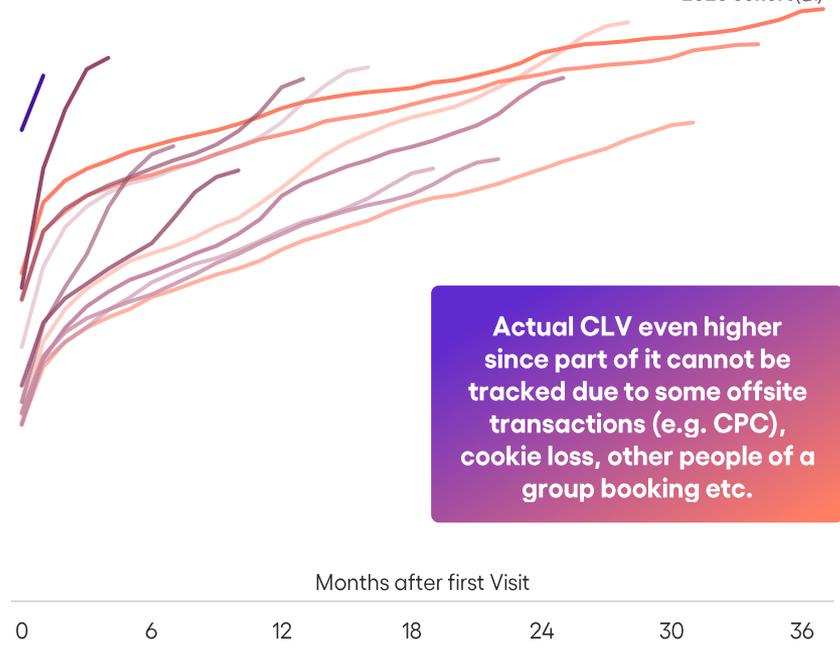
- 2017 cohort (Q1-Q4)
- 2018 cohort (Q1-Q4)
- 2019 cohort (Q1-Q4)
- 2020 cohort (Q1)



Users who first booked onsite⁽²⁾

Consumer lifetime value (CLV) per user⁽³⁾ by cohort

- 2017 cohort (Q1-Q4)
- 2018 cohort (Q1-Q4)
- 2019 cohort (Q1-Q4)
- 2020 cohort (Q1)

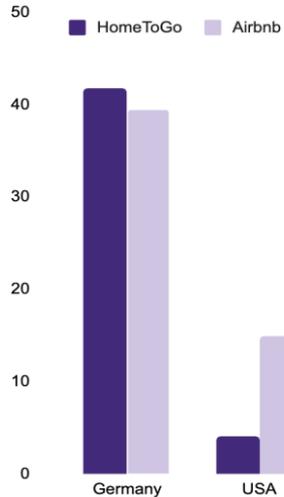


(1) Cohorts are defined as the set of users with first Visit in given quarter of the cohort with at least one lifetime booking and where the first lifetime booking was done offsite, data excluding Escapada Rural and Ferries
 (2) Cohorts are defined as the set of users with first Visit in given quarter of the cohort with at least one lifetime booking and where the first lifetime booking was done onsite, data excluding Escapada Rural and Ferries
 (3) CLV defines all kind of revenues (before cancellations) of users in the cohort since the first Visit on a per user level; sessions on multiple devices are stitched as soon as a known user is identified, e.g. via login or email click

Success in building a strong SEO profile has been one of the major drivers behind our increase of Brand & Organic...

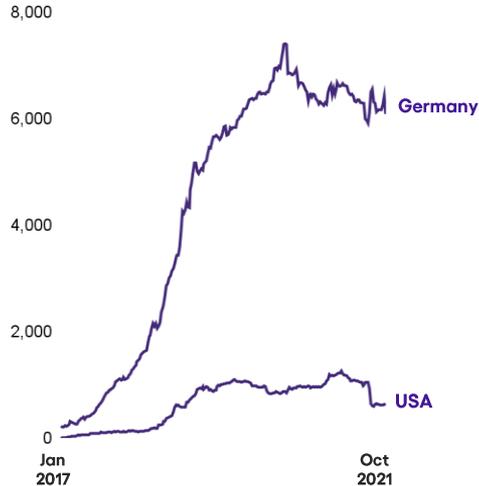
SEO visibility score

By Sistrix as of October 2021



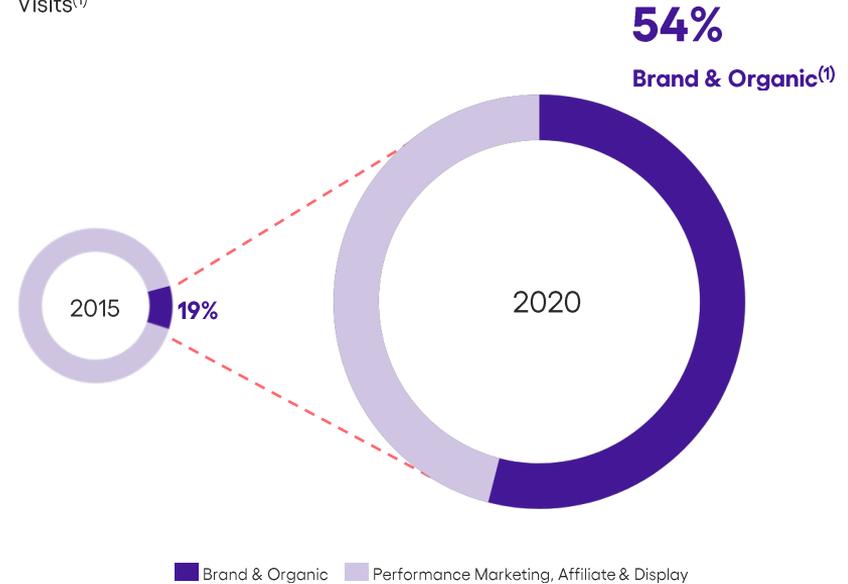
Number of page #1 keyword rankings

By Sistrix as of October 2021



Visibility

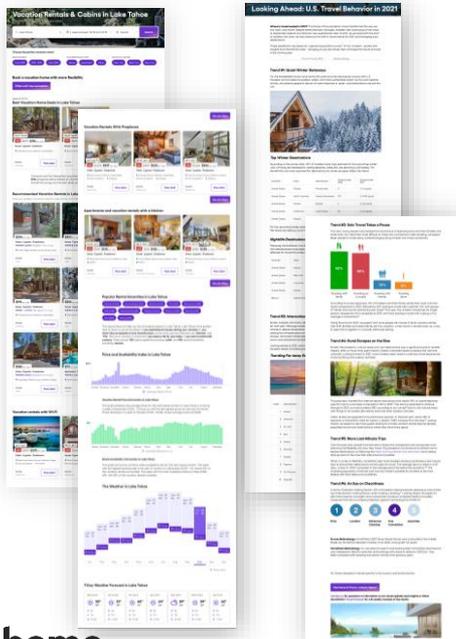
Visits⁽¹⁾



...driven by our unique and awarded in-house approach resulting in strong PR coverage and media relationships

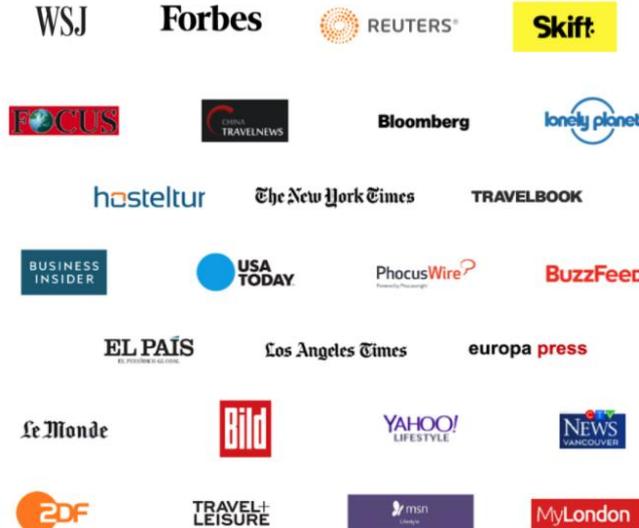
150,000+ Content Sites

Unique content marketing approach



16,000+ Publications

In web, print, TV & radio leading to 7,500+ links



13 Awards & Nominations

For innovation, performance and excellence



Awarded **Best In-House SEO Team** of The Year two years in a row!

The Drum Awards Search

Winner 2018 + Finalist 2021 **"Team of the Year"**

Finalist 2021 **"Best Travel + Tourism Campaign"**



Finalist 2020 **"Best Use of Data"**



Winner 2019/ Finalist 2020 **"Best In-house Team of the Year"**

We continue to invest in SEO content and performance improvements while strengthening our brand awareness via PR storytelling

1

We further identify, **unlock** and optimize organic **inventory**...

...to better leverage long-tail demand potential

- Launch additional landing page segments for top-of-funnel users
- Improve destination and landing page coverage
- Tap into additional non-search traffic opportunities

2

We **scale** PR and **earned media** coverage in consumer and corporate media...

...to further position HomeToGo as a travel industry thought leader

- Executive profiling and strong news pipeline of growth initiatives
- Data-led, inspirational link-building consumer campaigns
- B2B brand building campaigns tied to technology solutions

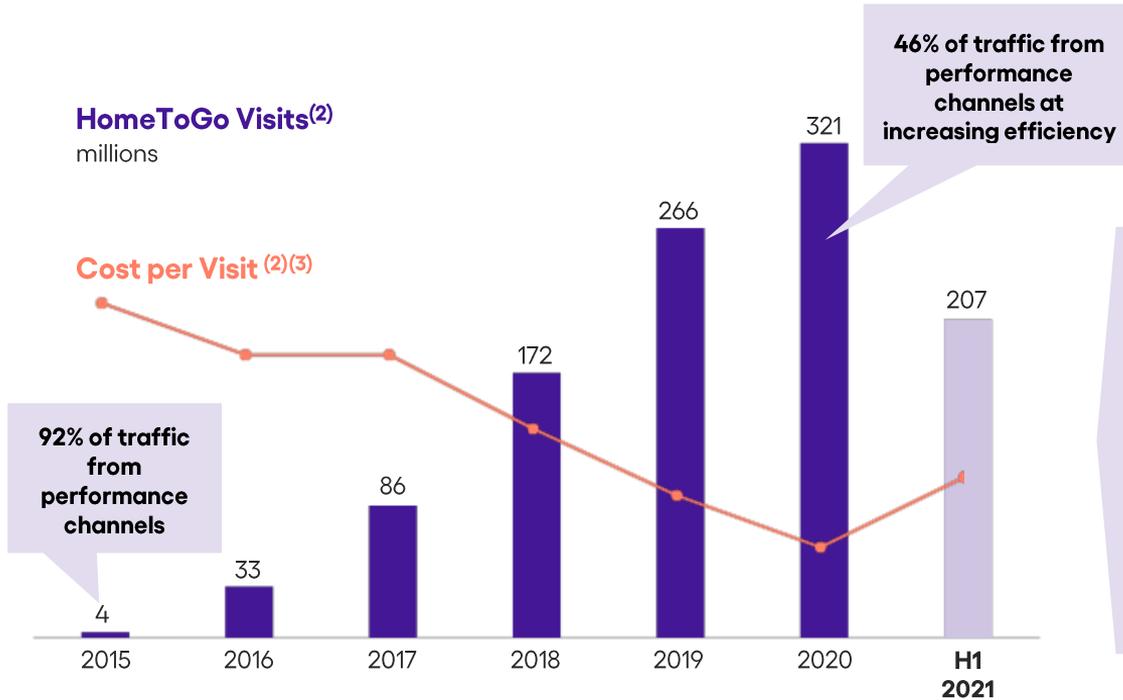
3

We further **invest into** our **data**, **testing** and **automation** capabilities...

...to optimize landing experiences at scale and capitalize on largest opportunities

- Solidify competitive intelligence and Google search data insights
- Scale SEO optimization by introducing actionable dashboards
- Introduce qualitative and quantitative KPIs for asset production

Our highly efficient performance marketing at scale capturing maximum demand while focusing on ROI



Key facts

Paid search⁽¹⁾ efficiently capturing high intent demand

Extensive automation of SEM/SEA campaigns

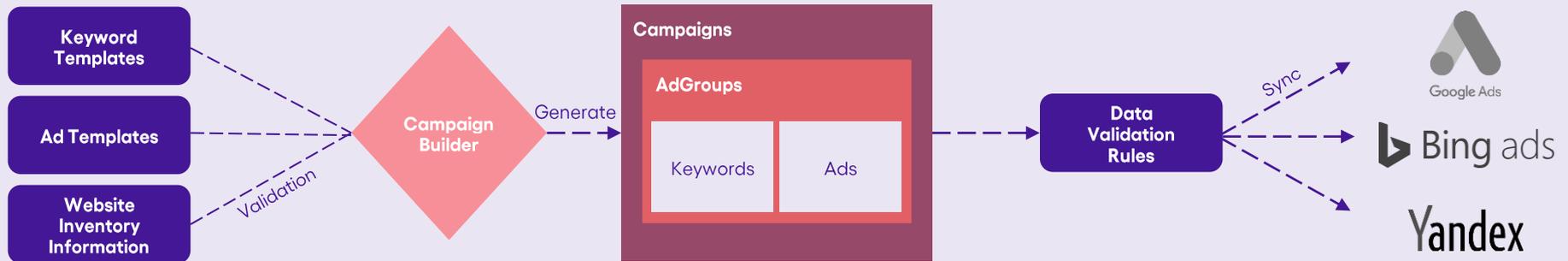
Leveraging one automation platform for different channels



(1) Paid Search includes SEM, SEA, Display, and Paid Social
 (2) Data includes all Visits for HomeToGo group excl. Agriturismo and Escapada Rural
 (3) Cost per Visit based on Ad spend excl. TV marketing spend

The backbone for efficiently scaling our marketing efforts across markets and multiple brands is our tailor-made campaign builder

- Our campaign builder allows to **setup and manage a very large set of campaigns**
- We target and grab search demand by **using millions of keyword combinations and link it to >100k relevant landing pages**
- We are **extending the usage for other paid marketing channels beyond Paid Search**



Our focus in performance marketing is on both advancing successful strategy for high intent users as well as scaling acquisition of lower intent users

1

We further improve our **ROI based bidding and steering...**

...to better monetize demand at target efficiency



- Test various success metrics for smart bidding
- Improve user stitching across touchpoints
- Optimize and validate revenue attribution

2

We keep improving our **campaign automation capabilities ...**

...to allow for efficient execution and testing at scale



- Further unify campaign structure
- Add new features (e.g. image extension)
- Improve steering and monitoring

3

We invest into scaling the acquisition of **low intent users...**

...to grow users for our world class CRM program

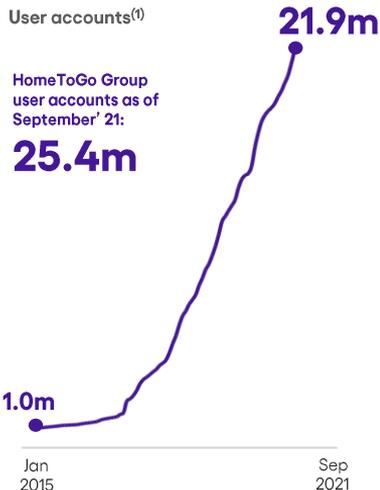


- Test SEM lead acquisition for low intent searches
- Improve ad quality (creatives and feed testing)
- Adjust and test landing pages and experience

Building an engaging CRM program as well as scaling our App platform have been major drivers behind our success in scaling our business from returning visitors

CRM

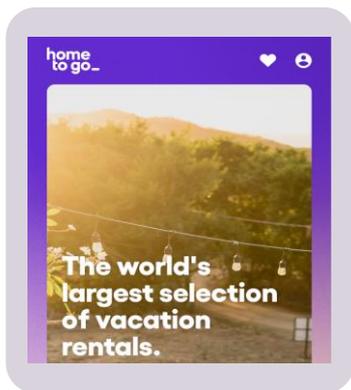
Number of people signing up for HomeToGo is accelerating



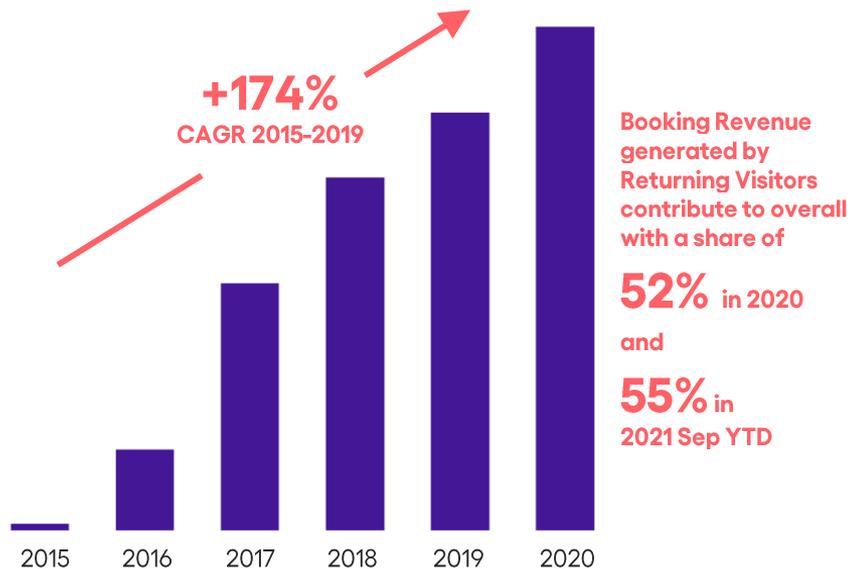
App

Growing number of app users start contributing to overall revenue growth

> 2.5m **> 100%**
App Installs⁽²⁾ CAGR of App Revenues⁽³⁾



Booking Revenue from Returning Visitors⁽¹⁾



(1) User accounts excluding Agriturismo and Escapada Rural
 (2) Cumulative App Installs (neglecting uninstalls and reinstalls) since 2017 until end of Q3/2021 tracked via Adjust for our brands HomeToGo, Cosomundo, Casevacanza and Wimdu
 (3) App Revenue defined as all Booking Revenues placed within the app, LTM revenues July 2018 to July 2021

(1) Data excl. Agriturismo and Escapada Rural

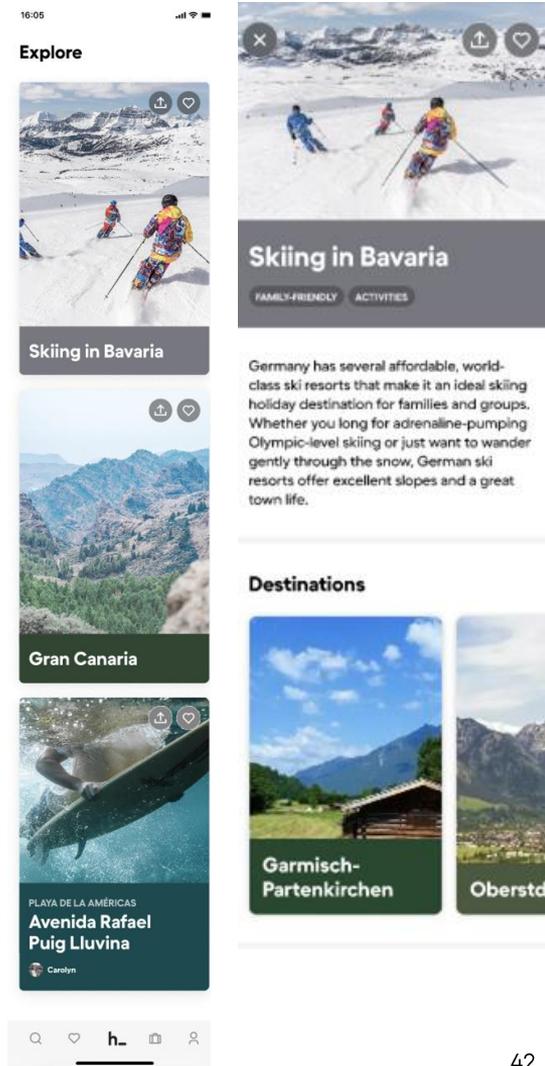
Our users are asking for more inspiration

Especially our App users are higher in the purchase funnel

- They take significantly longer to book than web users but are to an even higher factor more engaged in terms of sessions
- More than half of the users downloaded the app to get help with ideas for a trip

We are continuously building and improving recommendation algorithms for inspiring content

- Build inspirational content for different types of holidays as well as destination content
- Leverage recommendation and personalization to show the most relevant content for each user

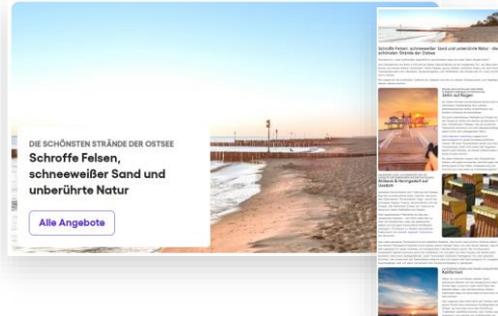


Examples for inspirational content: prioritize different types of content to attract and engage higher funnel audiences

1 Automatically created selections of offers



2 Curated destination content in travel blog style



3 Promotional offers with attractive pricing



Increase user engagement and push more users down the funnel

Major goal of our CRM & App roadmap: Drive repurchase to increase loyalty & decrease cost per booking by improving recommendations and push notifications

1

We focus on increasing **repurchase...**

...to increase loyalty & reduce marketing spend per booking

- Launch optimized reactivation campaign
- Create and optimize post booking journey
- Acquire user with high long-term value

2

We launch new and optimize existing **push notifications...**

...to increase interactive communications

- Launch in app-messaging campaigns
- Launch web push campaigns
- Build interactive user journeys based on pushes

