

KEYNOTE

# INVESTMENT HIGHLIGHTS

ABOUT YOU GROUP

TAREK  
MÜLLER

CO-FOUNDER AND  
CO-CEO



# SCAYLE is a 100% tech company

## TME REVENUE BREAK-OUT, ILLUSTRATIVE

**ABOUT|YOU**<sup>o</sup>

**SCAYLE**<sup>o</sup>  
COMMERCE ENGINE

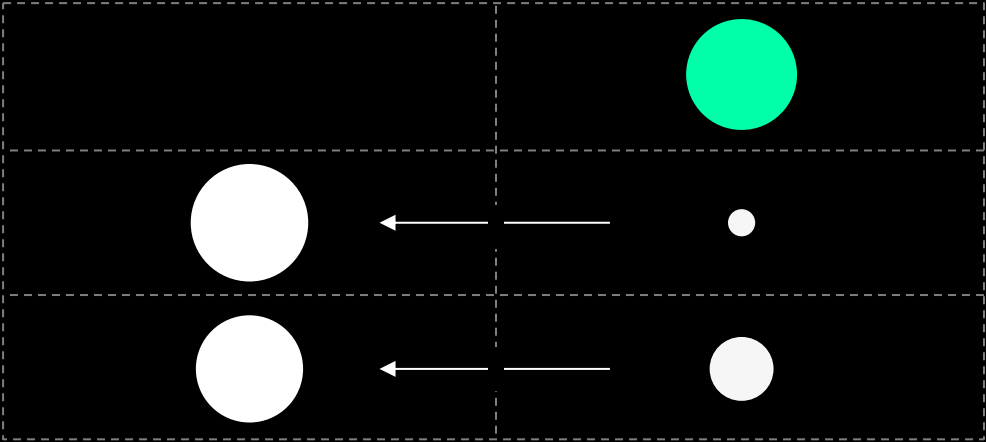
COMMERCE-RELATED REVENUES

INDEPENDENT B2B REVENUES

TECH

MEDIA

ENABLING



SPIN-OFF COMPLETED  
IN AUGUST 2023

100% SUBSIDIARY OF  
ABOUT YOU GROUP

~300 EMPLOYEES




**To scale ABOUT YOU, we needed cutting-edge, high-performance technology that **did not yet exist****




# Investment highlights

## MARKET




**LARGE AND EXPANDING TAM OF ~USD 12BN, EXPECTED TO GROW AT ~15% CAGR 23-28**  
Early innings of major replatforming wave from monolithic architectures

## GO-TO-MARKET



**WIN RATE OF ~70% IN ENTERPRISE DEALS OWING TO UNIQUE PRODUCT AND SALES APPROACH**  
Demonstrated the ability to win large enterprise accounts across verticals and geographies

## OPERATIONS



**INDUSTRY-LEADING GO-LIVE TRACK RECORD (0% FAILED PROJECTS) WITH HIGHEST NPS IN THE INDUSTRY**  
Highly favorable unit economics with 85% gross margin for product revenue in FY 23/24 with further optimization potential

## PRODUCT



**SUPERIOR 'UNIFIED AND COMPOSABLE' PRODUCT WITH EXTENSIVE CAPABILITIES AND FLEXIBILITY FOR ENTERPRISE CUSTOMERS**  
Highly skilled engineering organization that drives innovation

