

KEYNOTE

INVESTMENT HIGHLIGHTS

ABOUT YOU GROUP

TAREK
MÜLLER

CO-FOUNDER AND
CO-CEO

ABOUT YOU Group runs two different business lines

SCAYLE[®]
COMMERCE ENGINE

B2C

ONLINE FASHION STORE

ABOUT YOU[®]

Login Wishlist Basket

Search for items, brands and more...

RETURNS 100 DAY RETURN POLICY

SCAYLE[®]
COMMERCE ENGINE

B2B

SOFTWARE-AS-A-SERVICE



SCAYLE is a 100% tech company

TME REVENUE BREAK-OUT, ILLUSTRATIVE

ABOUT|YOU^o

SCAYLE^o
COMMERCE ENGINE

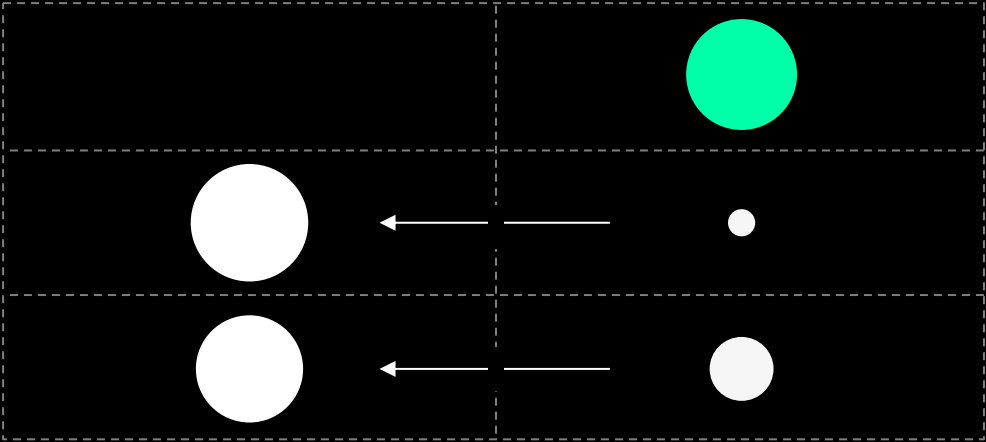
COMMERCE-RELATED REVENUES

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

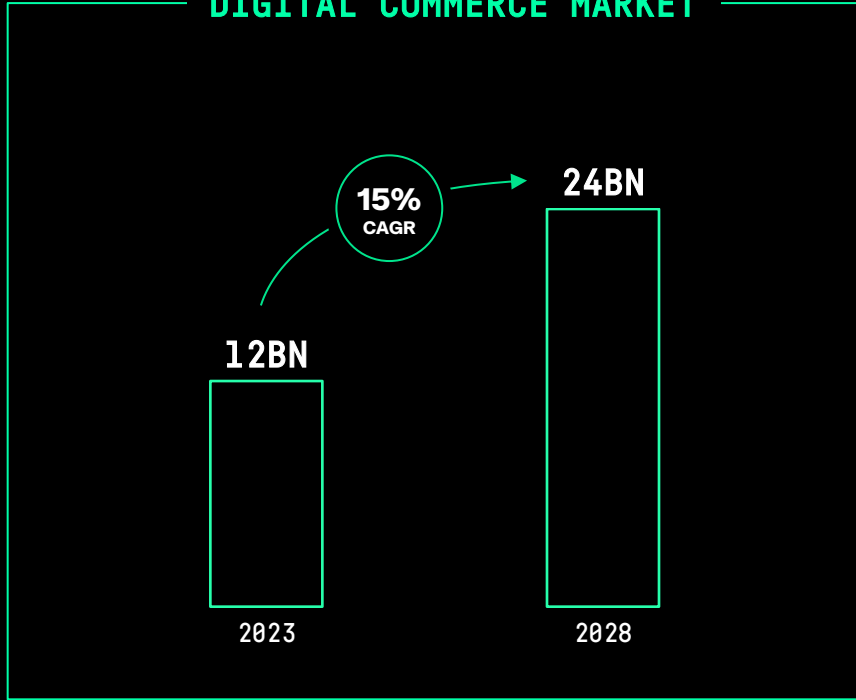
 **SUPERIOR 'UNIFIED AND COMPOSABLE' PRODUCT WITH EXTENSIVE CAPABILITIES AND FLEXIBILITY FOR ENTERPRISE CUSTOMERS**
Highly skilled engineering organization that drives innovation