3

We improve scope and quality of **recommendations...**

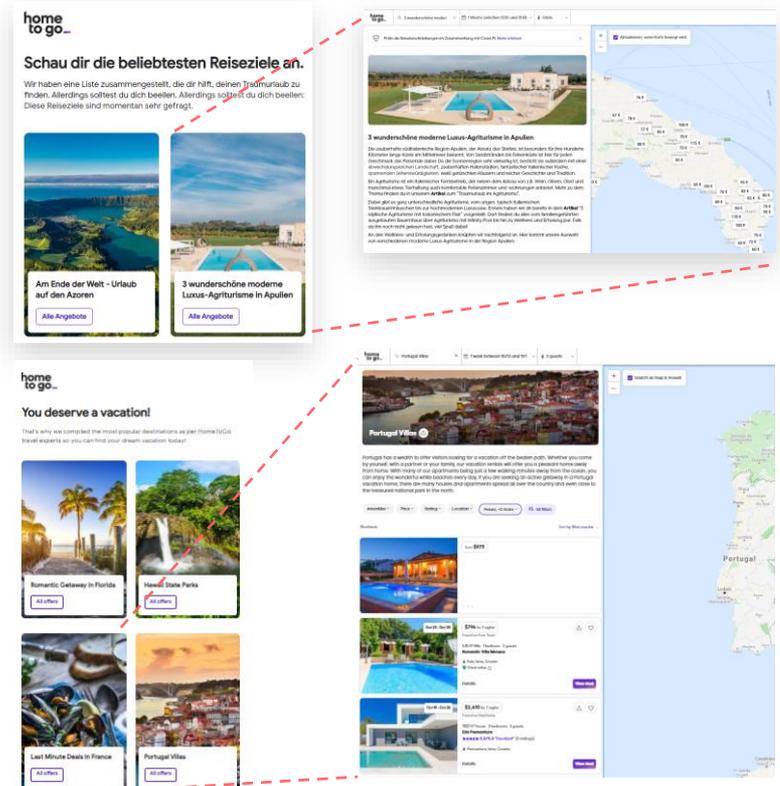
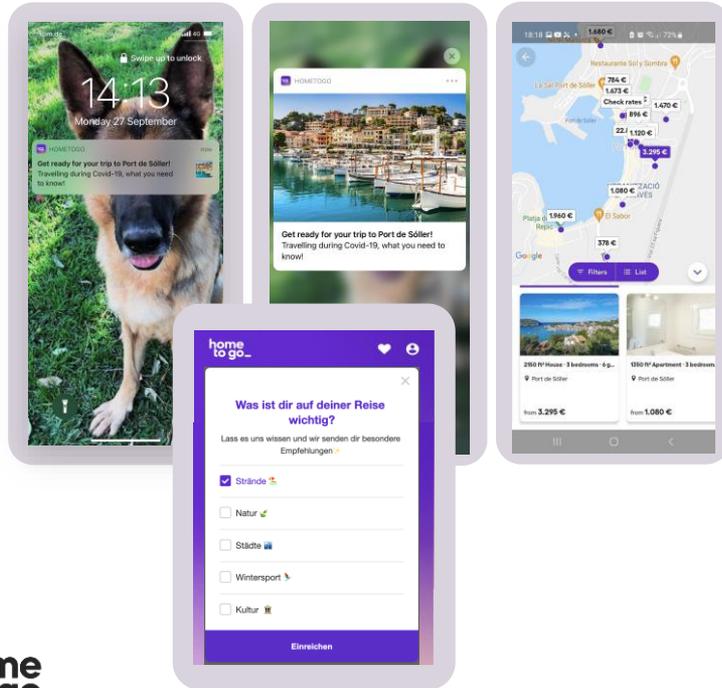
...to increase engagement and conversion

- Optimize offer recommendations to increase conversion
- Build recommendations for inspirational content
- Target users with a mix of offers and inspirational content

Inspiring user with content to engage with our offers

> 4m push notifications per month

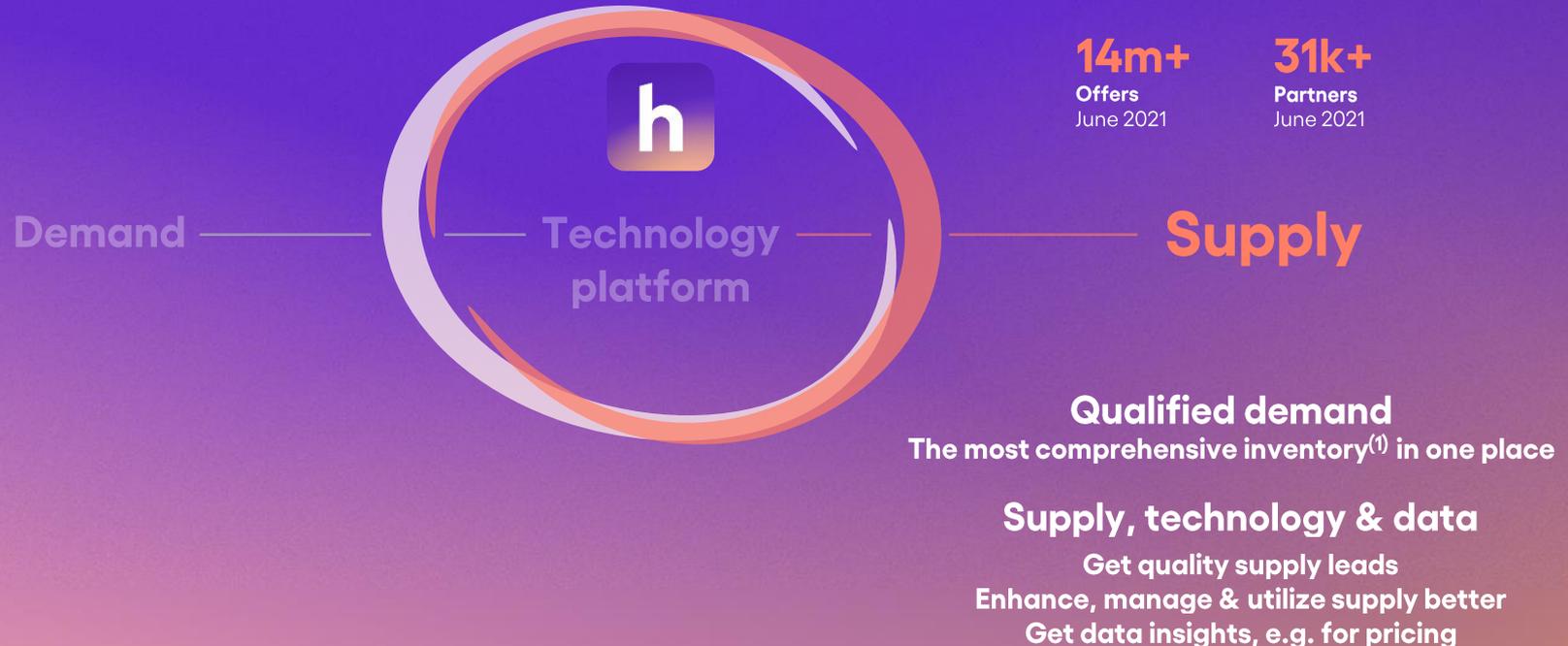
>25m emails sent per month



Marketing Section Q&A

Partner & Supply Overview

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



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

Section Summary – Partner and Supply

We increase, diversify and strongly monetize our portfolio of suppliers

**Business
Development**



experienced and well-connected team in Europe and the U.S.

Onsite



superior solution for our partners and us

Distribution



attractive channel to distribute

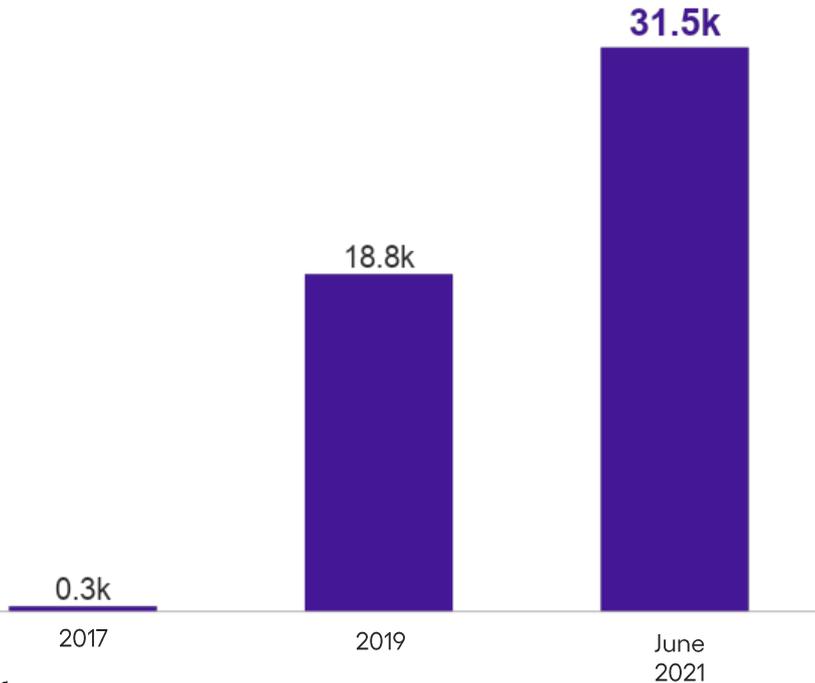
**Technology
Solutions**



SaaS solutions for partners and connections for homeowners

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

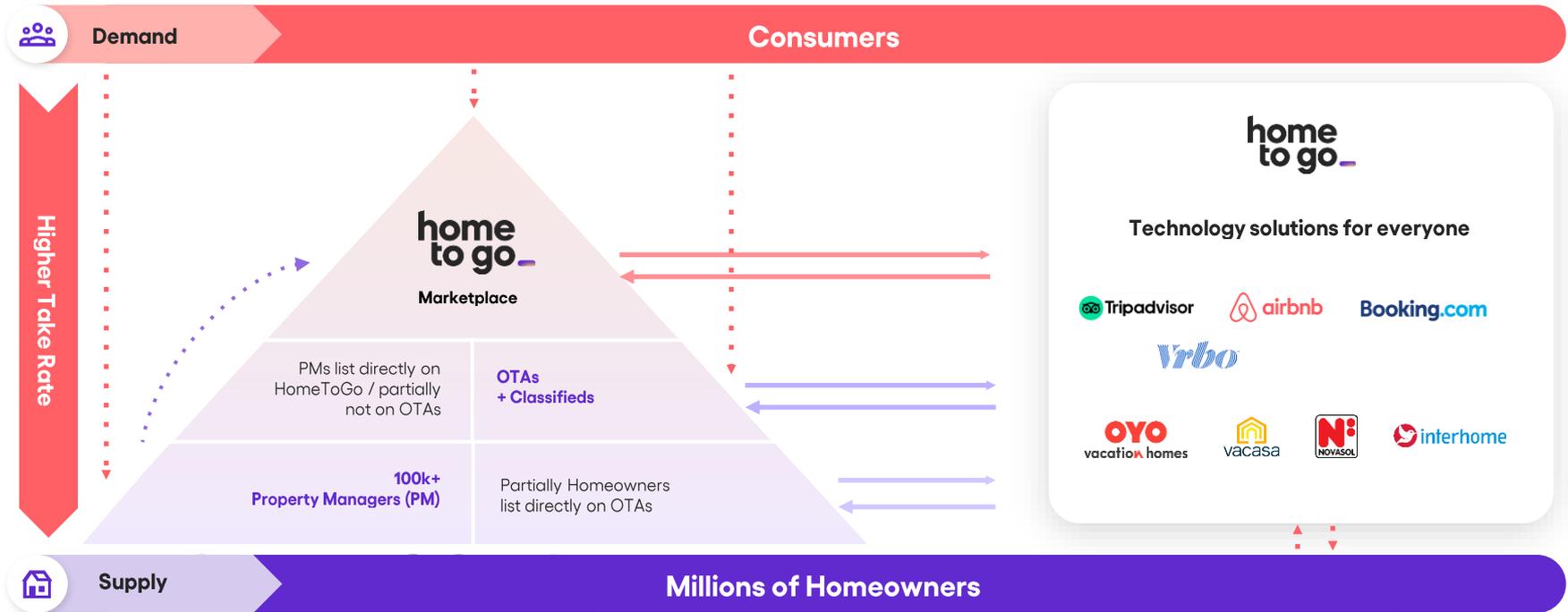
of Partners with HomeToGo Group



The HomeToGo logo is displayed at the top. Below it, the text '14m+' is shown in a large font, followed by 'Total accommodation Offers globally' and 'As of June 2021⁽¹⁾'.

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

How the market is organized



HomeToGo provides the best solution for every supplier type

Online Travel Agencies (OTA)



Providing higher quality traffic for the OTAs than traditional sources, thereby converting bookings more effectively



Incentives are aligned as most of OTAs only pay a commission for confirmed bookings (**win-win**)



Provides additional supply and data for OTAs as HomeToGo offers SaaS tools for supply partners to list on multiple OTA sites with better synced and up-to-date data

Property Managers



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

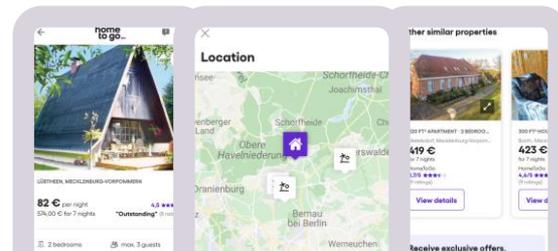


Benefit from features and infrastructure such as payment, image beautification or customer service teams



Further diversification of distribution decreases risk and dependability

Homeowners



Create one listing that automatically becomes live on multiple rental platforms **saving time and increasing the chance of filling vacancies**



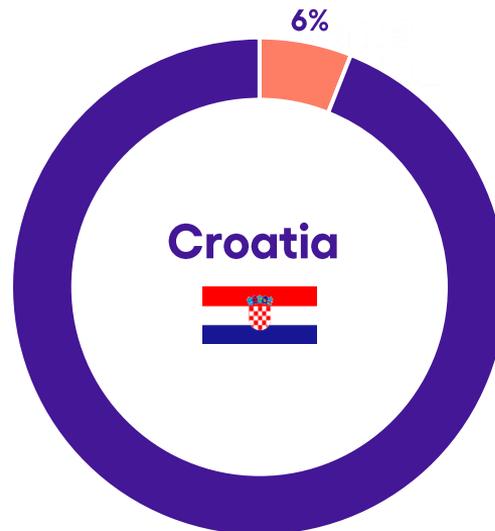
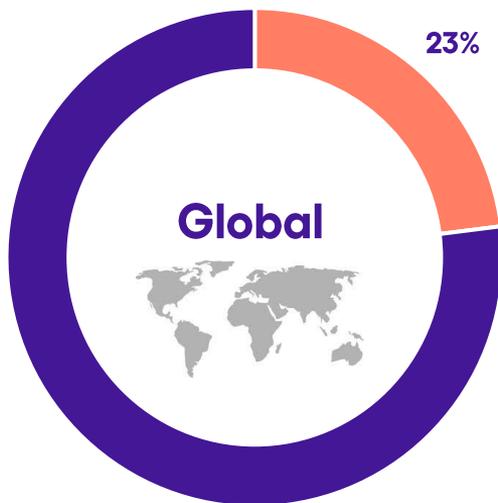
Option for instant booking that will update availabilities across the different rental platforms



Data and Market insights like dynamic pricing in the future

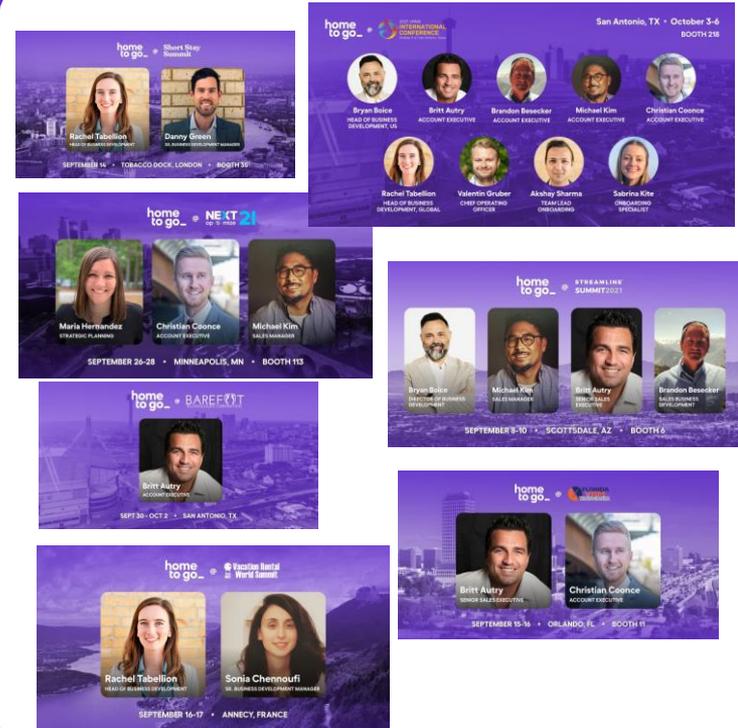
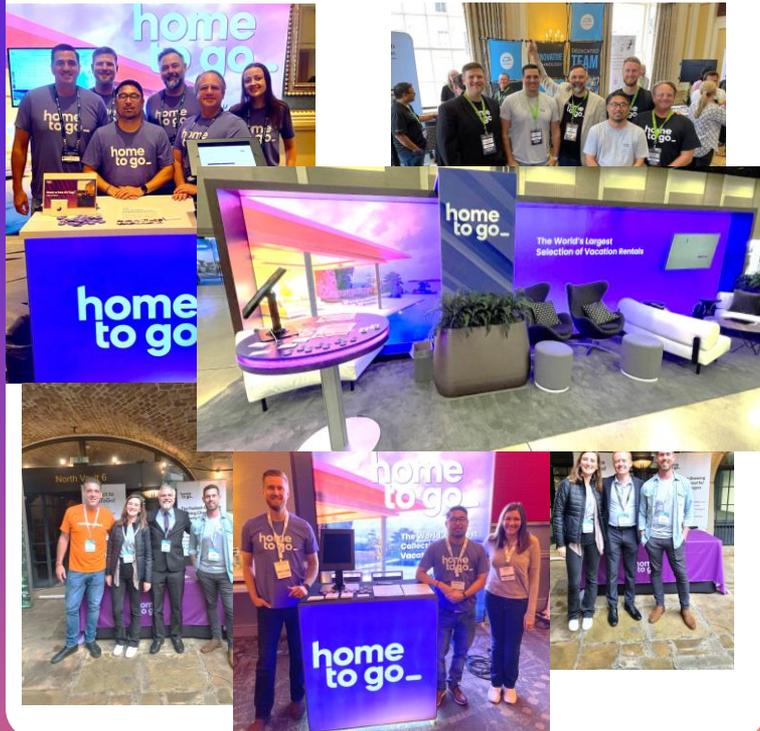
Well distributed sources of vacation rentals lead to low uniqueness at large partners

Share of unique inventory of our three largest Partners⁽¹⁾



(1) 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.

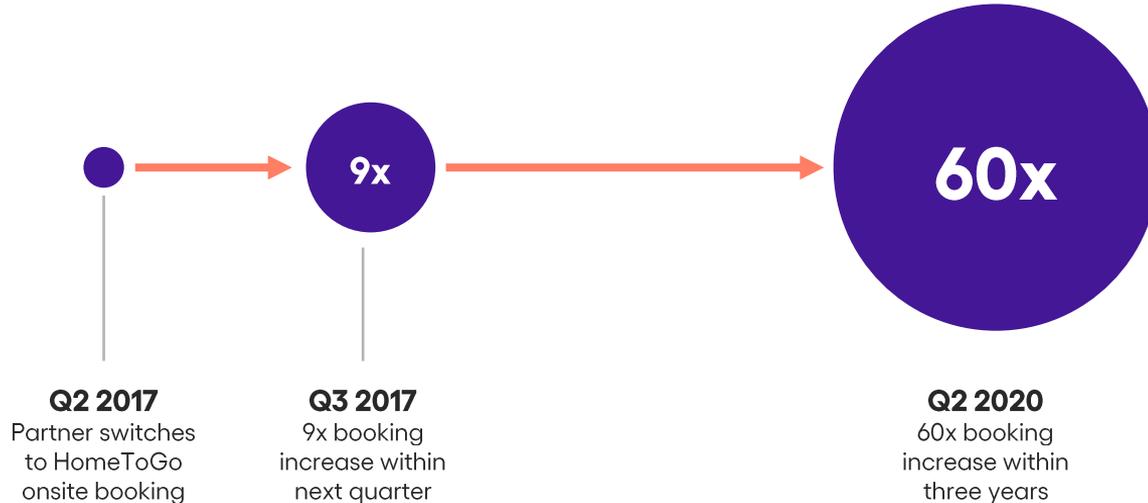
An experienced and well-connected team to acquire new partnerships in Europe and the U.S.