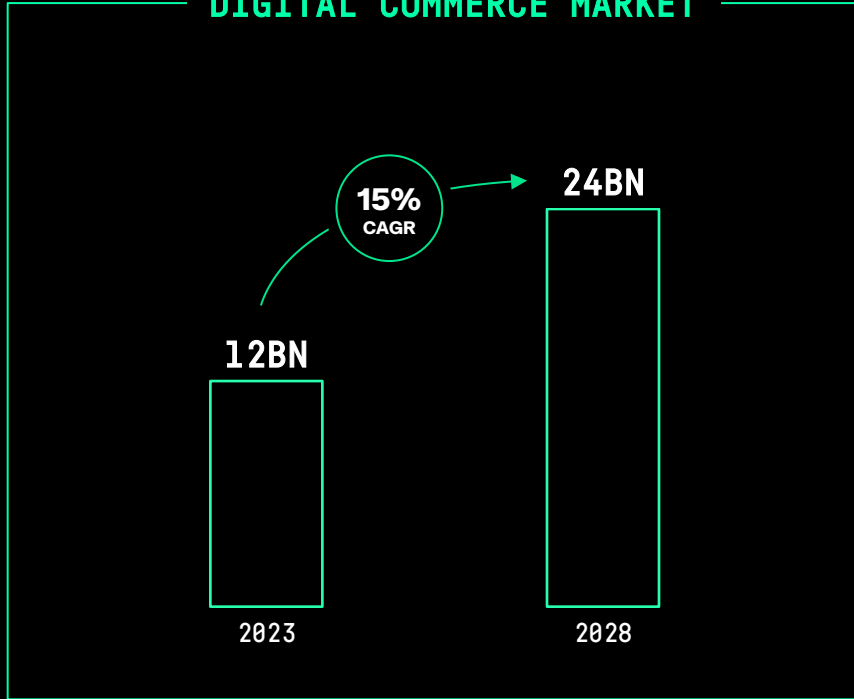
## VARIOUS GROWTH DRIVERS AHEAD



**GROW EXISTING ACCOUNTS, PENETRATE NEW GEOGRAPHIES AND EXPAND TAKE RATE**  
Ambition to grow to ~EUR 175m revenue with an adjusted EBITDA margin of ~43% by FY 28/29

# An opportunity that is growing strongly and is in the early innings of major replatformings

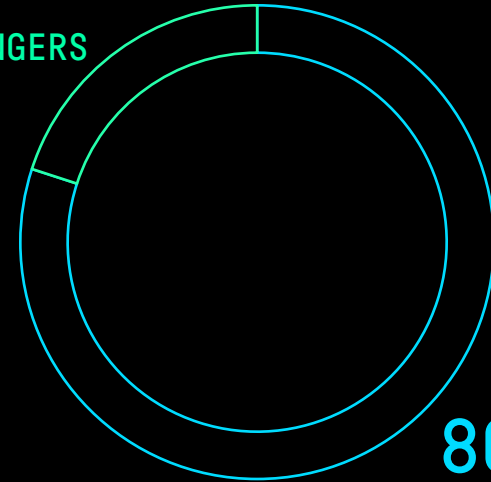
## DIGITAL COMMERCE MARKET



## SCAYLE'S CURRENT SWEETSPOT

[Enterprise B2C EU, UK, NA]

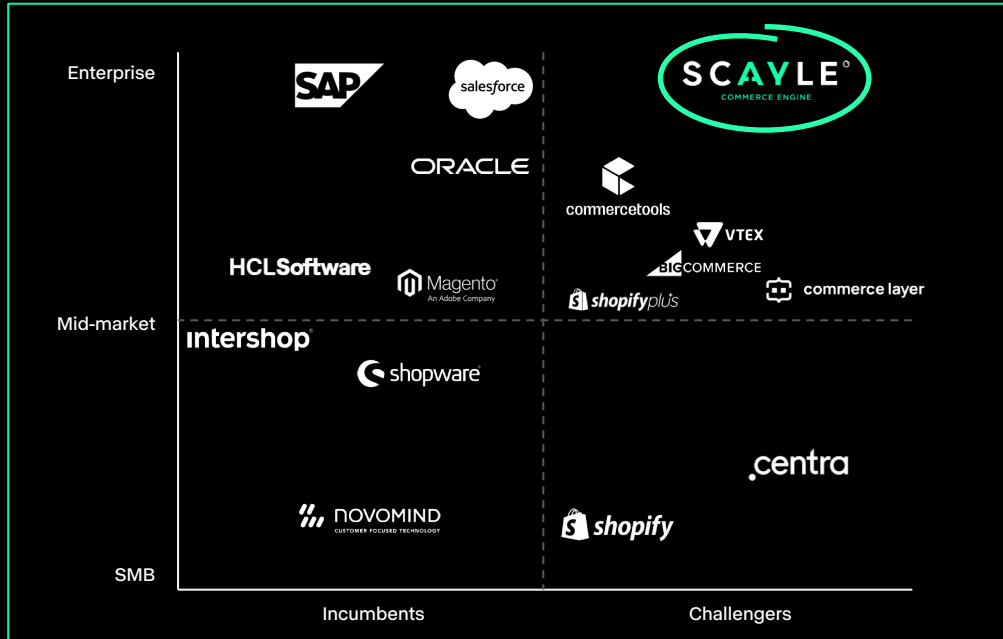
**20%**  
CHALLENGERS



**80%**  
INCUMBENTS

# Uniquely positioned in the market

## CLUSTERING OF SCAYLE COMPETITORS [ILLUSTRATIVE]<sup>1</sup>



### SCAYLE'S ADVANTAGES VS INCUMBENTS

- Modern architecture provides full flexibility and scalability
- Superior business and developer experiences
- Innovation speed

### SCAYLE'S ADVANTAGES VS CHALLENGERS

- Breadth and depth of feature set
- Unified UI across entire commerce capabilities
- Demonstrated track record with enterprise customers

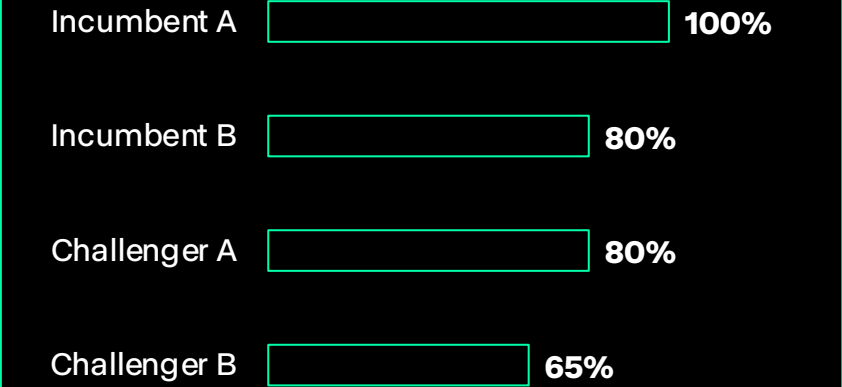
1. Based on internal analysis; Incumbents: platform development started before 2005; Challengers: platform development started after 2005

# Outstanding win rate of ~70% in enterprise deals

WIN RATE OF PITCHES WITH  
E-COMMERCE GMV >EUR 100M



WIN RATE VS COMPETITION  
[PAST TWO YEARS]