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

A case study

Number of bookings received by Partner⁽¹⁾

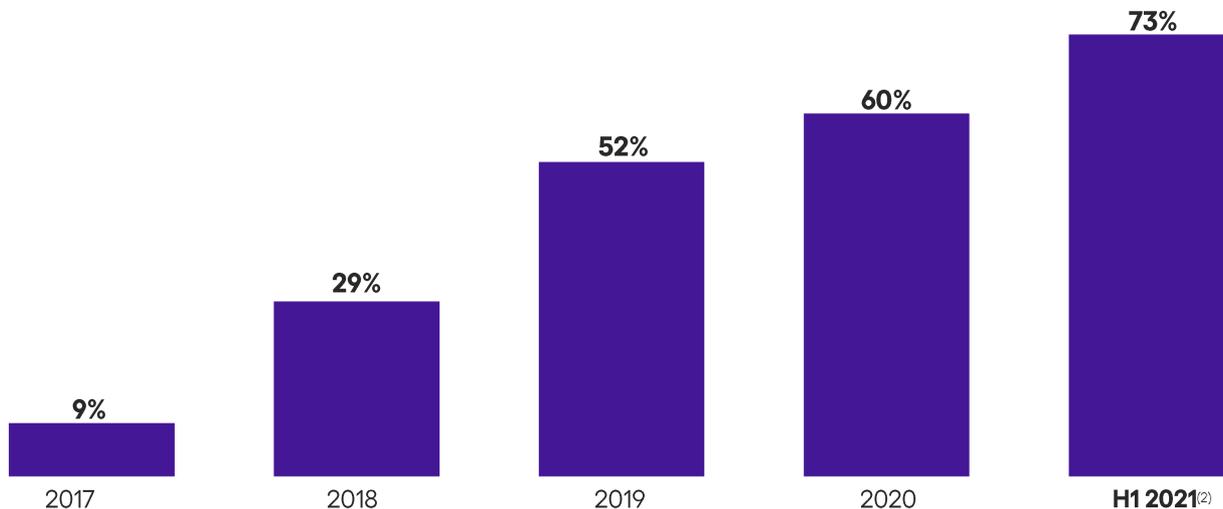


Partners have seen an uplift of bookings of up to 60x after switching

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

Share of Booking Revenues generated onsite⁽¹⁾

DACH Region



Europe onsite
Booking Revenues⁽³⁾

H1/21

56%

Global onsite
Booking Revenues⁽³⁾

H1/21

39%

(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)

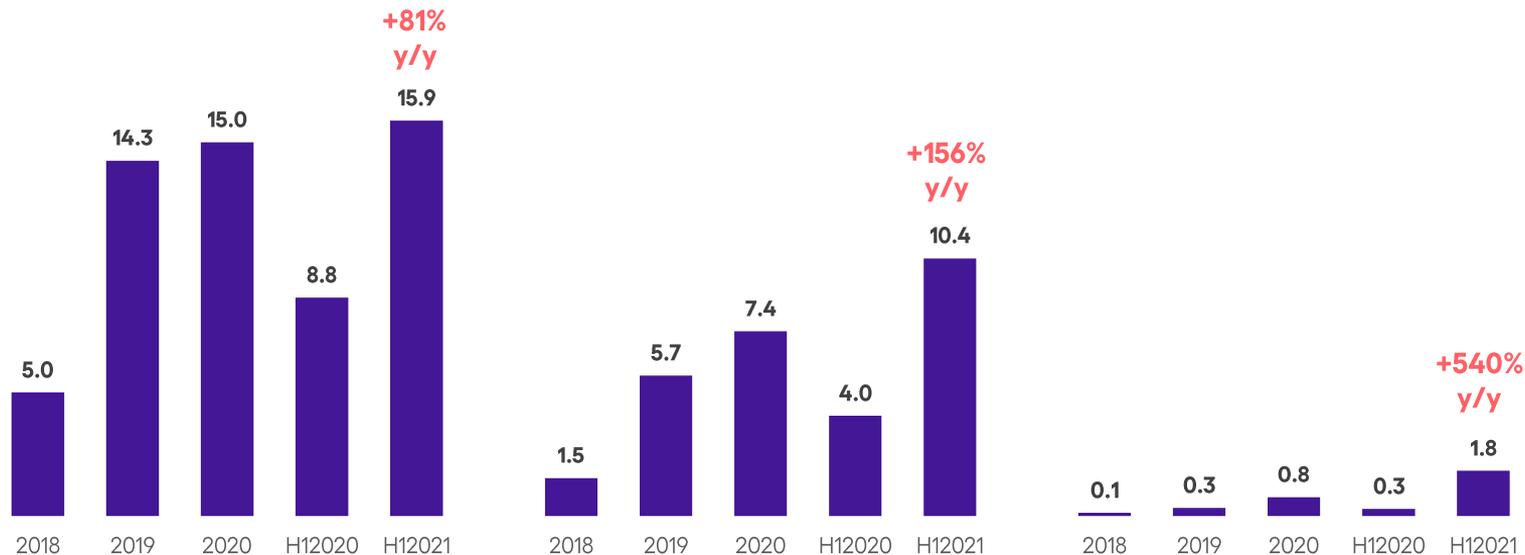
Onsite is outgrowing in first half-year 2021 the full year 2020 in DACH and other markets confirm the strong growth

Booking Revenues generated onsite⁽¹⁾

DACH Region

Rest of Europe

North America Region



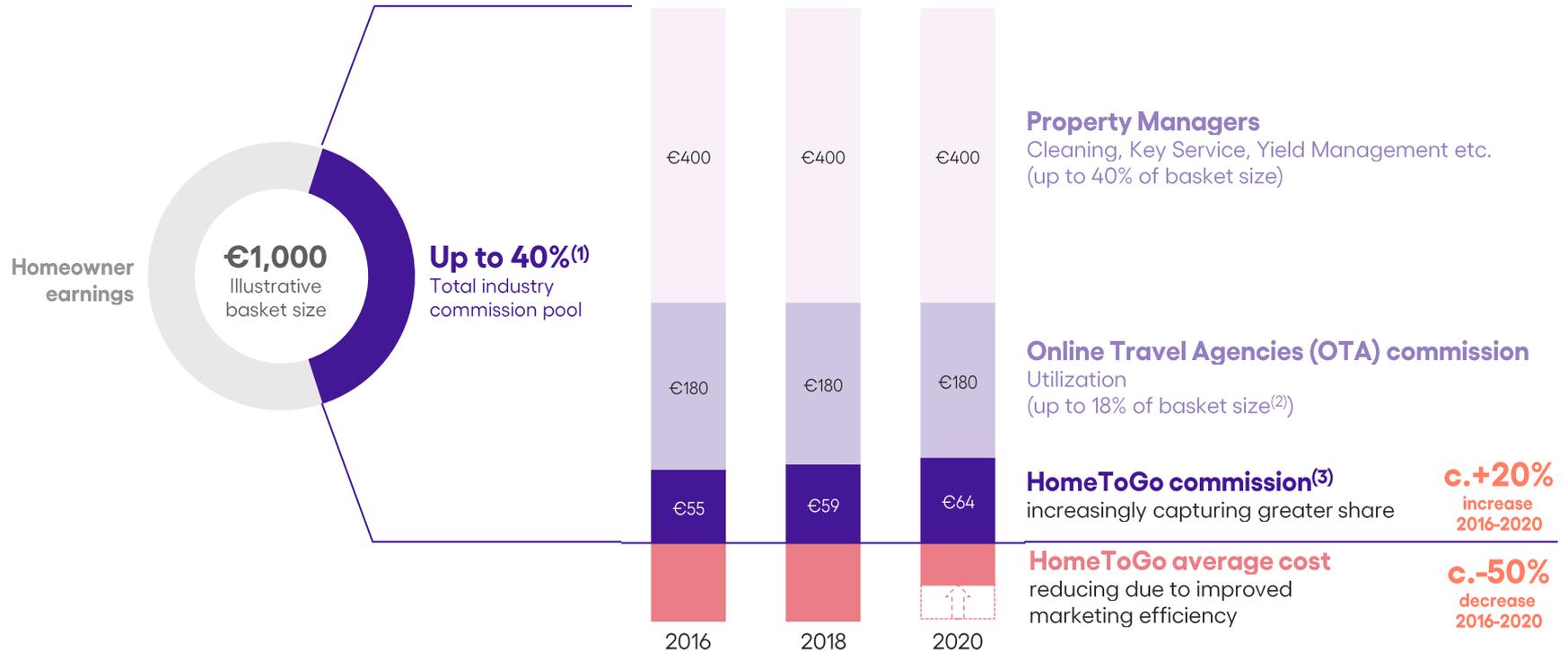
y/y change in GBV

DACH
H1/21 vs. H1/19:
+90%

RoEU
H1/21 vs. H1/19:
+178%

NA
H1/21 vs. H1/19:
+1072%

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



(1) Broader industry commission pool estimated

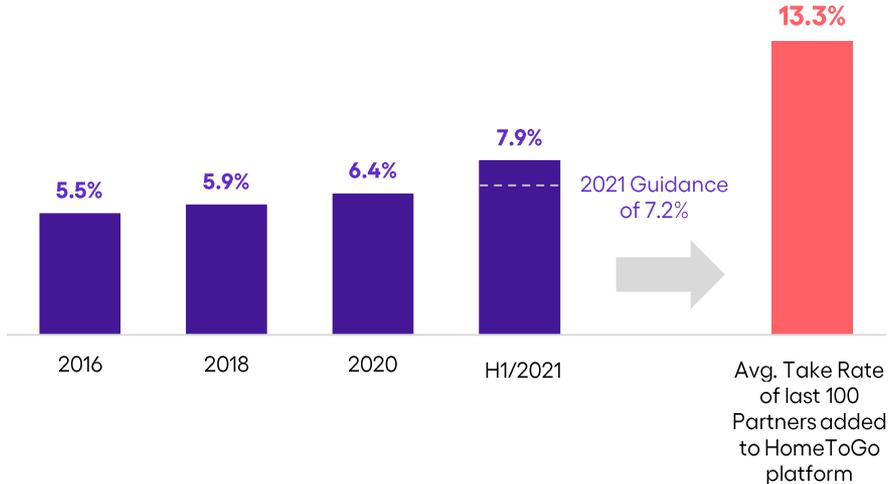
(2) Online Travel Agencies based on filings of public listed online travel companies

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

We grow the partner base and the Take Rate towards average OTA levels

Avg. Take Rate per year

%



Partners see the value in HomeToGo and distribute at competitive commission rates

Overall Take Rate Guidance

2021: 7.2%

2022: 7.7%

2023: 8.6%

Quality long-tail inventory added



Partner & Supply Section Q&A

Product & Technology Overview

Consumer Product

Data informed insights driving innovative consumer products with technology at the core

€1.3bn
Gross Booking Value
2020

>44m
Monthly Visits
Jun-Aug 2021

14m+
Offers
June 2021

31k+
Partners
June 2021

Demand

**Technology
platform**

Supply

Most relevant and
personalized
experience

Identify, enrich and
enable the best offer
data

Section Summary – Consumer Product & Technology

Building the most engaging and personalized user experience combining data and insights both from supply and demand

User-centric



design, technology
and data to
optimize user-
friendly product

Adaptability



highly flexible core
technology with
fast response to
market demand

Machine learning



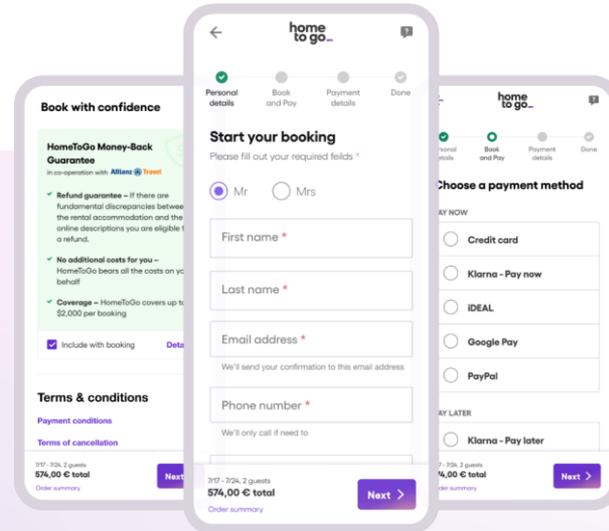
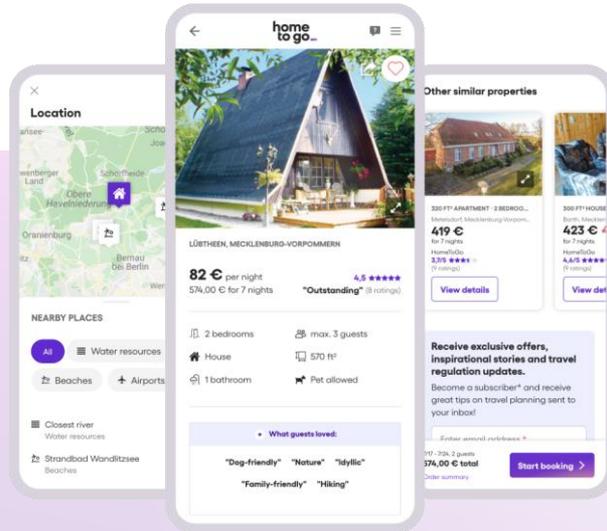
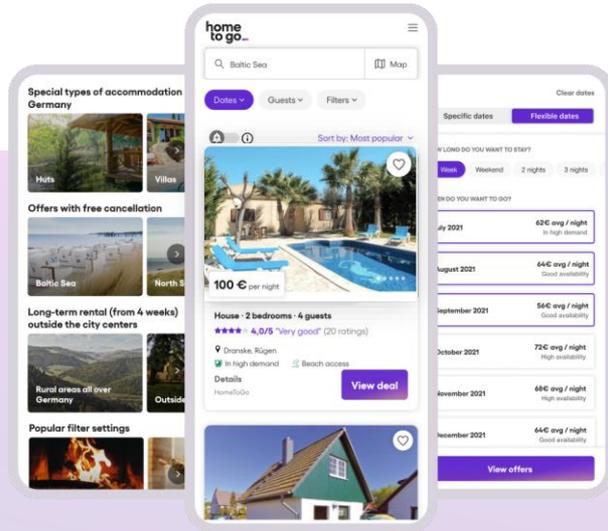
machine learning
and infrastructure
to make users and
partners successful

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

Broad choice
combined with smart tools
like flexible search

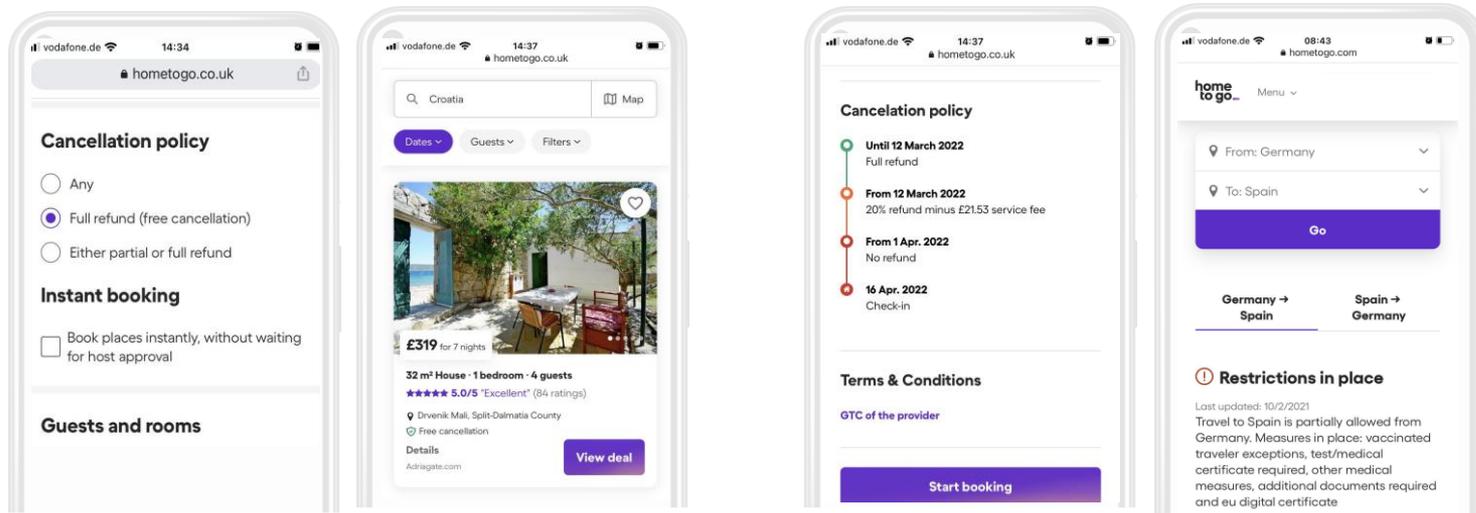
Smart and personalized
by data and machine learning

Trusted checkout & payments
generating more bookings for Partners



Consistently adapt our consumer experience based on changing needs driven by the pandemic

The pandemic has resulted in higher uncertainty in the travel planning process requiring strong emphasis on giving users all the **information and flexibility** they need to book with confidence

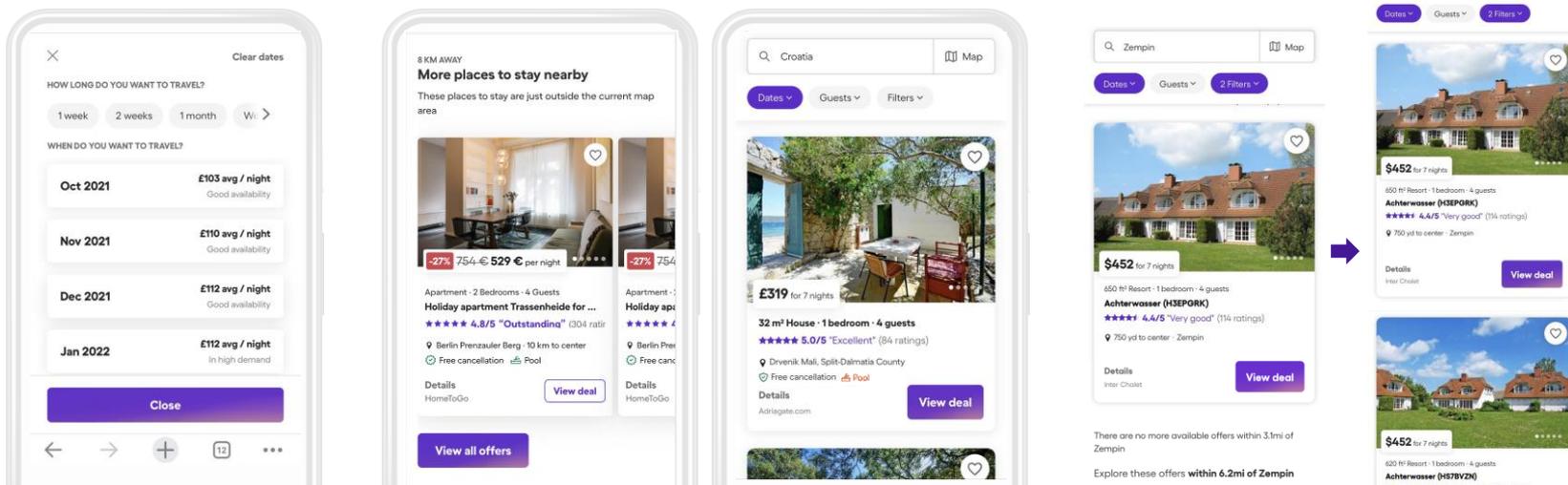


Offers can be filtered for **free and flexible** cancellation policies, giving consumers control and confidence to book

Full transparency on cancellation terms and travel related updates and trip information

Increase booking opportunities for our users by leveraging all our supply by not leaving a search unanswered

Pent up travel demand increased pressure on limited supply especially in popular travel destinations
Focus on smartly leveraging all our inventory

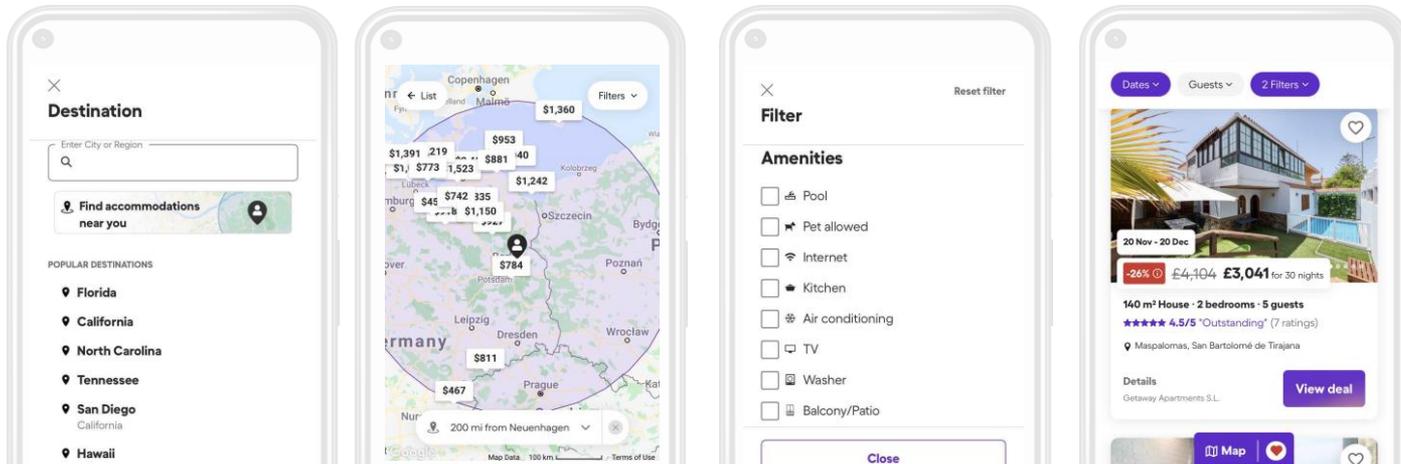


More choice by searching with **flexible travel dates**

Expanding **alternative search results**, **smart filtering** and **deduplication of our inventory**, increases users choice on relevant booking options

Enabling staycation and workation use-cases by identifying new travel patterns across the globe

Playing to our strength: focus on new travel use cases like remote work and staycation. Vacation Rentals are the perfect accommodation option, providing required amenities, space and more flexibility

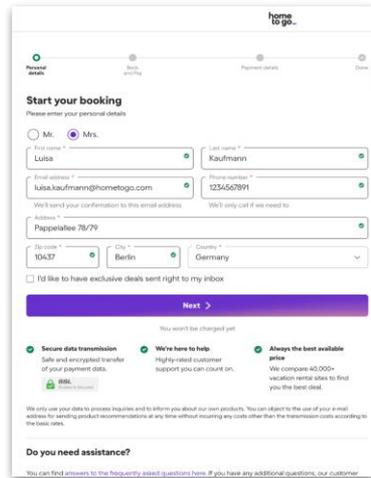


Radius Search enables consumers to explore new travel destinations nearby (search by distance / time)

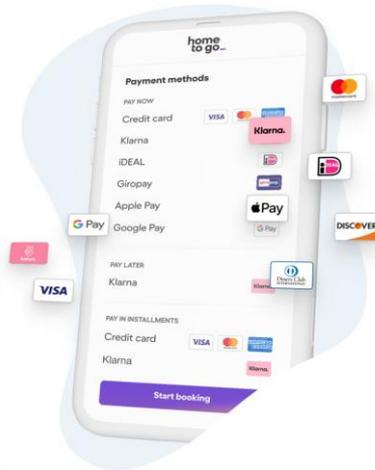
Workation: find and book accommodations that provide the comfort of your own home and great deals

Build trust with our onsite product enabling consumers to pay directly using trusted payment methods

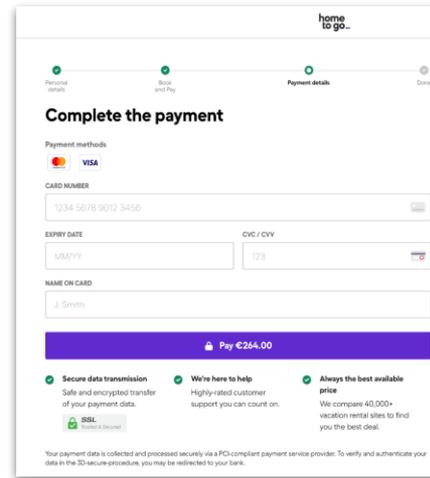
Focus on best in-class booking experience including our own payment solution and post-booking flow to increase touchpoints with our users, increasing retention rates and Customer Lifetime Value



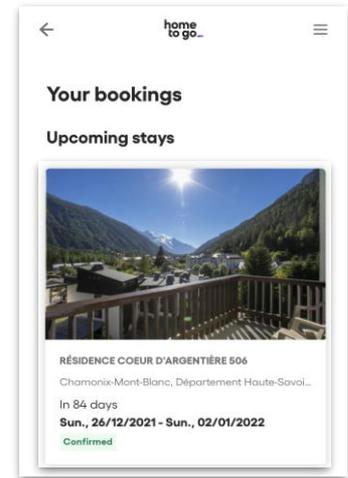
Easy and secure checkout process...



...with localized payment methods...



Adyen drop-in component hosted on HomeToGo



Booking details at your fingertips with our post-booking flow

We leverage deep inventory knowledge to optimize inventory both for partners and customers

Proprietary AI-based images enhancement

- Image recognition
- Deduplication
- Image enhancement
- Image selection



IMAGE RECOGNITION



DEDUPLICATION

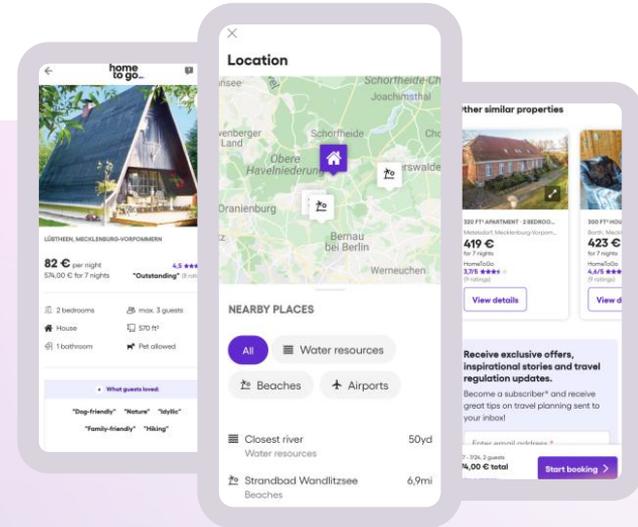


IMAGE ENHANCEMENT

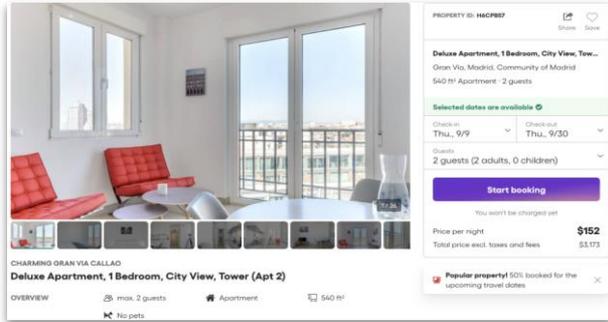


Analyze, correct and enrich supplied data

- 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

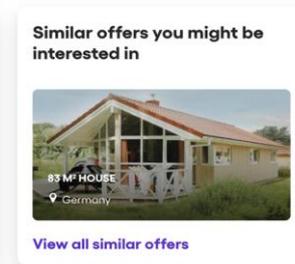
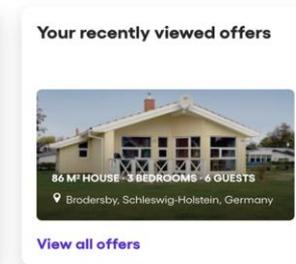
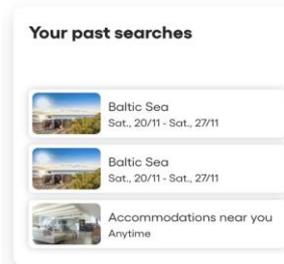
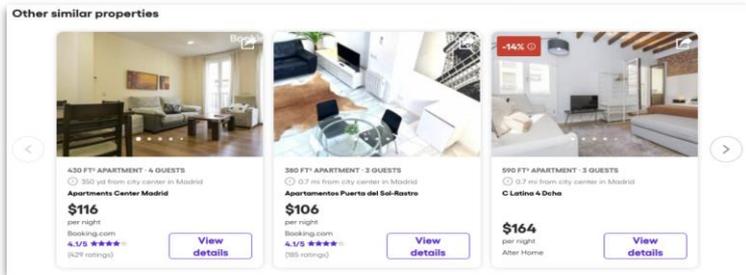


Building foundation of our recommendation system as a platform to enable various use-cases on personalization



Content-based similar offers detection using neural networks approach

Unlocks additional use-cases going forward both on demand and supply side



Scale our core search pipeline to bring flexibility into the overall architecture driving advanced ML use-cases

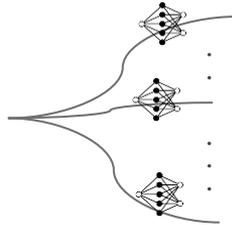
Millions of offers in our database



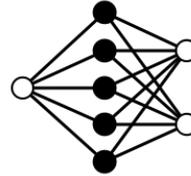
Scalable search service



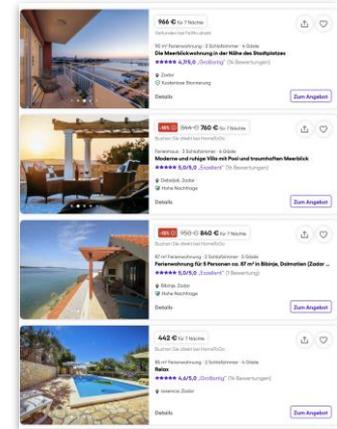
Multiple models in an ensemble approach



Blend results based on business logic + machine learning



Final search results



Data models and quality

Focus on quality and consistency of data at different stages of the pipeline

New modelling approaches

Research on new features and modelling ways to solve relevancy

ML explainability

Keep reproducibility in the workflow and focus on driving business metrics

Overall architecture that is scalable, flexible and modular to enable faster iterations on product



External White-label partners

Design system

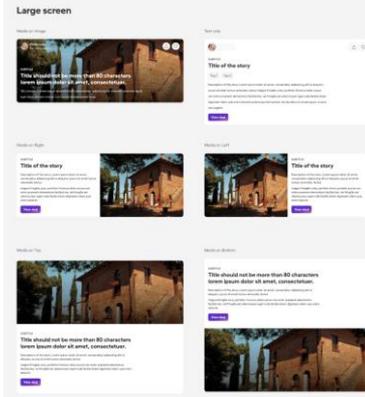
Icons



Buttons



Media Card



Controls



Brand UI colors



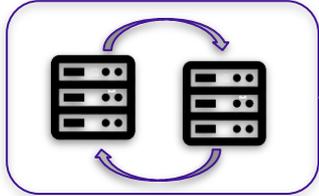
Typography



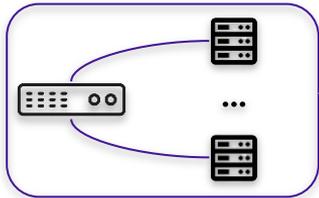
Secure, resilient and dynamically scaling cloud based infrastructure as a backbone for our applications



Focus on privacy and security both for data and infrastructure



Smart redundancy of critical components



Scale resources dynamically based on demand



Engineering culture complementing product to iterate faster and focus on creating user value

Average Daily Source Code Deployments to production excluding offline systems

28

Fast Delivery

- Trunk based development
- Continuous Integration
- 1-click deployment & rollback
- Feature toggles
- Canary Releases

Website Uptime July-September 2021

99.99%

Mature engineering team

- End-to-End Ownership
- You build it, you run it
- No handoffs, no sign-offs
- Automated tests
- Advanced Monitoring

A/B Tests running at once on production

>100

Focus on Results

- Advanced Experimentation Framework
- Automated Reporting
- Impact focused team goals
- Real Time Analytics
- Self-service analytics tools

Product & Technology Overview

SaaS

Adding modular building blocks on the way to the operating system for alternative accommodation

€1.3bn
Gross Booking Value
2020

>44m
Monthly Visits
Jun-Aug 2021

Demand



14m+
Offers
June 2021

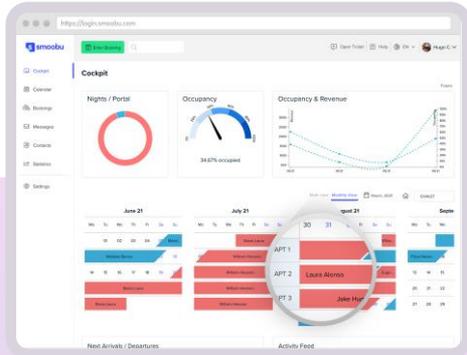
31k+
Partners
June 2021

Supply

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

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



Key functionalities

- Calendar
- Bookings
- Messages
- Contacts
- Statistics

Homeowners can centrally manage their vacation rental and its guests



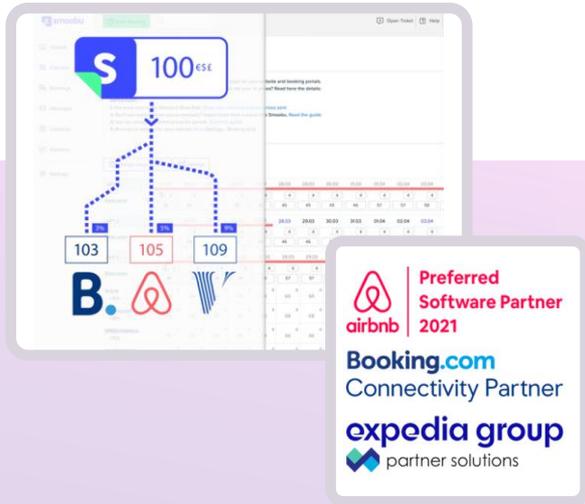
★★★★★ 4.6/5

Highly rated by users ⁽¹⁾

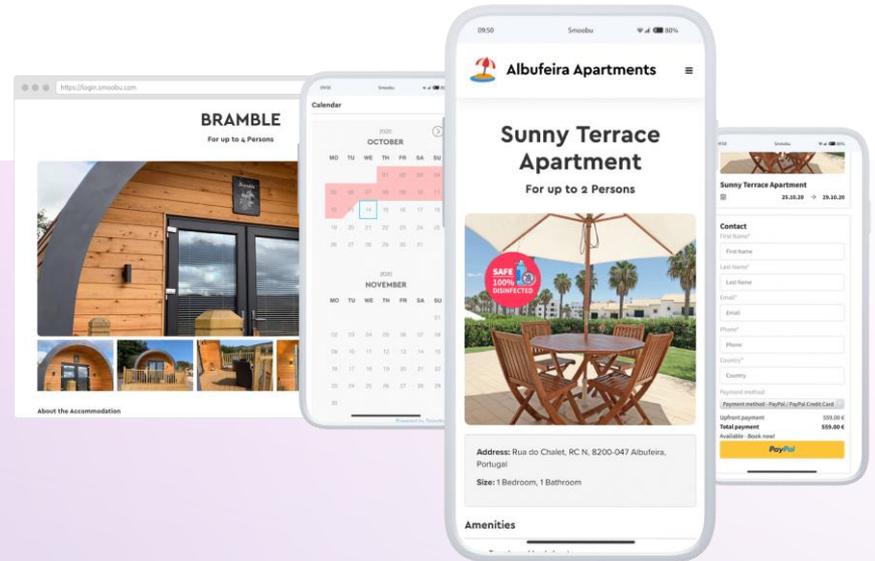


Homeowners can distribute via various platforms or receive direct bookings via their website – all synchronised

Synchronise data
like prices & availabilities across
multiple platforms



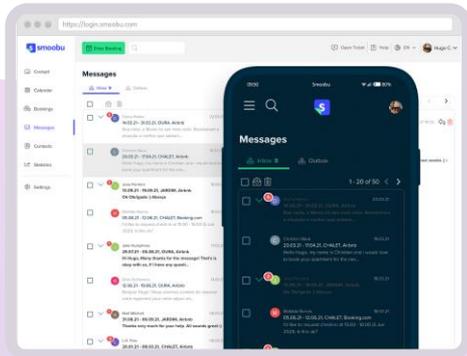
Build own mobile-first websites and
receive direct bookings at no cost



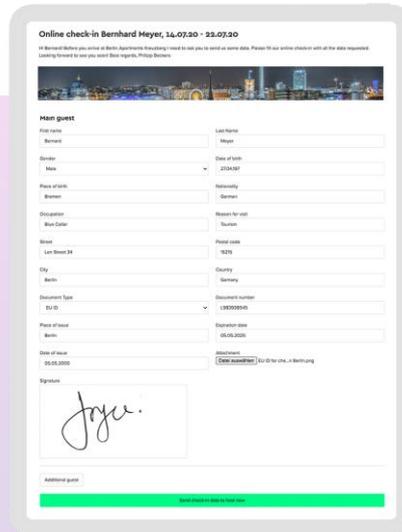
Guests and Hosts benefit from an array of tools and features that enhance the overall experience

Guest journey

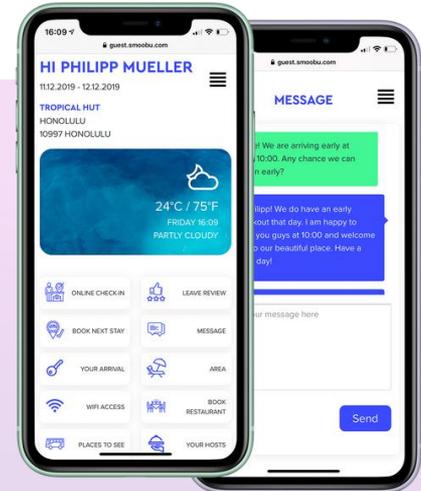
Centrally communicate with the guest no matter where they booked



Friction- and contactless online check-in

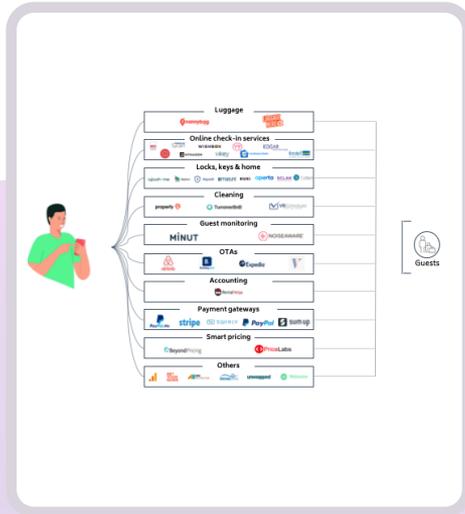


Broadly equipped digital guest directory



Leveraging external services via open API as well as the direct connection to HomeToGo's data intelligence & tools

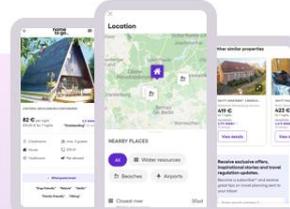
Marketplace for additional industry solutions



Possibility to leverage HomeToGo's data and product solutions

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



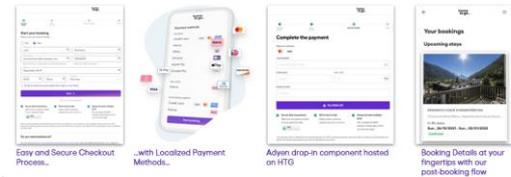
Proprietary AI-based images enhancement

Image recognition
Deduplication
Image enhancement
Image selection



Build trust with our onsite product enabling consumers to pay directly using trusted payment methods

Focus on best in-class booking experience including our own payment solution and post-booking flow to increase touchpoints with our users, increasing retention rates and Customer Lifetime Value



Acquisition of 19% stake in eTourism marketing specialist SECRA



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

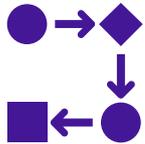
Product & Technology Section Q&A

Financial Overview

Section Summary - Finance

Resilient model with attractive financial profile and long runways for future growth

Financial Model



key model drivers

Historic Performance



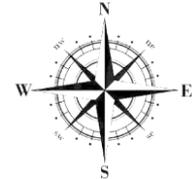
resilient growth and
improving
profitability

Impact of de-SPAC

LAKESTAR
SPAC I

strong balance
sheet as basis for
profitable growth

Guidance



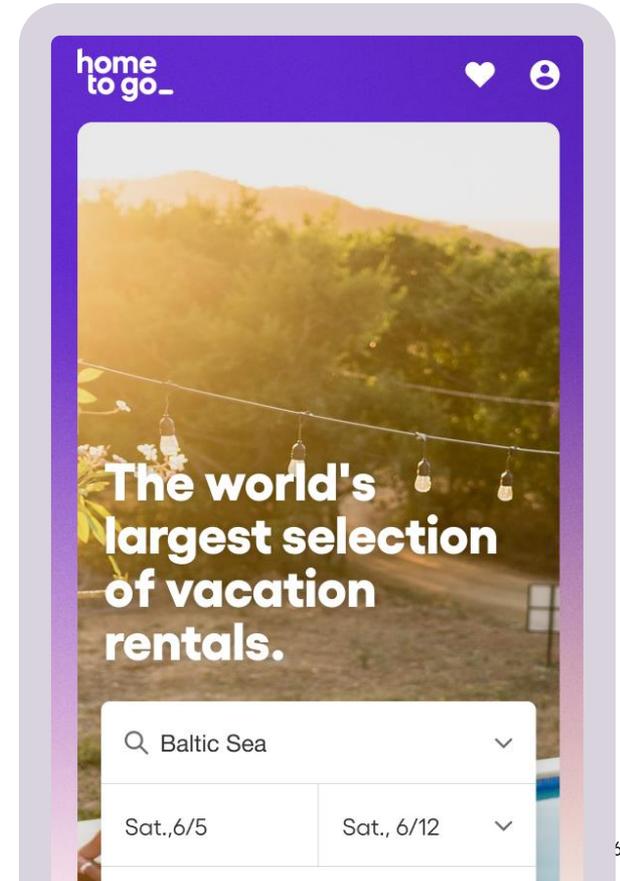
guidance
confirmed

Financial highlights

- Highly resilient business during Covid-19, outperforming travel peers with record Gross Booking Values (GBV) and Booking Revenue⁽¹⁾
- Record onsite Booking Revenues in H1 (+136% vs. 2019 and +116% vs. 2020)
- Long-term growth trend of Take Rate driven by improved economics with all partners and higher share of onsite
- Improving profitability year after year with 2021 impacted by conscious investments into future growth
- Strong balance sheet

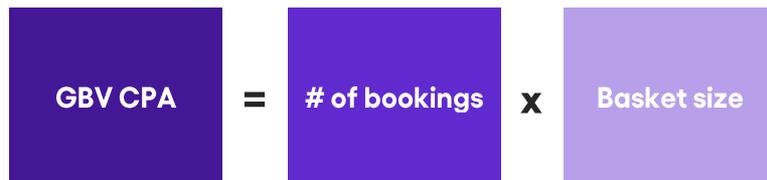


⁽¹⁾ Non-IFRS operating metric to measure performance, which we define as the net Euro value generated by transactions on our platform in a period (CPA, CPC, CPL, etc.) before cancellations. Booking Revenue does not correspond to, and should not be considered as alternative or substitute for, revenue recognized in accordance with IFRS



Revenue buildup - CPA

Step 1: Gross Booking Volume



Driver/ Comment

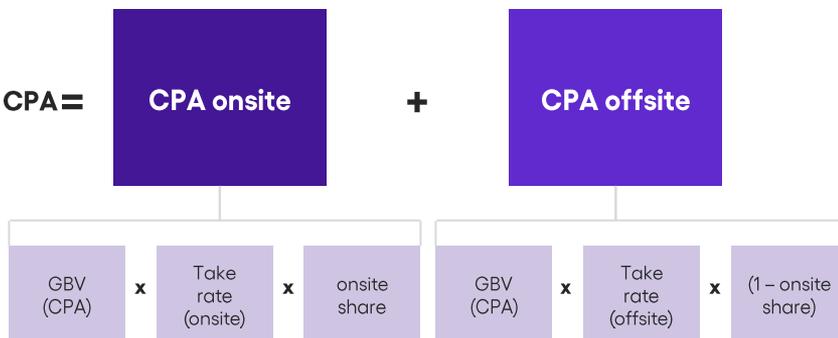
Driver: # of bookings & basket size

- # of bookings y/y growth
- Shift to "workation" might structurally increase basket size, accelerating growth beyond conservative inflation assumption

Comment:

- GBV CPA accounts for approx 75% of total GBV with the remainder being CPC & Other
- LT target for CPA GBV is >85%