# SCAYLE wins very large enterprise customers across countries and verticals

Europe's largest footwear retailer

 DEICHMANN

Group revenue:  
~EUR 8.7bn



World's leading luxury department store

Harrods

Group revenue:  
~EUR 1.2bn



Europe's largest online store for baby products

 babymarkt

Group revenue:  
~EUR 0.2bn



World's largest football club



Group revenue:  
~EUR 0.8bn



Europe's leading optical retailer

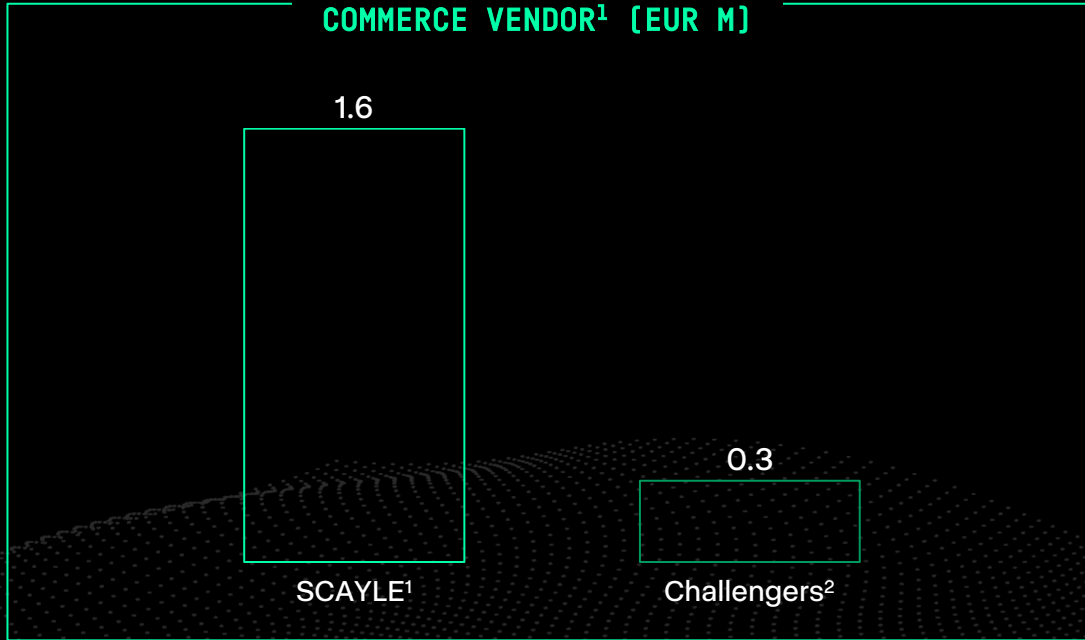
Fielmann

Group revenue:  
~EUR 2.2bn



# SCAYLE generates EUR 1.6m revenue per customer

AVERAGE ARR BY  
COMMERCE VENDOR<sup>1</sup> (EUR M)



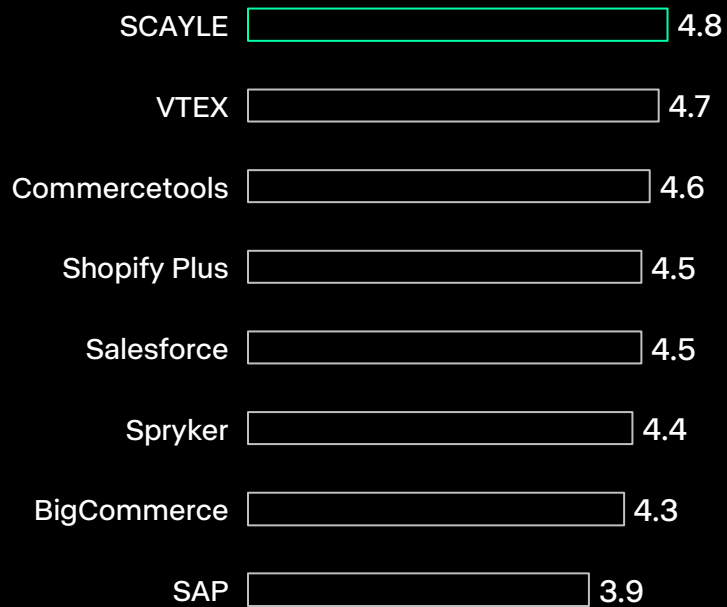
**EXCLUSIVE FOCUS  
ON LARGE ENTERPRISES**

**MORE EXTENSIVE  
CAPABILITY BREADTH**

1. Based on external customers; 2. Based on financial publications, market insights, and estimates based on public information

# SCAYLE's existing customers are highly satisfied

## SCAYLE'S SCORE ON GARTNER PEER INSIGHTS

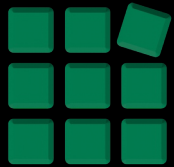


“ SCAYLE merges the flexibility of a headless, API-driven architecture [...], with an inherently robust set of built-in modules [...] designed to simplify organizational complexities ”