Step 2: Booking Revenue⁽¹⁾ CPA =



Driver: Take rate

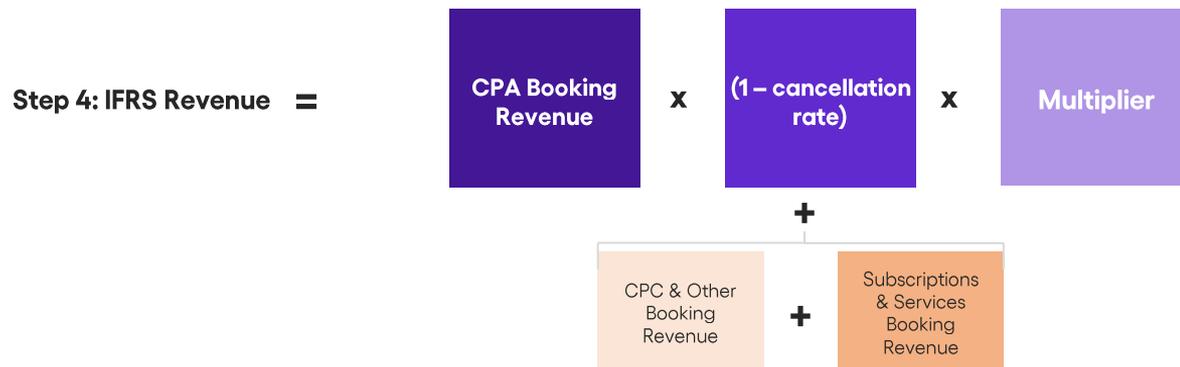
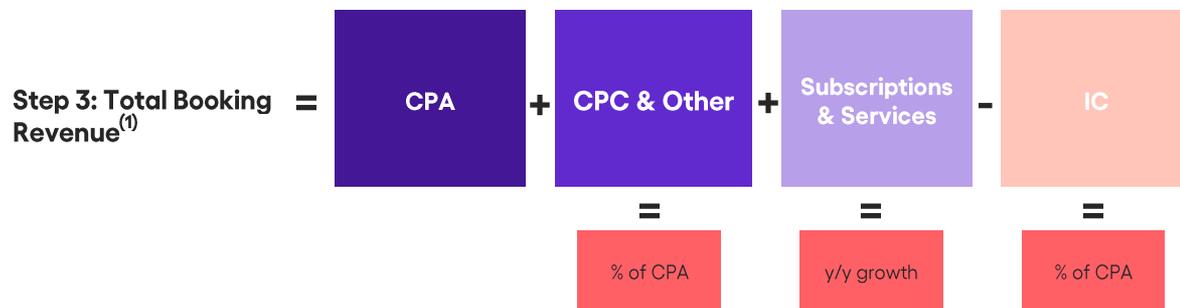
- Improving mix towards onsite
- Ability to increase commercial terms as a high ROI traffic provider
- Close the take rate gap to major OTAs

Comment:

- Onsite share of 43% in H1'21 (% of CPA), with LT target of 80%

⁽¹⁾ Non-IFRS operating metric to measure performance, which we define as the net Euro value generated by transactions on our platform in a period (CPA, CPC, CPL, etc.) before cancellations. Booking Revenue does not correspond to, and should not be considered as alternative or substitute for, revenue recognized in accordance with IFRS

Revenue buildup - consolidated



Driver/ Comment

Comment:

- CPA Booking Revenue account for approx 80% of total Booking Revenue
- CPC & Other accounts for approx 20% of CPA Booking Revenues (10% of Group) with a long-term target of < 10% (5% of Group)
- Intercompany (IC) c.3% of CPA revenues
- Subscription & Services account for approx. 10% of Group IFRS revenues with mid-term revenues expected to account for c.20% of Group IFRS revenues

Driver: Cancellation rate

- Covid has led to a structural shift in cancellation policies making them even more favourable for clients. We expect a gradual normalization of cancellations going forward, albeit at a higher level than pre-Covid

Comment:

- Assuming normalized seasonality and a growing business, the multiplier should be in a range of 90-93%
- CPC and Subscription Booking Revenue recognition matches IFRS revenue recognition, i.e. neither multiplier nor cancellation rate needed

Cost buildup – consolidated

Total operating costs⁽¹⁾

Main items	Hist. Range ⁽¹⁾⁽²⁾	Break-even Range ⁽¹⁾⁽²⁾	Long term target Range ⁽¹⁾⁽²⁾	Comments
Cost of sales		(5% - 10%)	(5% - 10%)	<ul style="list-style-type: none"> Variable cost, driven by website traffic and other software solutions Payment cost is a function of Onsite GBV volume facilitated via own payment solution
Product development & Operations		(10% - 15%)	(5% - 10%)	<ul style="list-style-type: none"> Product and tech development, to sustain/increase competitive advantage Costs for new developments are capitalized in accordance with IFRS allowance
Sales & Marketing		(55% - 60%)	(35% - 45%)	<ul style="list-style-type: none"> Marketing spend expected to normalize following transitory high spend phase (catch-up summer) Increase in marketing efficiency primarily driven by increase in brand & organic traffic
General & Administrative		(10% - 15%)	(5% - 10%)	<ul style="list-style-type: none"> Operating leverage should lead to fixed cost degression over time Steep cost increase since 2018 related to upfront investments for growth as well as adverse COVID effects on revenue



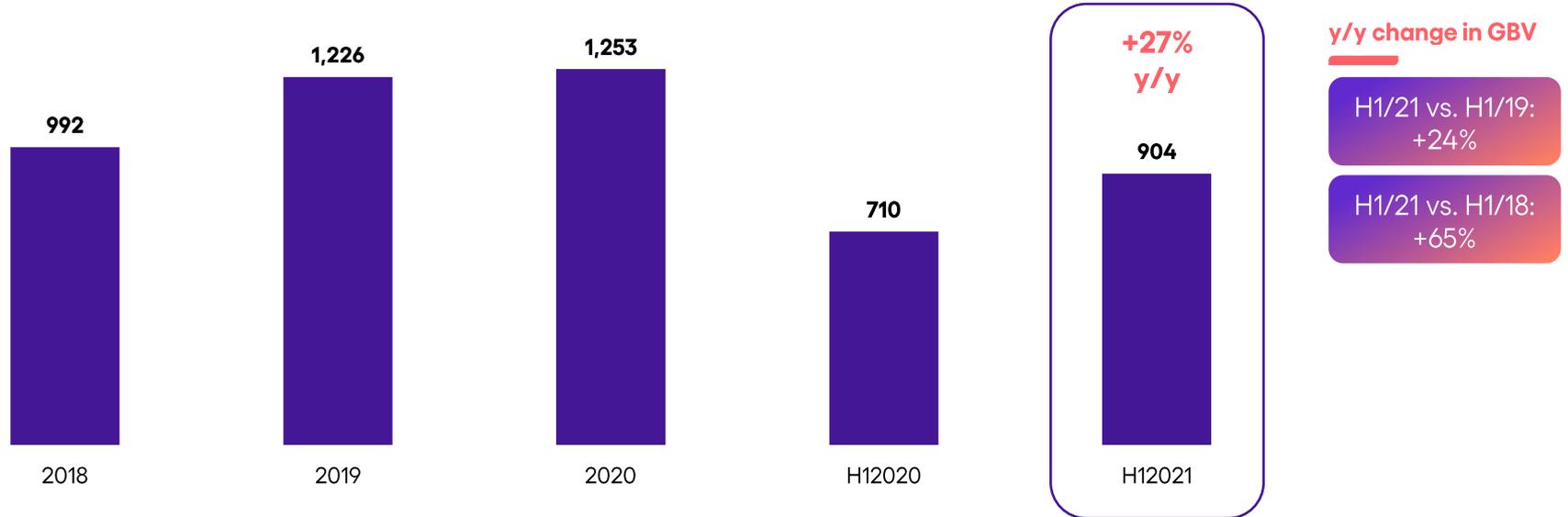
(1) Excludes stock-based compensation
 (2) As percent of Revenue

Record Gross Booking Value despite travel restrictions

Record GBV both in 2020 and in H1/21 despite travel restrictions

Yearly Performance

€ million

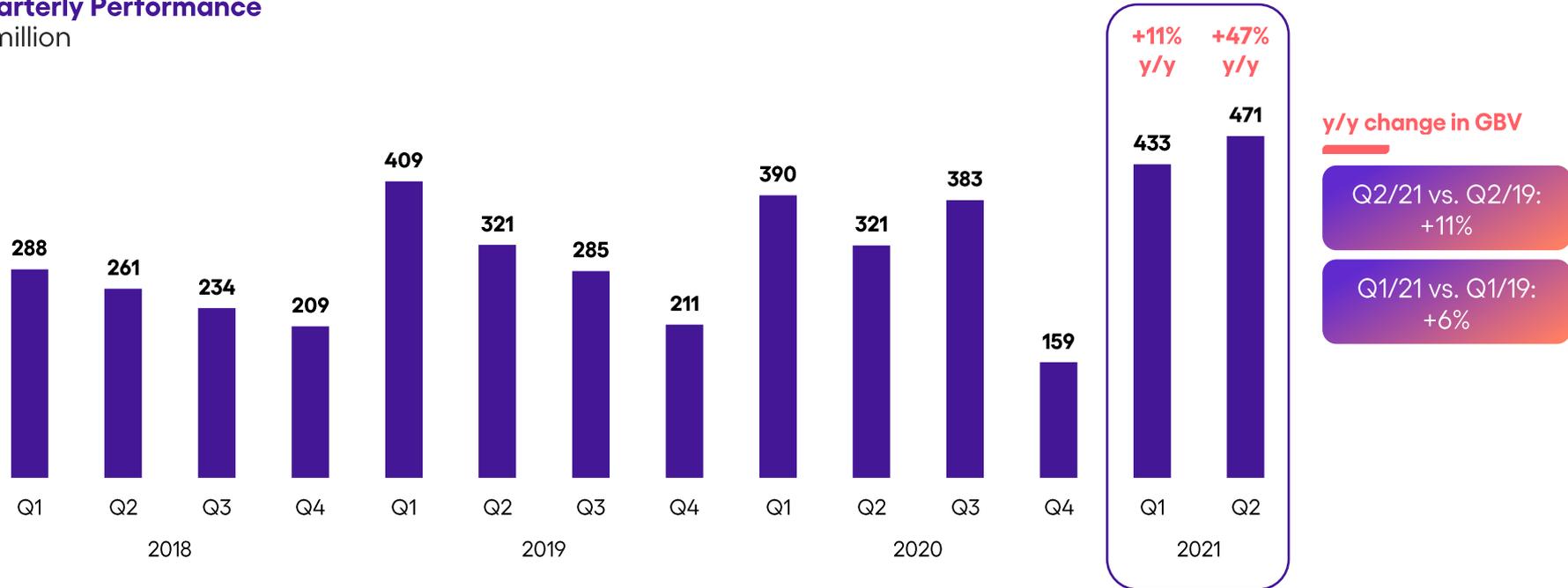


Continuous growth although Covid impacted seasonality

High resilience of business as consumers will travel whenever they can

Quarterly Performance

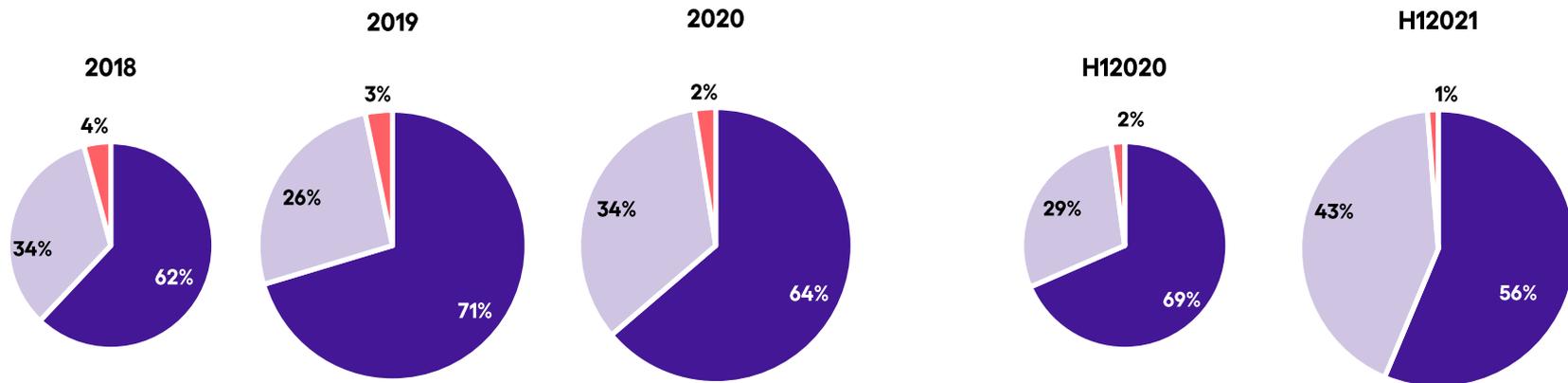
€ million



Importance of North American market is growing

DACH about 50% of Europe

Geographical mix⁽¹⁾



y/y change⁽²⁾

H1/21 vs H1/20:

EU: +4%

NA: +84%

H1/21 vs H1/19:

EU: (1%)

NA: +99%

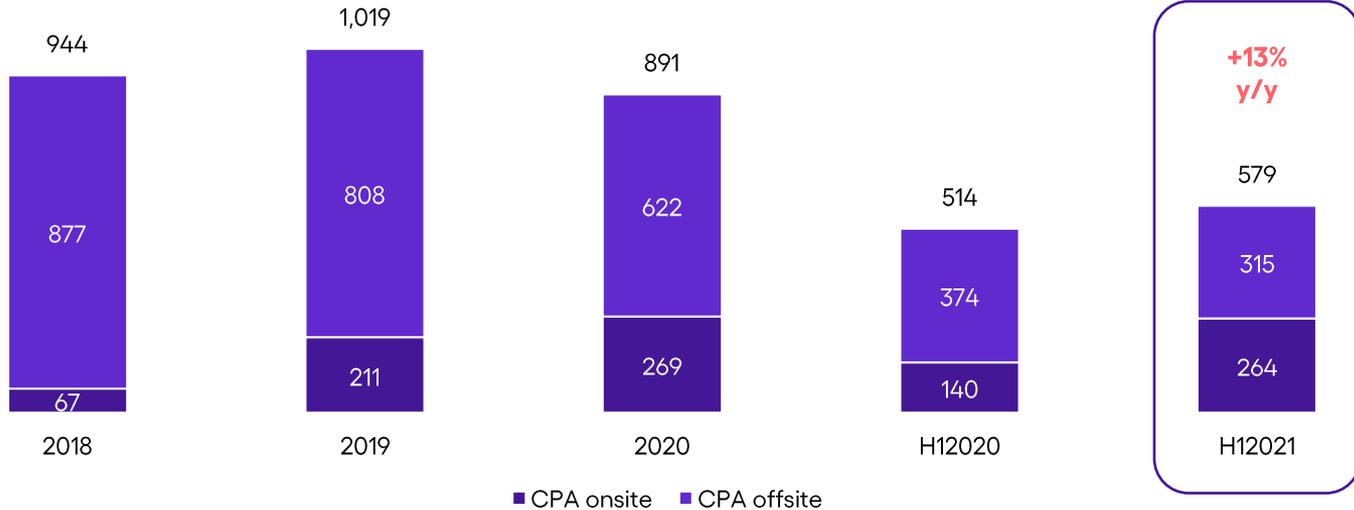
■ Europe ■ North America ■ RoW

(1) Size of bubble represents growth compared to 2018 respectively H12020
 (2) Growth rates are based on absolute GBV

Strong growth in onsite bookings

Onsite bookings up +88% y/y in H1/21

of bookings
in thousands



y/y change in onsite

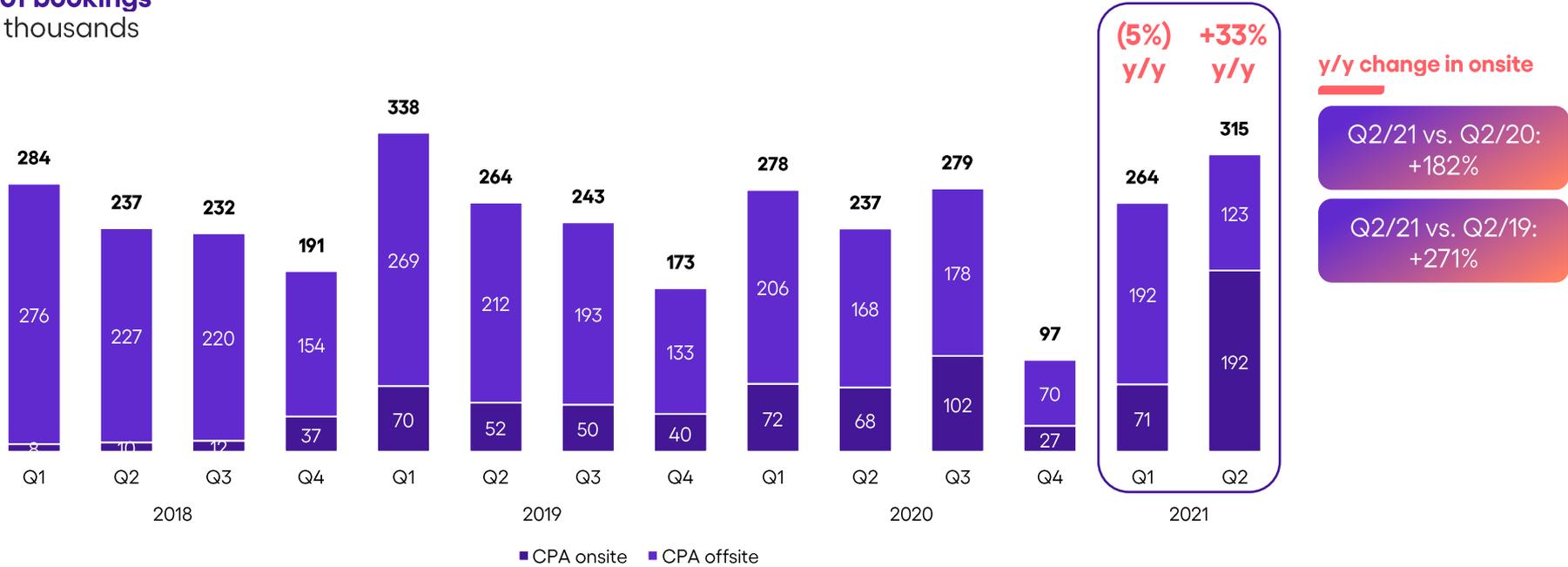
H1/21 vs. H1/20:
+88%

H1/21 vs. H1/19:
+117%

Growth in onsite bookings accelerates

Onsite booking share over 60% of bookings (+182% y/y in Q2/21)

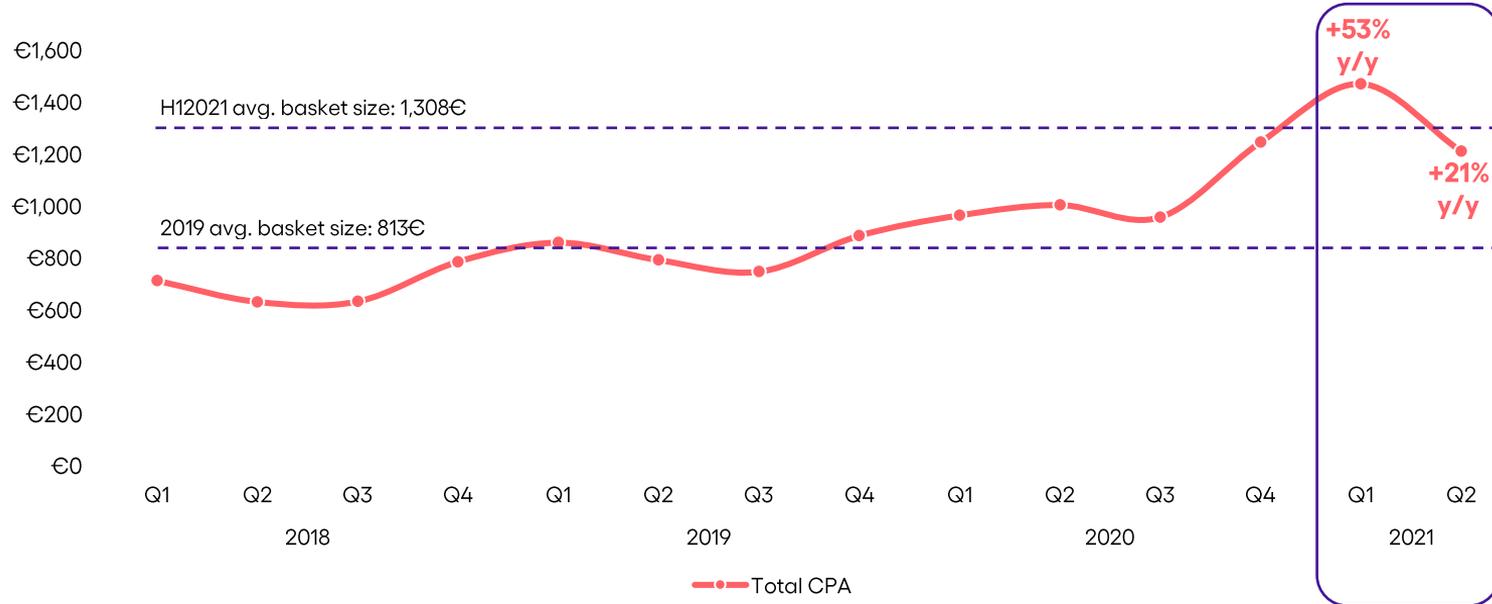
of bookings
in thousands



Stable growth in basket size jumped in 2021

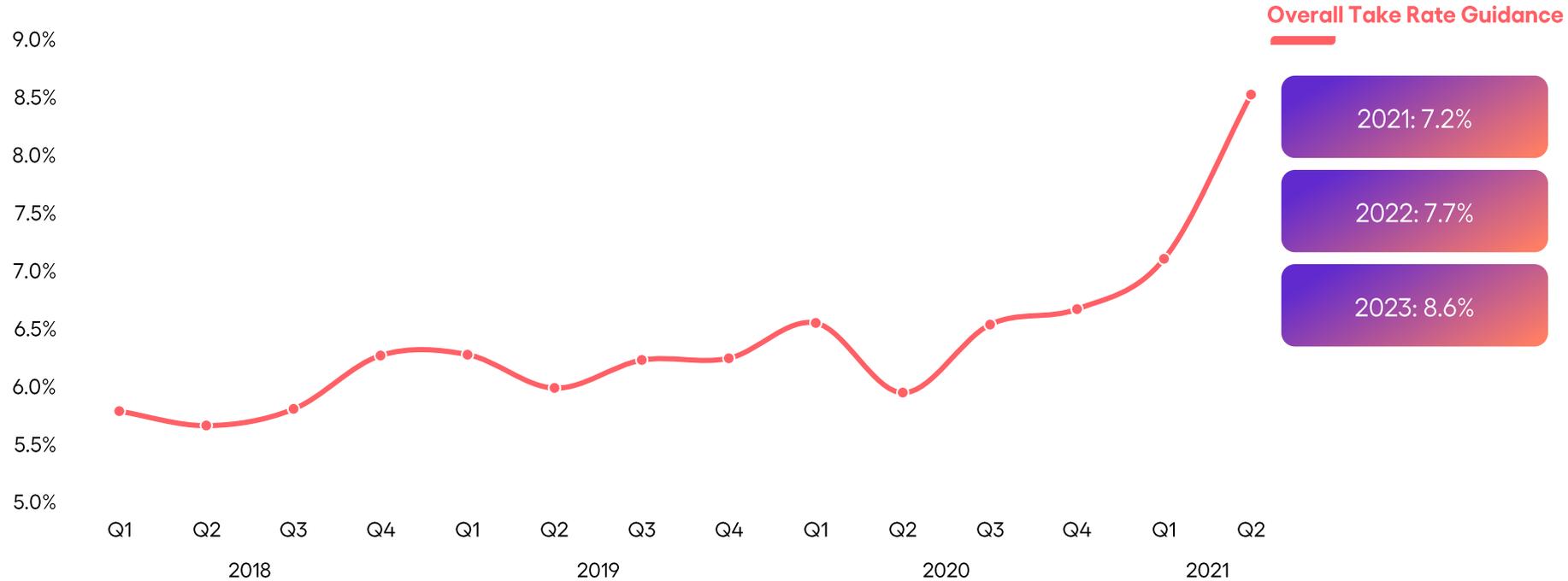
CPA basket size⁽¹⁾ increased 21% y/y in Q2/21

Basket size in €



Continuous growth trend of Take Rate⁽¹⁾ despite fluctuations

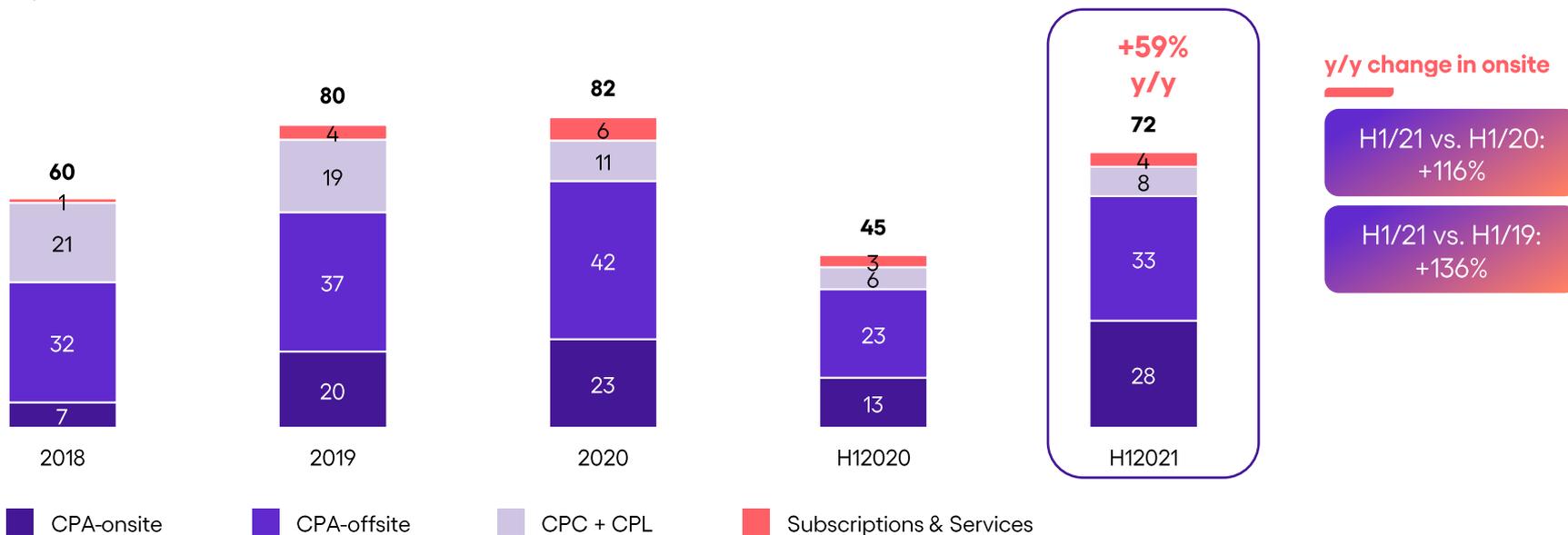
Strong Take Rate increase in 2021 due to onsite bookings



Booking Revenue⁽¹⁾ driven by increasing share of onsite transactions

Booking Revenue⁽¹⁾ – Annual Performance

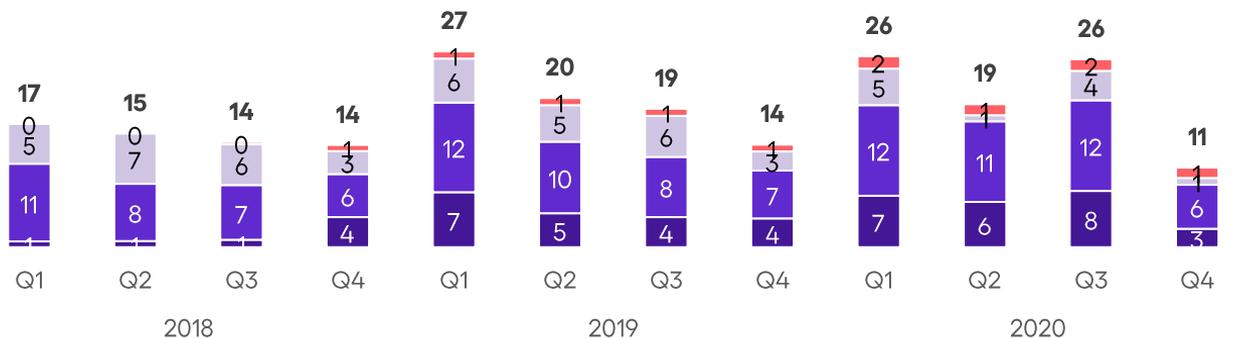
€ million



Jump in Q2/2021 Booking Revenue⁽¹⁾ driven by investments into onsite

Booking Revenue⁽¹⁾ – Quarterly Performance

€ million

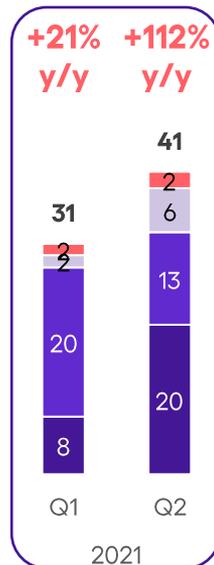


CPA-onsite

CPA-offsite

CPC + CPL

Subscriptions & Services



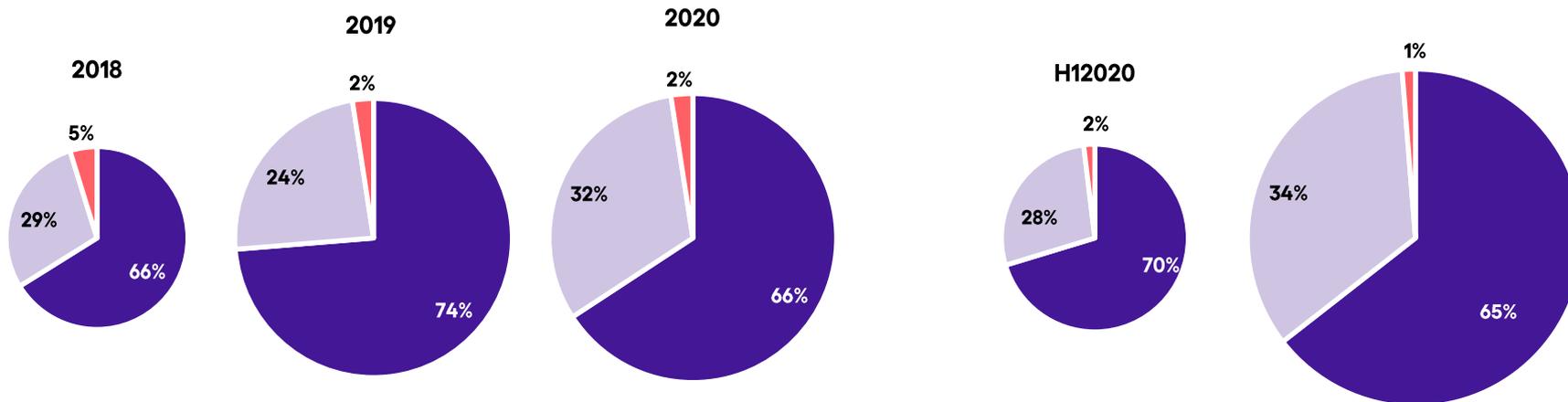
y/y change in onsite

Q2/21 vs. Q2/20:
+230%

Q2/21 vs. Q2/19:
+341%

North America market share increasing

Geographical mix of Booking Revenue^{(1) (2)}



y/y change⁽³⁾

H1/21 vs H1/20:

EU: +46%

NA: +97%

H1/21 vs H1/19:

EU: +35%

NA: +118%

■ Europe ■ North America ■ RoW



(1) Non-IFRS operating metric to measure performance, which we define as the net Euro value generated by transactions on our platform in a period (CPA, CPC, CPL, etc.) before cancellations. Booking Revenue does not correspond to, and should not be considered as alternative or substitute for, revenue recognized in accordance with IFRS

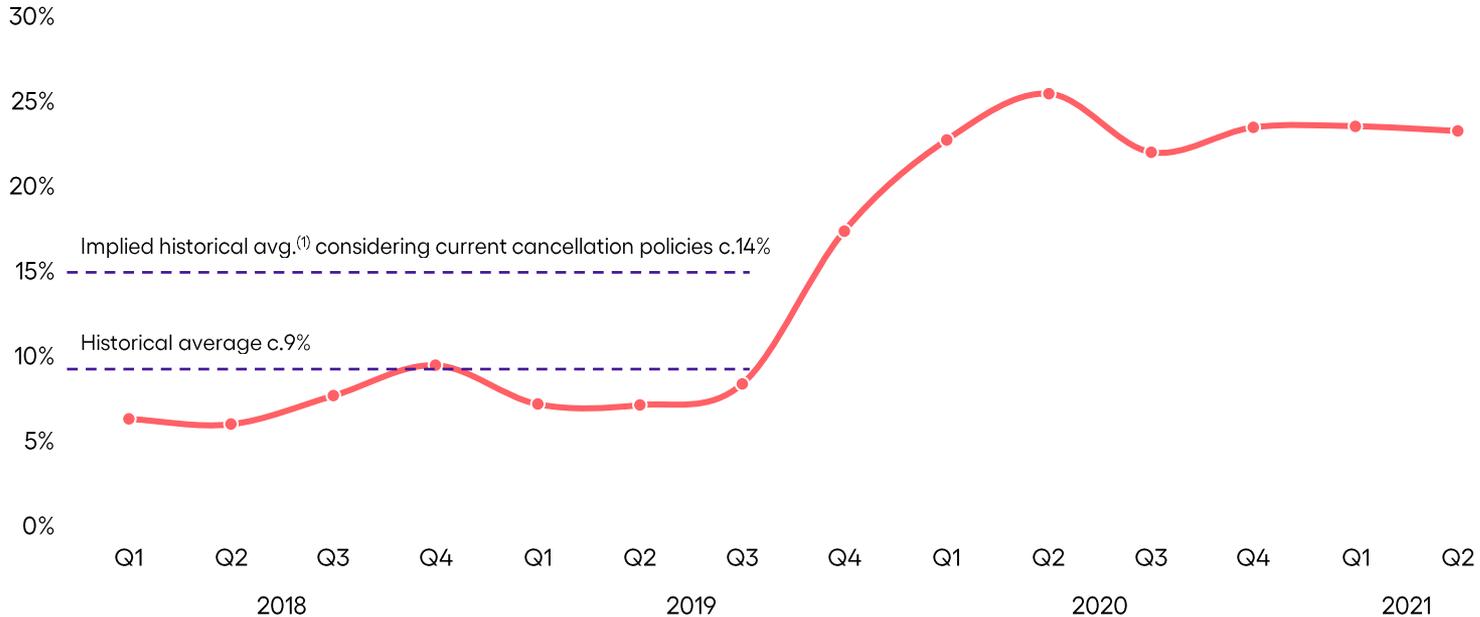
(2) Size of bubble represents growth compared to 2018 respectively H12020

(3) Growth rates are based on absolute Booking Revenues

Overall cancellation rate stabilizes as industry cancellation policies adapt to the changing travel patterns

Cancellation rate

%

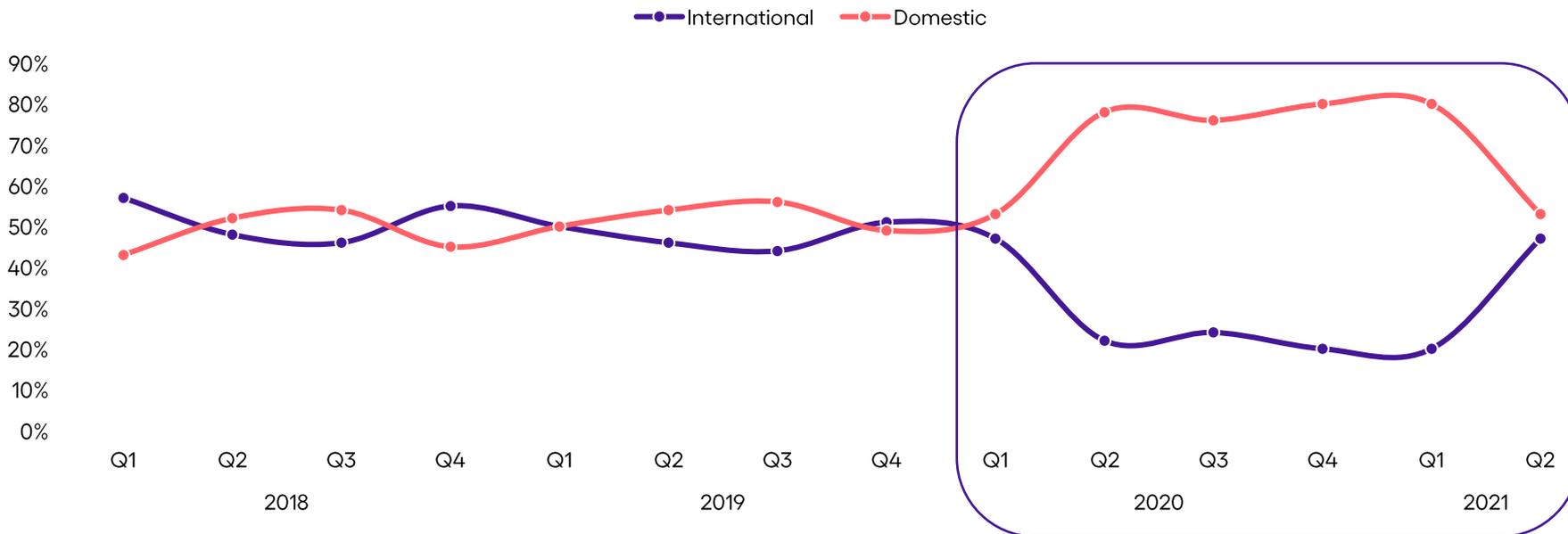


Share of International bookings back to pre-Covid levels

Return to normal booking behavior in Q2 2021

Share of Booking Revenue⁽¹⁾ per destination

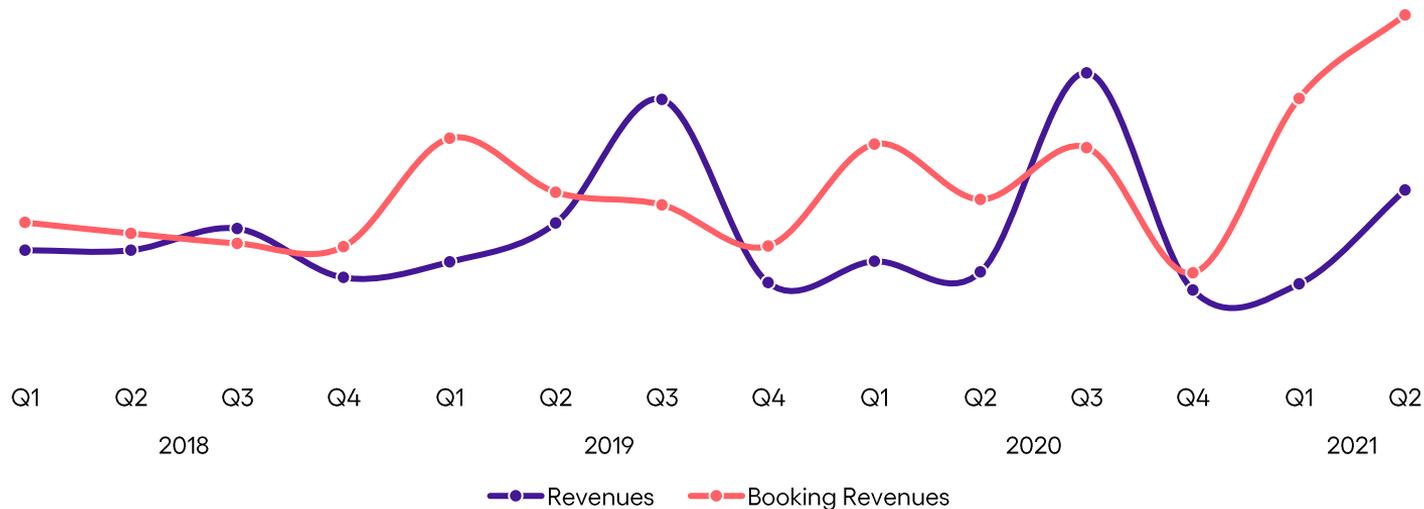
All markets



Different seasonality in booking generation vs. realization

While 2019 represents a typical season of high Booking Revenue⁽¹⁾ at the beginning of the year and high Revenues in summer (main travel season), 2021 showed a significant increase in last-minute bookings

Booking Revenue⁽¹⁾ and Revenue



Reconciliation of Booking Revenue⁽¹⁾ to Revenue

Reconciliation of Booking Revenue⁽¹⁾

€ million

	For the fiscal year ended December 31			For the six months ended June 30	
	2018	2019	2020	2020	2021
	(unaudited) (in € million)			(unaudited) (in € million)	
Booking Revenue⁽¹⁾	60	80	82	45	72
Cancellations⁽²⁾	(4)	(7)	(19)	(10)	(16)
Bookings with check-in in different reporting period⁽³⁾	(5)	(3)	3	(12)	(26)
Revenue	51⁽⁴⁾	70⁽⁴⁾	66⁽⁴⁾	23	30

(1) Non-IFRS operating metric to measure performance, which we define as the net Euro value generated by transactions on our platform in a period (CPA, CPC, CPL, etc.) before cancellations. Booking Revenue does not correspond to, and should not be considered as alternative or substitute for, revenue recognized in accordance with IFRS

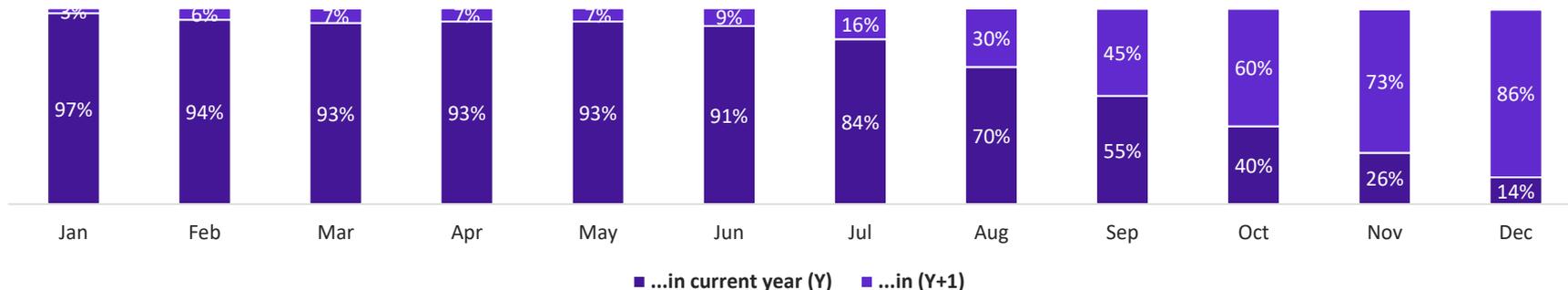
(2) For conversions with realisation in future, cancellations are estimated based on historical and live data insights

(3) Sum of conversions with realisation period after conversion period (-) and conversions to be realised from previous conversion periods (+)

(4) Audited

Conversion of annual Booking Revenue⁽¹⁾ to Revenue

Percent of Booking Revenue⁽¹⁾ recognized as Revenue⁽²⁾



- CPA Booking revenues are recognized as Revenues only after check-in (i.e. following service provision)
- CPC and Subscription Booking Revenue⁽¹⁾ recognition matches Revenue recognition
- On a full year basis, CPA Revenues equal approx. 90-93% of CPA Booking Revenues after cancellations assuming normalized seasonality and a growing revenue
- The 90-93% multiplier is an annual number and should not be applied on a quarterly basis as this can result in distorted seasonality

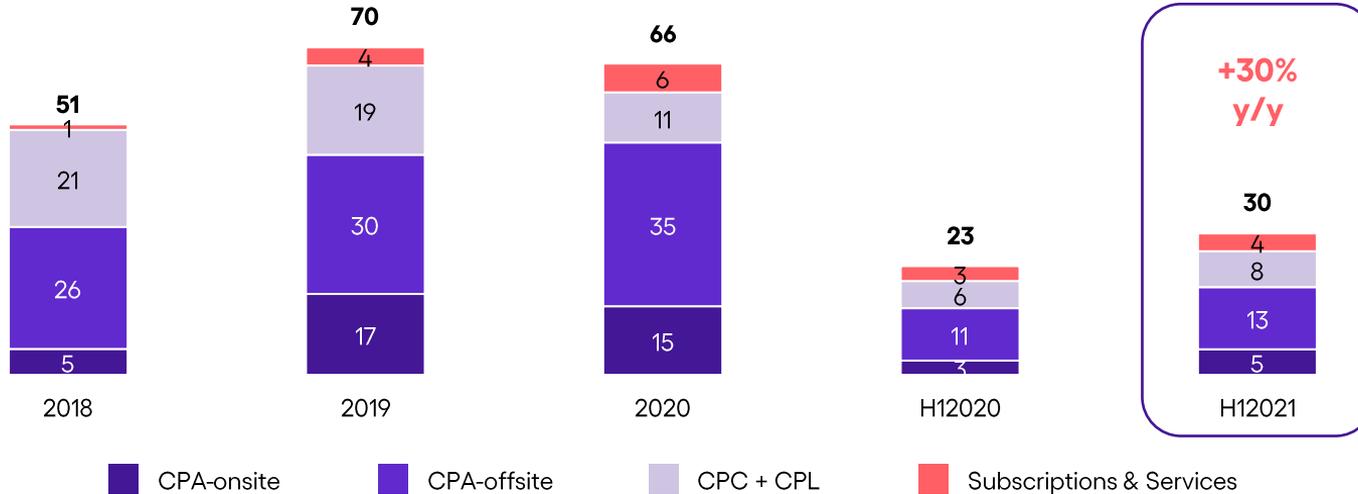
(1) Non-IFRS operating metric to measure performance, which we define as the net Euro value generated by transactions on our platform in a period (CPA, CPC, CPL, etc.) before cancellations. Booking Revenue does not correspond to, and should not be considered as alternative or substitute for, revenue recognized in accordance with IFRS