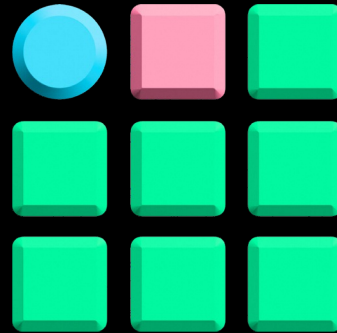
“ SCAYLE provides us with extensive features on modern architecture. Our team can focus on differentiation, e.g., building great front-ends or driving personalization ”

“ Throughout the entire process [...], the team behind SCAYLE was completely convincing. We received the help we needed at all times [...] ”

# SCAYLE's product approach provides tremendous benefits to business users and developers



MONOLITH



UNIFIED AND COMPOSABLE



MICRO-SERVICES

SCAYLE<sup>o</sup>  
COMMERCE ENGINE

**Build your brand, not your backend**

Put business teams in the driver's seat – create captivating customer experiences with a few clicks, no dev tickets needed – let developers show their skills – give them more hours to innovate, let SCAYLE work the core backend

# Highly attractive unit economics



Note: Product revenue gross margin in FY 23/24

# Various growth drivers lying ahead

## A

### WIN NEW CUSTOMERS

especially through geographic expansion

## B

### GROW GMV

of existing customers through superior tech product capabilities

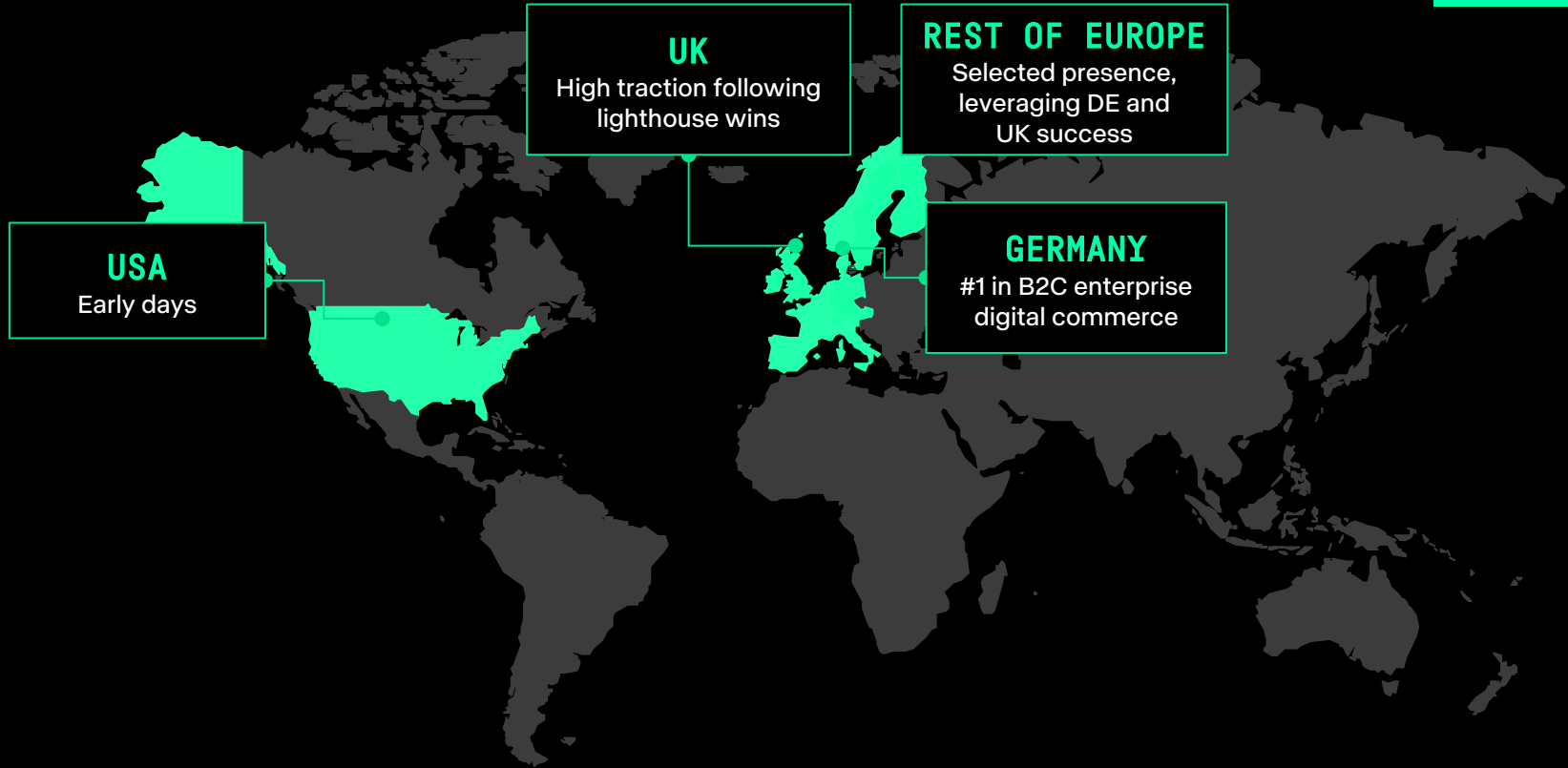
## C

### EXPAND TAKE RATE

based on product expansion<sup>1</sup>

1. Product expansion can also be achieved through acquisitions

# Win new customers across geographies



# Grow GMV of existing customers through superior tech capabilities



**+38%**  
online revenue<sup>1</sup>

**+15%**  
average order value<sup>1</sup>

**+20%**  
conversion rate<sup>1</sup>

fielmann

**+17%**  
External online revenue<sup>2</sup>

**>150K**  
Variants managed

KAPTEN & SON

**+20%**  
overall revenue<sup>3</sup>

**+12%**  
average order value<sup>3</sup>

**+10%**  
conversion rate<sup>3</sup>



SCAYLE's technology enables customers to drive differentiation in their market

Consequently, SCAYLE customers outgrow their markets

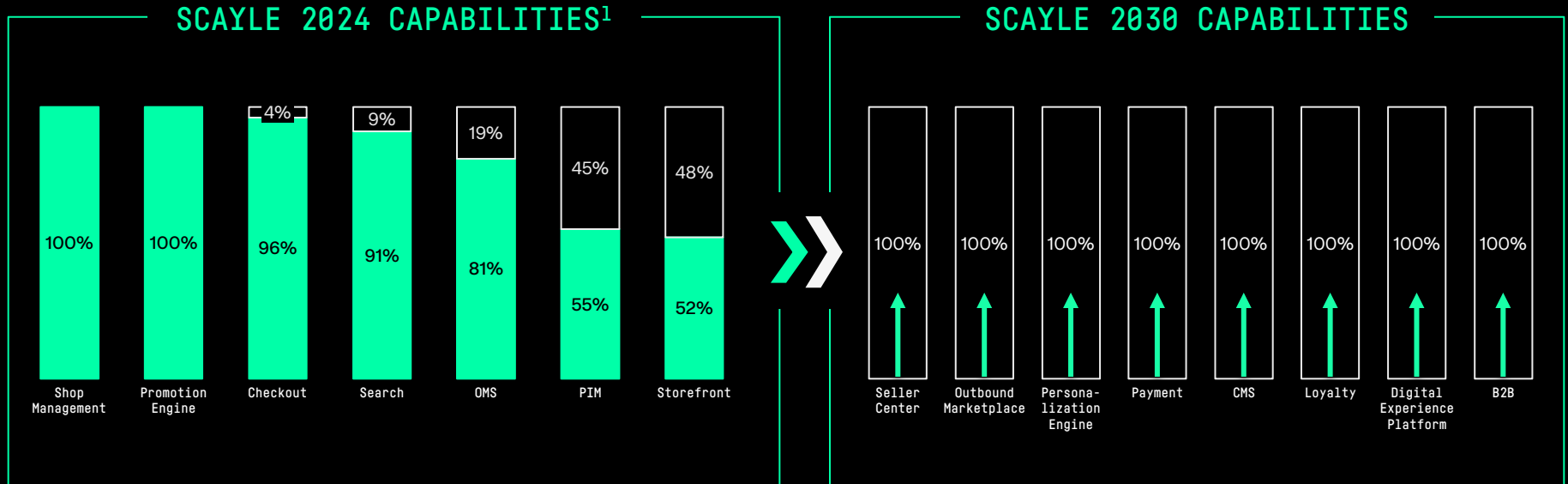
Above-market growth of SCAYLE customers positively impacts ARR growth