(2) Based on 2019 as most recent representative year for normal booking behavior

Return to Revenue growth trend in 2021

Revenue⁽¹⁾ – Annual Performance

€ million



y/y change in Revenue

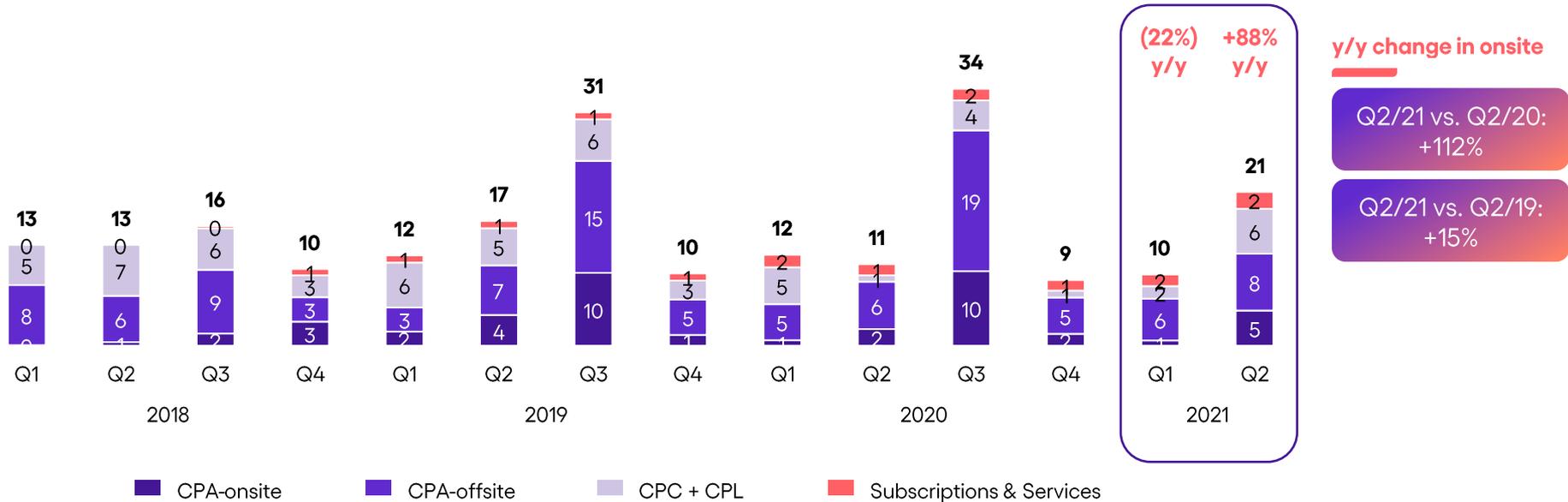
H1/21 vs. H1/19:
+5%

+30%
y/y

H2 Revenue in general higher than H1 Revenue

Revenue⁽¹⁾ – Quarterly Performance

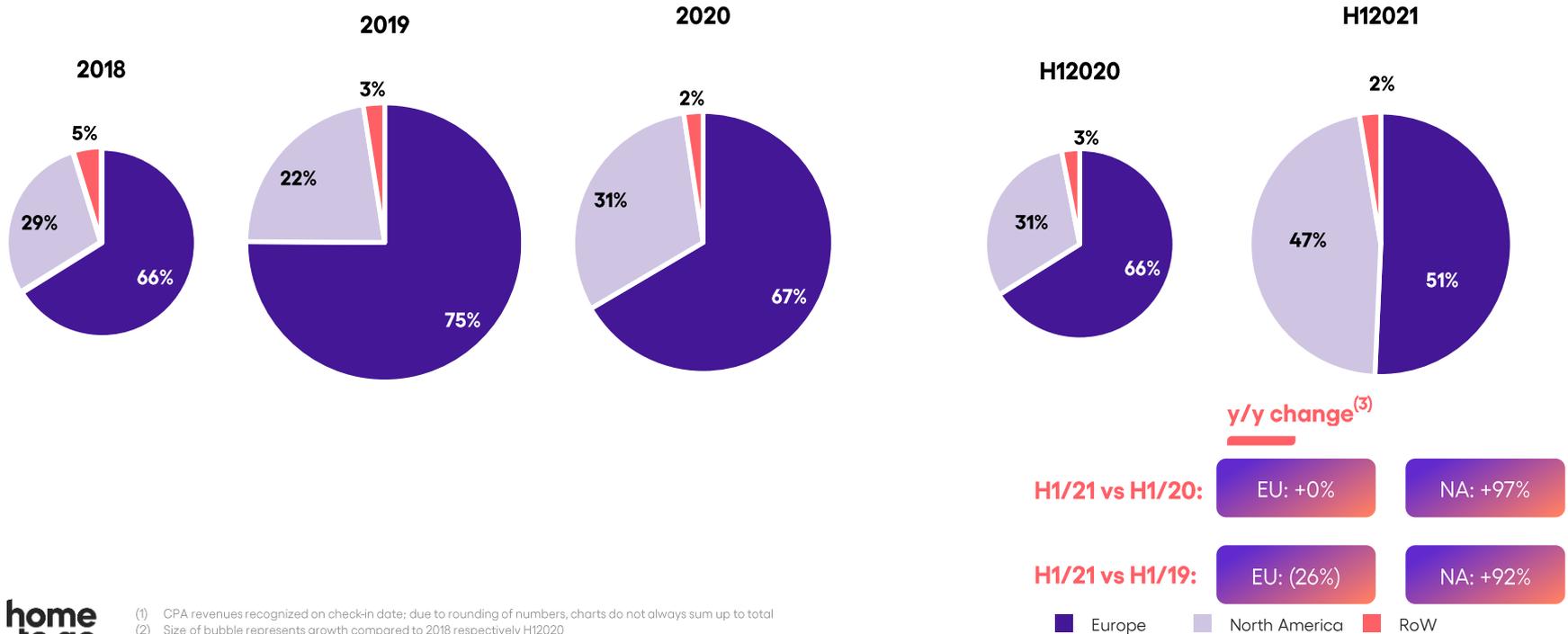
€ million



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

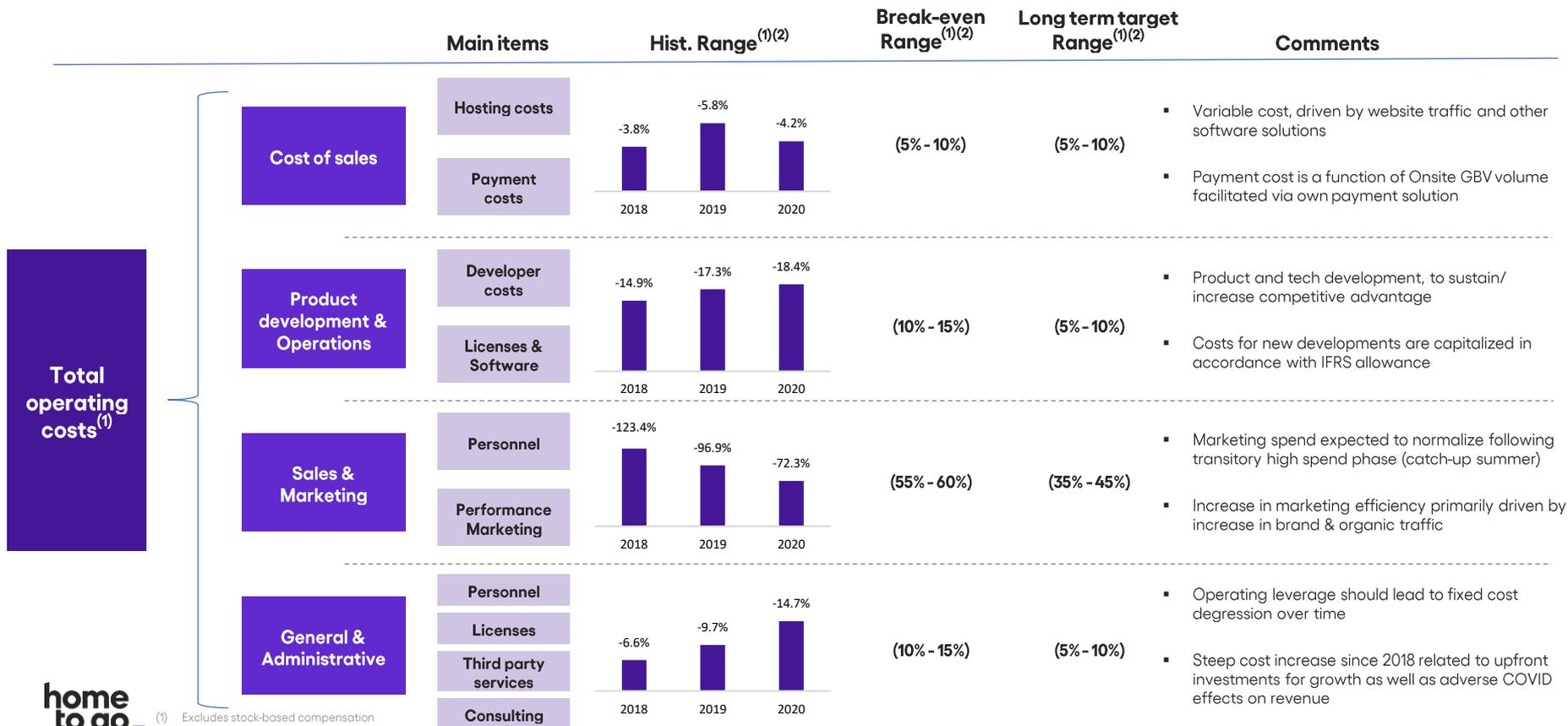
High share of North America in H12021 due to lack of travel restrictions in USA

Geographical mix of Revenue⁽¹⁾⁽²⁾



(1) CPA revenues recognized on check-in date; due to rounding of numbers, charts do not always sum up to total
 (2) Size of bubble represents growth compared to 2018 respectively H12020
 (3) Growth rates are based on absolute Revenue

Operating costs buildup – consolidated



⁽¹⁾ Excludes stock-based compensation

⁽²⁾ As percent of Revenue

General and Administrative

Historical HomeToGo IFRS expenses⁽¹⁾

€ thousand

	H1/2020	H1/2021
General and Administrative	23,055	30,032
Personnel-related expenses	2,041	2,205
Depreciation and amortization	115	201
Consulting expenses	159	2,602
License expenses	105	161
Expenses for third-party-services	573	733
Share-based compensation	1,982	7,584
Other	578	1,735
thereof one-off items	-	2,884

Outlook

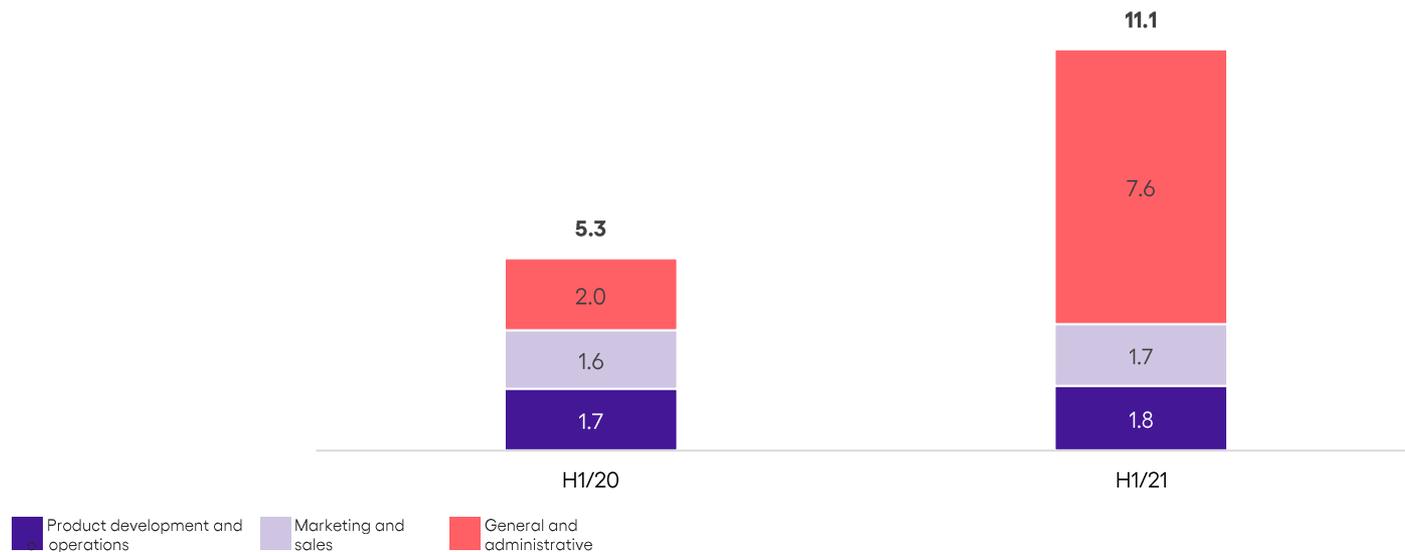
- One-off items in H1/21 result mainly from expenses that incurred related to the SPAC IPO
- Additional recurring G&A expenses are expected as a result of operating as a public company
- Overall, we expect our G&A expenses will vary from period to period as a percentage of revenue for the foreseeable future
- We expect it will decline as a percentage of revenue to a long-term target of 5%

Share-based compensation

Not included in adjusted EBITDA

Impact of VSOP on P&L⁽¹⁾

€ million

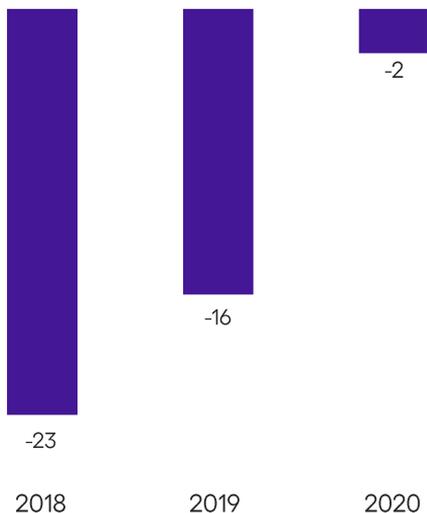


Higher investments into onsite already paid off

Majority of higher Booking Revenue⁽¹⁾ to be recognized in H2 (2020: H1 Adj EBITDA⁽²⁾ € (12.4) million, FY € (2.5) million)

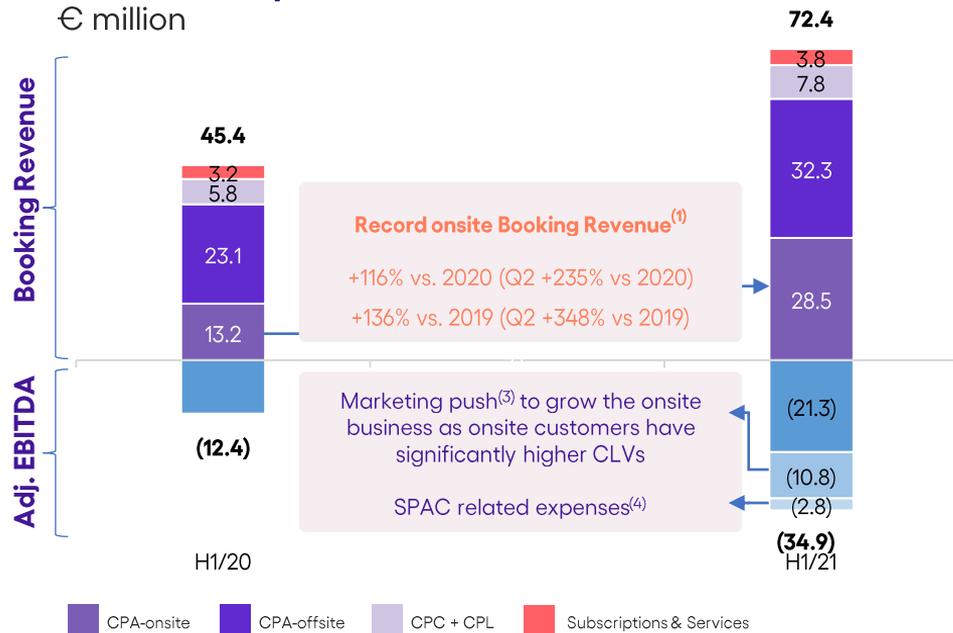
EBITDA – Yearly Performance

€ million



EBITDA – Half-year Performance

€ million



(1) Non-IFRS operating metric to measure performance, which we define as the net Euro value generated by transactions on our platform in a period (CPA, CPC, CPL, etc.) before cancellations. Booking Revenue does not correspond to, and should not be considered as alternative or substitute for, revenue recognized in accordance with IFRS

(2) Adjusted for expenses for share-based payments

(3) Incl. Brand Marketing

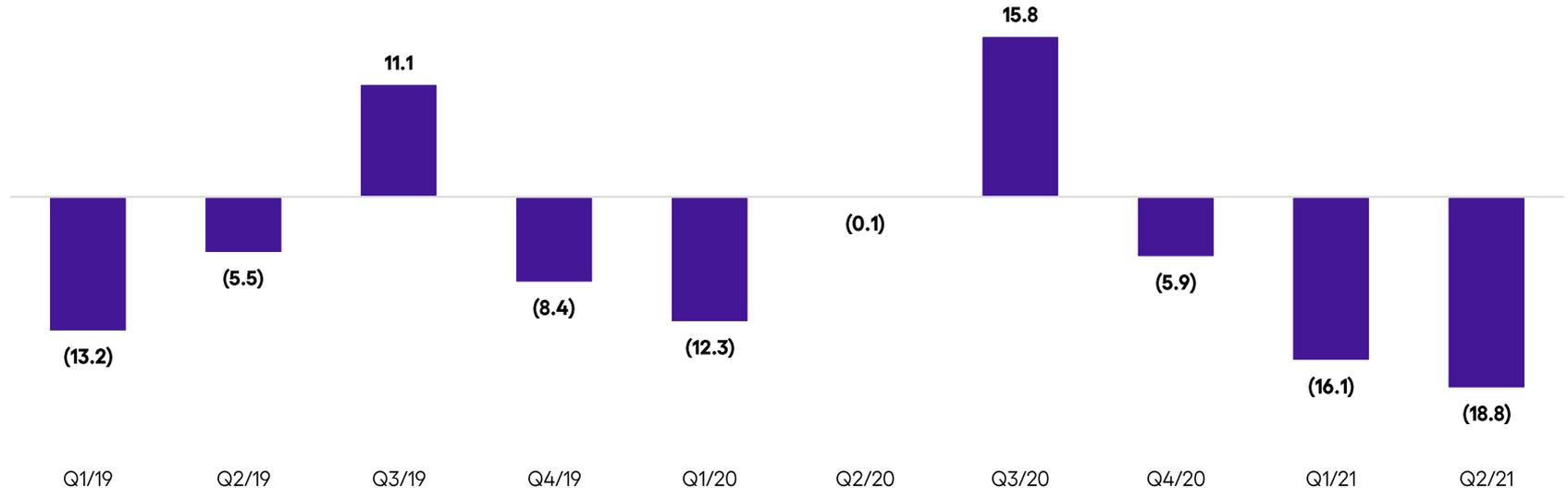
(4) IFRS conversion, 2018-2020 IFRS audit, prospectus etc.

Q3 with highest profitability

Rebound in third quarter due to seasonality patterns of Revenue recognition

Adjusted EBITDA ⁽¹⁾⁽²⁾

€ million

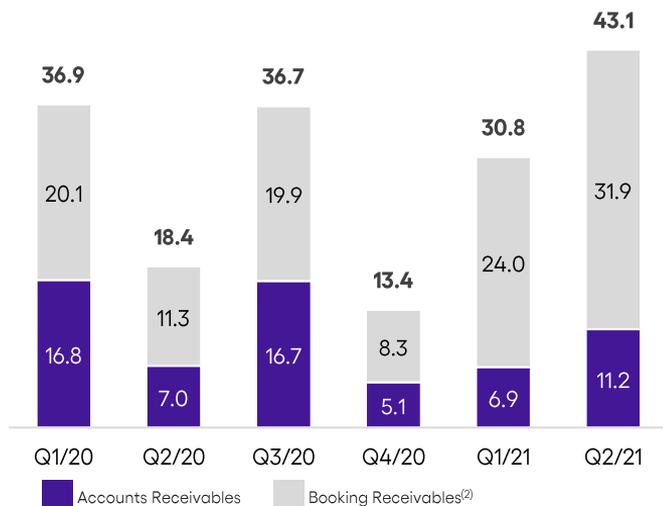


Seasonality of working capital

Marketing spend during first half of the year while cash inflows from Revenue during second half of the year

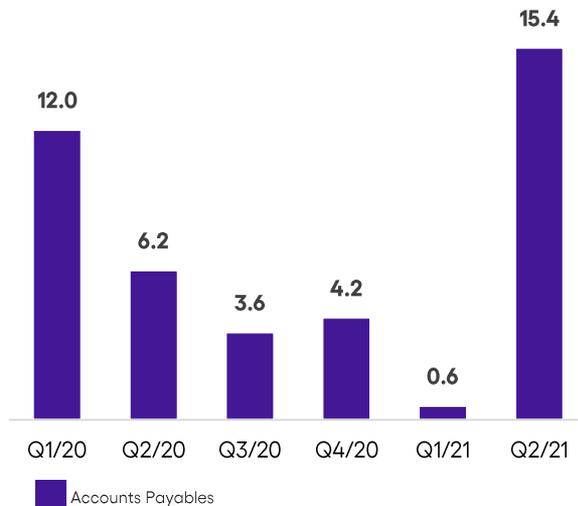
Receivables⁽¹⁾

€ million



Accounts Payable⁽³⁾

€ million



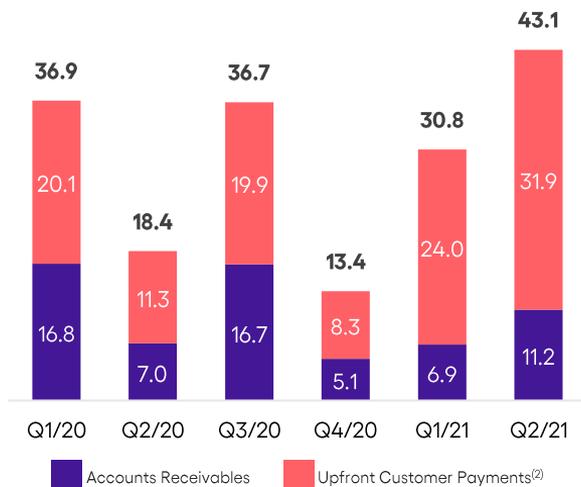
- In the current business model, our operating cash flow varies seasonally with a slight delay in Revenue and is significantly affected by the timing of our performance marketing spend
- Since Q2/20 our partners pay CPA commissions mainly after check-in or check-out, thus, our Revenues and receivables are highest Q3 while operating cash flow is highest in Q4
- Until Q1/20 our partners were paying CPA commission mainly after booking date

Illustrative working capital with payment module

Significant positive impact on working capital by bringing forward payment date for CPA commissions for onsite bookings

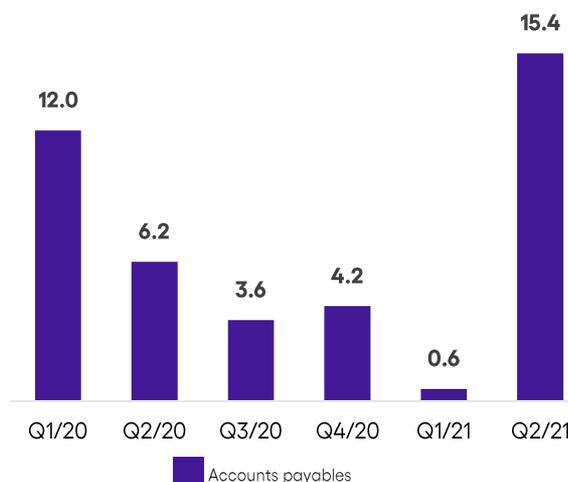
Receivables⁽¹⁾

€ million



Accounts Payable⁽³⁾

€ million



- With payment module our Booking Receivables⁽²⁾ will turn into Upfront Customer Payments
- Payment module reduces the time lag between our performance marketing spend and our Revenue

Impact of Business Combination on selected financial information

Principal drivers of the transaction adjustments on the Statement of Financial Position⁽¹⁾

In € millions	As of June 30, 2021		As of June 30, 2021	
	HomeToGo (Historical)	Transaction Adjustments	Notes	Post Transaction Adjustments
Assets				
Total non-current assets	81	-		81
Total current assets	79	181	(a) (b) (c) (d)	260
Total Assets	160	181		341
Liabilities				
Non-current liabilities	154	(125)	(e)	29
Current liabilities	35	2	(a)	37
Total Liabilities	189	(123)		66
Net Assets (Shareholder's equity)	(29)	304		275

(a) Net asset proceeds from the Business Combination

(b) Proceeds from PIPE Financing

(c) Transaction costs incurred reducing the gross proceeds

(d) Cash payment claim from the HomeToGo VSOP Amendment

(e) Conversion of the outstanding HomeToGo Convertible Loans

Impact of Business Combination on selected financial information

Principal drivers of the transaction adjustments on the Statement of Financial Position⁽¹⁾

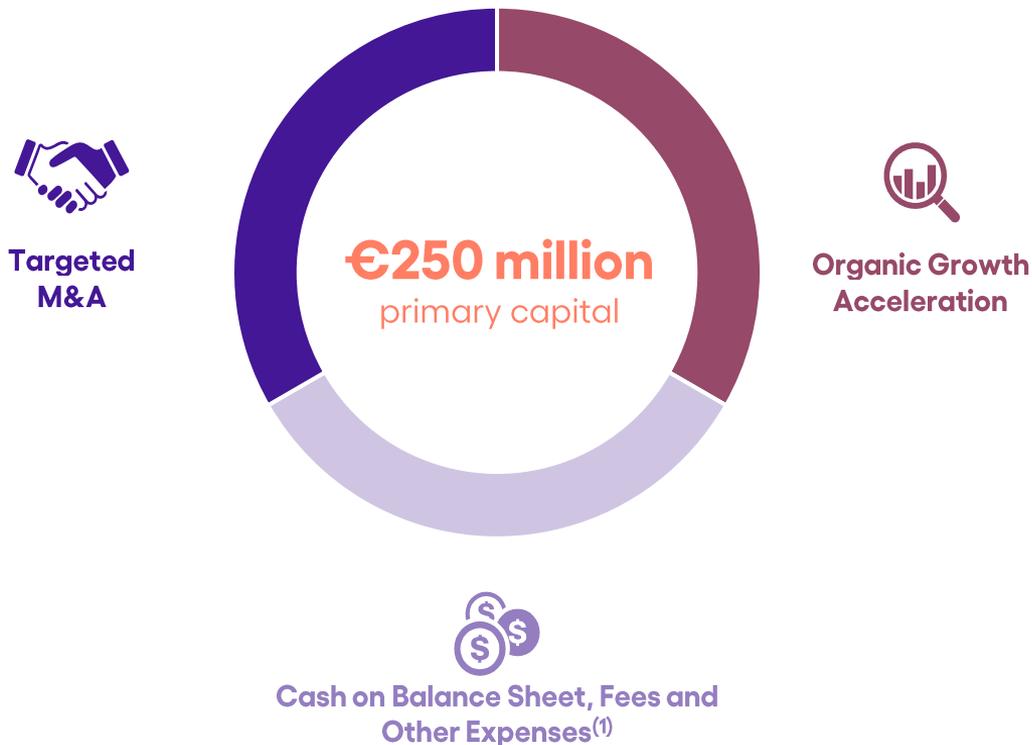
In € millions	For the six months ended June 30, 2021		For the six months ended June 30, 2021	
	HomeToGo (Historical)	Transaction Adjustments	Notes	Post Transaction Adjustments
Gross profit	28	-		28
Profit (loss) from operations	(48)	(117)	(a) (b)	(165)
Financial result, net	(15)	14	(c)	(1)
Profit (loss) before tax	(63)	(103)		(165)
Income taxes	0	-		0
Net income (loss)	(62)	(103)		(165)

(a) Estimated listing service expense for the excess of the fair value of Public and Class B shares and warrants deemed issued by HomeToGo over the fair value of Lakestar SPAC I identifiable net assets.

(b) Nondeductible transaction costs incurred in connection with the Business Combination by HomeToGo subsequent to June 30, 2021.

(c) Conversion of the outstanding HomeToGo Convertible Loans

Planned use of proceeds will further accelerate growth and provide adequate liquidity for unexpected market disruptions

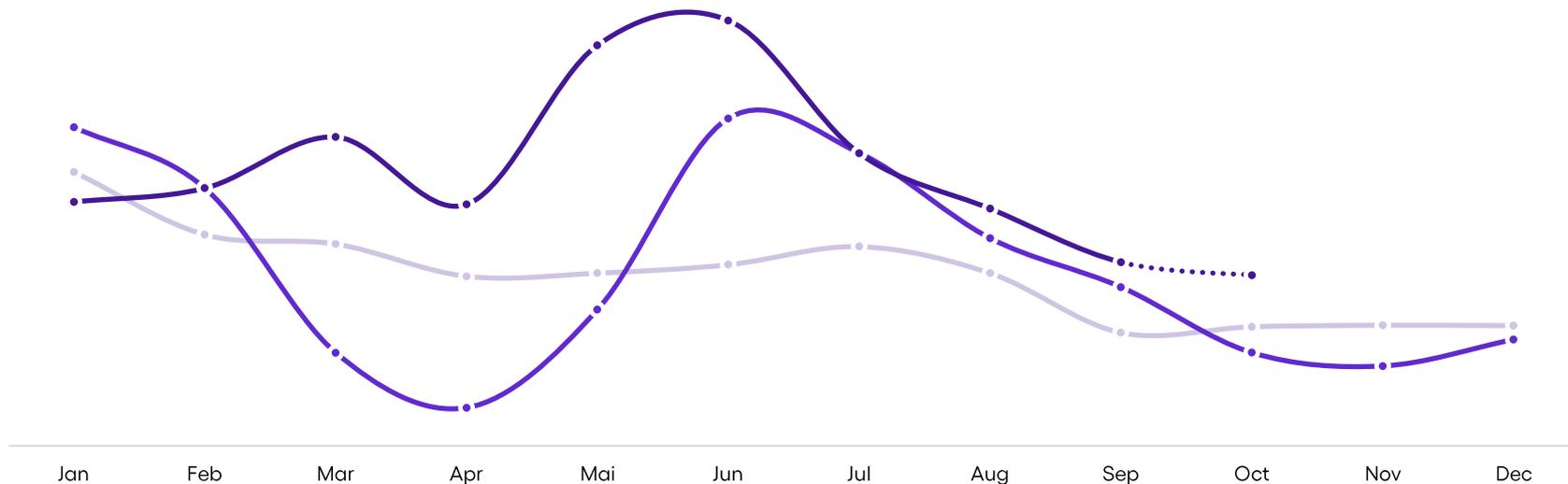


⁽¹⁾ €42m VSOPs paid in cash at closing (primarily to allow for the payment of taxes, if any, triggered for the VSOP holders in connection with the business combination)

Booking Revenue⁽¹⁾ continue with strong performance besides the increasing numbers of the Delta-Variant of Covid

Booking Revenue⁽¹⁾⁽²⁾

— 2019 — 2020 — 2021



(1) Non-IFRS operating metric to measure performance, which we define as the net Euro value generated by transactions on our platform in a period (CPA, CPC, CPL, etc.) before cancellations. Booking Revenue does not correspond to, and should not be considered as alternative or substitute for, revenue recognized in accordance with IFRS

(2) HomeToGo Group Booking Revenue by booking date (incl. all subsidiaries incl. SaaS and subscriptions)

Guidance unchanged

Guidance remains intact

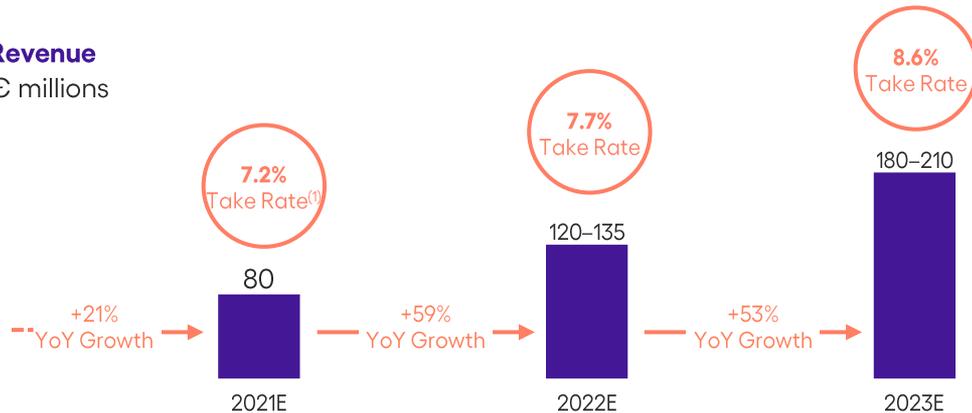
Gross booking value

€ billions



Revenue

€ millions



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

Long-term growth rate

Revenue growth in 2025 expected to moderate to c.30%

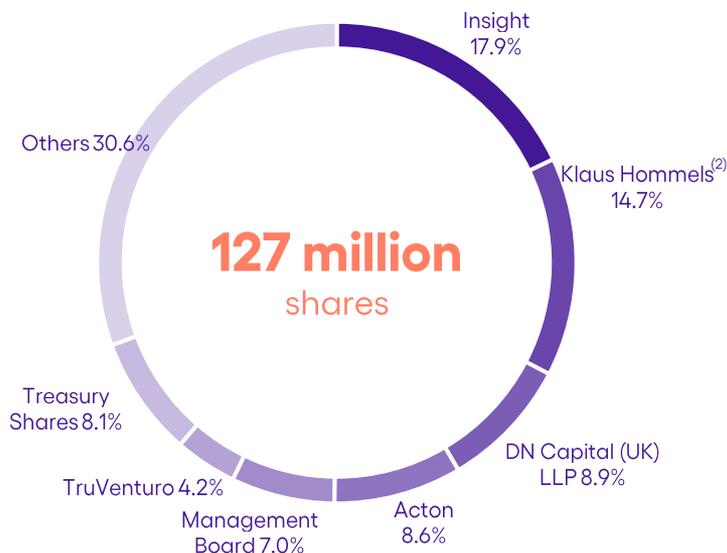
Subscription Revenue growth

Subscription & Service Revenue expected to account for 20%+ by the end of year 3

Breakeven profitability

Targeting to be breakeven within 2 years, long-term EBITDA margin target of 35%+

Well distributed shareholder structure⁽¹⁾ with founders still invested



(1) As of October 13, 2021

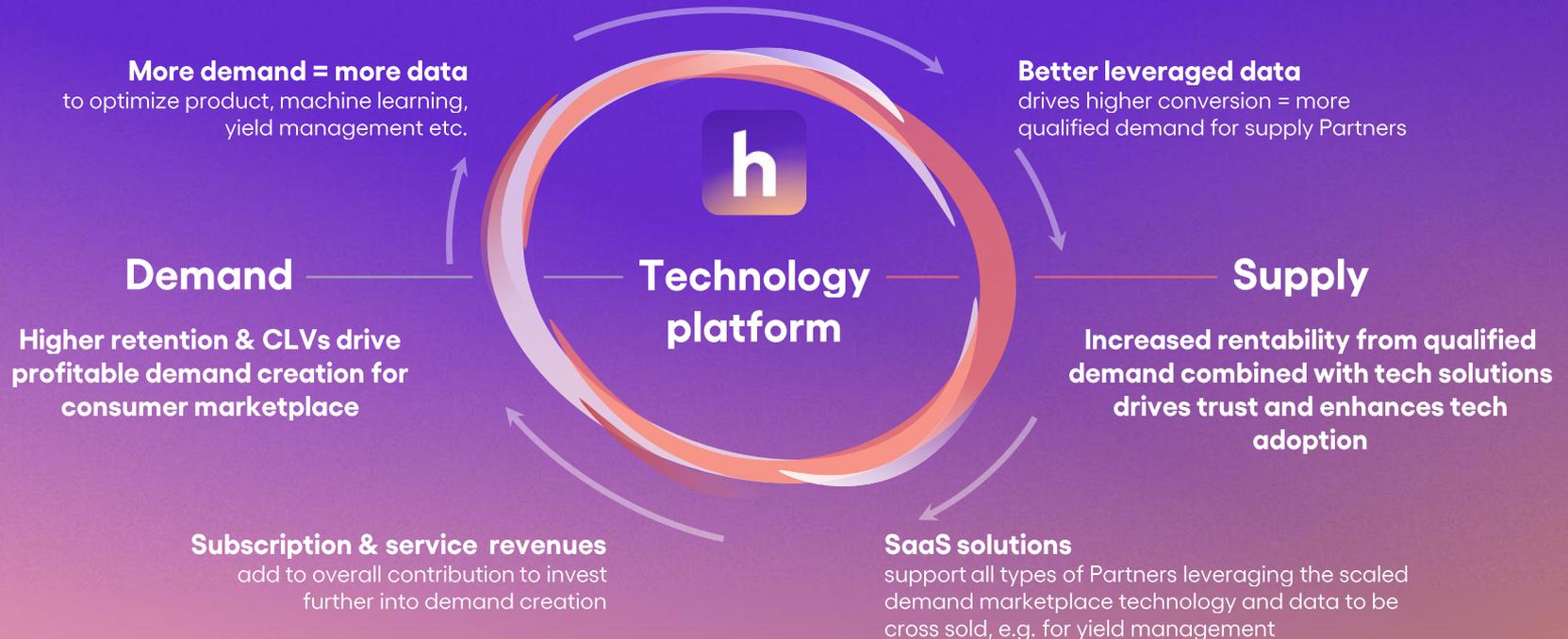
(2) Incl. ANXA Holding PTE and Lakestar II

First Day of Trading:	22 September 2021
Issuer:	HomeToGo SE
Listing Venue:	Frankfurt Stock Exchange
Market Segment:	Regulated Market (General Standard) of Frankfurt Stock Exchange
Public Shares ISIN:	LU2290523658
Public Shares WKN:	A2QM3K
Public Shares Ticker Symbol:	HTG
Total number of shares outstanding as of September 22, 2021:	116,868,948 (112,285,615 Class A Shares and 4,583,333 Class B Shares)
Total number of shares issued as of September 22, 2021:	127,138,982 (122,555,649 Class A Shares and 4,583,333 Class B Shares)
Share Capital as of September 22, 2021:	€ 2,441,068.45
Type of Shares:	Class A Shares (Public Shares) and Class B Shares (Founder Shares)
Public Warrants ISIN:	LU2290524383
Public Warrants WKN:	A3GPQR
Public Warrants Ticker Symbol:	HTGW
Paying Agent:	Banque Internationale à Luxembourg S.A.

Financial Section Q&A

Final Remarks

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



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



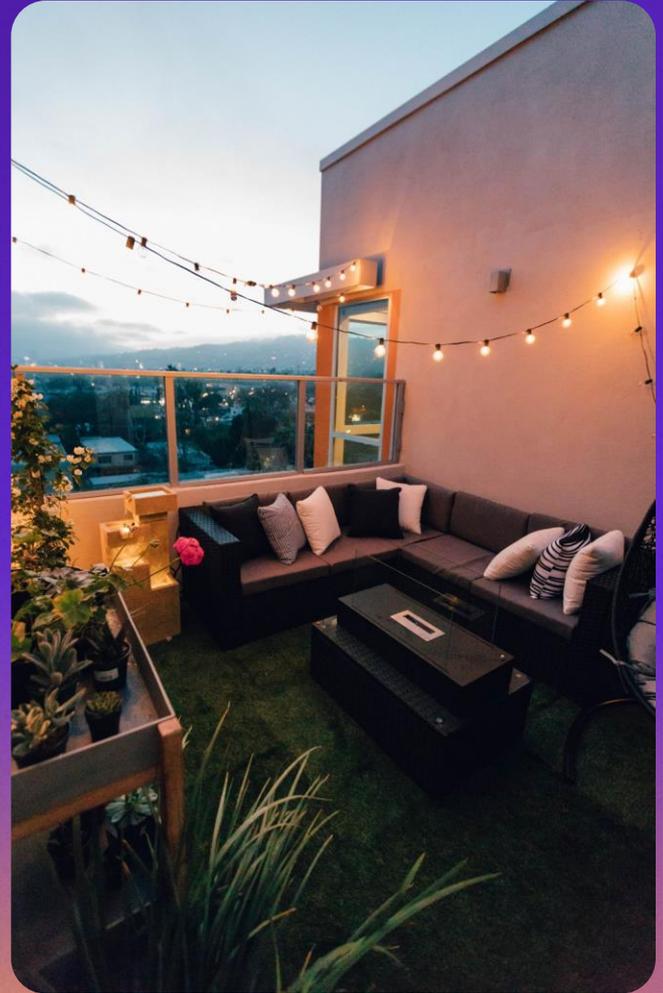
Your past searches

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

Final Q&A

home
to go_

Thank
You



Glossary

Glossary

Agriturismo

Website for rural Italian inventory operated by ferries

Booking Revenue

Non-IFRS operating metric to measure intra-month performance view defined as net Euro value generated by transactions (CPA, CPC, CPL etc.) before cancellation

Brand & Organic traffic

Visits from direct traffic, branded channels, like visitors who type in keywords in search engines that include a reference to any HomeToGo Group brand, CRM (Customer Relation Management), App, SEO (Search Engine Optimization), free channels and internal traffic (between our businesses within the HomeToGo Group)

Booking Receivables

Future receivables from Booking Revenue (adjusted for estimated cancellations) which have not been recognized as revenues due to check-in in the future

CPA

Cost per action

CPC

Cost per click. Offsite CPC revenues are not affected by any cancellations retrospectively

CPL

Cost per lead

EscapadaRural

ESCAPADA RURAL SERVICIOS PARA PROPIETARIOS SL (Barcelona), an indirect (100%) subsidiary of HomeToGo GmbH

feries

Feries S.r.l (Milan), an indirect (100%) subsidiary of HomeToGo GmbH, operating main websites agriturismo.it and casevacanza.it

Gross Booking Value (GBV)

Non-IFRS operating metric defined as the gross Euro value of bookings on our platform in a period (including all components of the booking amount except for VAT). GBV is recorded at the time of booking and is not adjusted for cancellations or any other alterations after booking. GBV includes the booking volume as reported by the Partner for CPA transactions. For CPC GBV gets estimated by multiplying the total click value with expected conversion rate. The total click value is the duration of the search multiplied with the price per night of the clicked offer. This total click value we multiply with the average conversion rate of that micro conversion source for CPA Partners we have in the respective month.

Offsite Transaction

Transactions where the end booking happens on a Partner's site (referral types could be CPA, CPC, CPL etc.)

Onsite Transaction

Onsite CPA transaction, where complete user journey (from discovery to booking to payment) happens on HomeToGo domains

Partners

Contracted businesses (such as online travel agencies, tour operators, property managers, other inventory suppliers, software partners) or private persons that distribute, manage or own accommodations which they directly or indirectly list on HomeToGo Group platforms. Contracts with our more professional partners usually do not have a defined contract length, but if they do they typically auto-renew

smoobu

smoobu GmbH (Berlin), an indirect (100%) subsidiary of HomeToGo

Take Rate

Booking revenue divided by Gross Booking Value