1. Twelve months after onboarding; 2. Based on Annual Report FY 23; 3. Timeline for KAPTEN & SON results: six months after go-live  
Source: SCAYLE case studies; customers' annual reports



# Take rate expansion through new capabilities

C | Expand take rate



■ Provided by SCAYLE □ Provided by another vendor

1. Current usage by SCAYLE customers (as of August 2024)

# Ambitious FY 28/29 revenue and adjusted EBITDA targets, reflecting strong customer pipeline

30%  
CAGR<sup>1</sup>

**~EUR 175M**  
Revenue in FY 28/29E

EUR 47M  
Revenue in FY 23/24

25%  
CAGR<sup>1</sup>

**~EUR 75M**  
Adjusted EBITDA in FY 28/29E

EUR 25M  
Adjusted EBITDA in FY 23/24

1. CAGR is defined as Compound Annual Growth Rate for FY 23/24–28/29

# SaaS enterprise companies with attractive valuations



**~10x**

EV / FY 25 REVENUE MULTIPLE



**~42x**

EV / FY 25 CASH EBITDA MULTIPLE

**WE STRIVE TO UNLOCK  
THE VALUE...**



...THROUGH  
CONSIDERING  
VARIOUS  
SHORT-TERM  
AND LONG-TERM  
OPTIONS...

SHORT-TERM OPTIONALITY

- » External validation
- » Consider external funding and partnership opportunities

LONG-TERM

- » Openness to all options

**...AND TO BECOME THE NEXT  
GLOBAL B2B POWERHOUSE**

# SCAYLE has the secret ingredients that form B2B powerhouses



Industry

Office

Marketing

ERP

CRM

Commerce

Enterprise Mission  
Critical System



Unique  
C-level access



Full transparency on  
customer tech stack



# Long-term vision with significant potential for value creation



**20% MARKET SHARE**  
in Digital Commerce  
Software

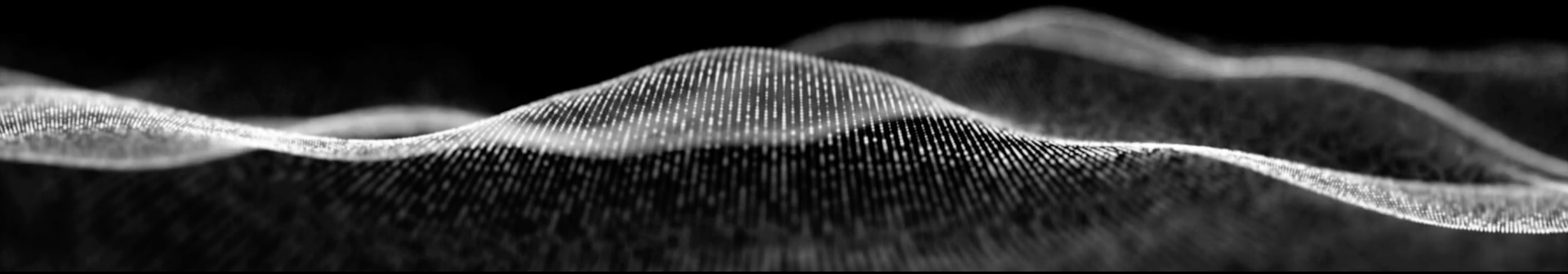


**FURTHER UPSIDE**  
through smart M&A  
in adjacent domains



**SCAYLE**<sup>®</sup>  
COMMERCE ENGINE

CAPITAL MARKETS  
EVENT 2024



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