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

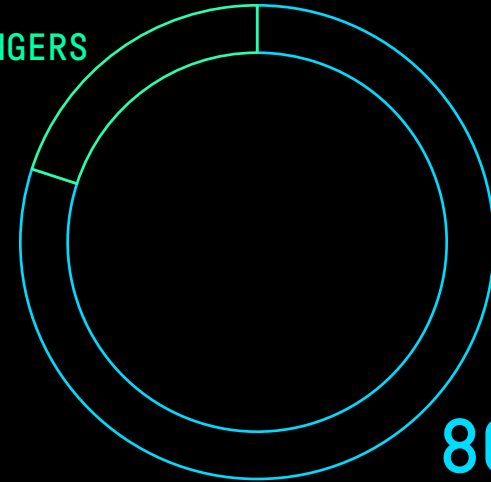
DIGITAL COMMERCE MARKET



SCAYLE'S CURRENT SWEETSPOT

[Enterprise B2C EU, UK, NA]

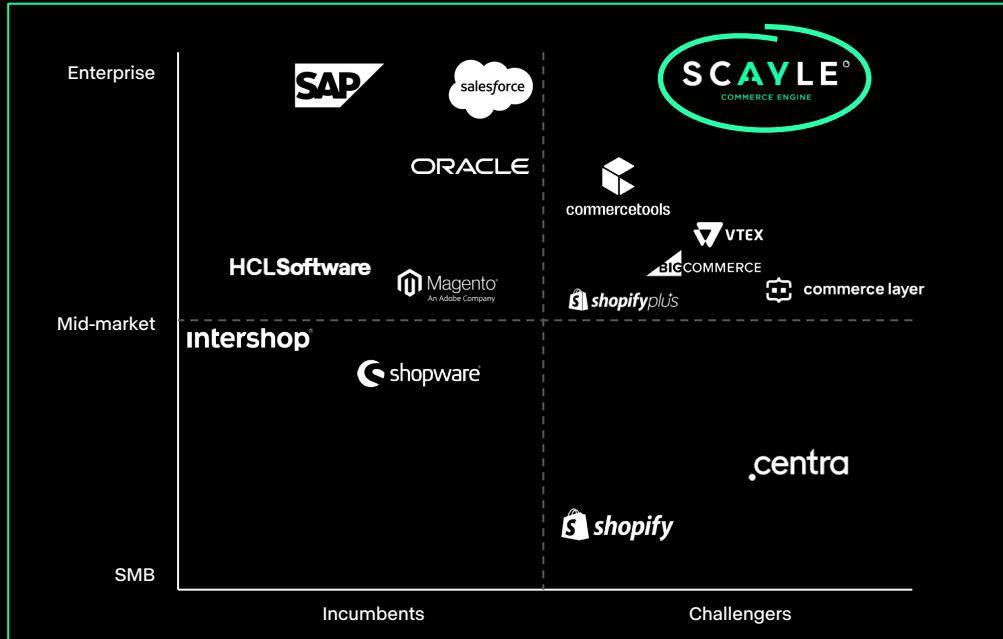
20%
CHALLENGERS



80%
INCUMBENTS

Uniquely positioned in the market

CLUSTERING OF SCAYLE COMPETITORS [ILLUSTRATIVE]¹



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

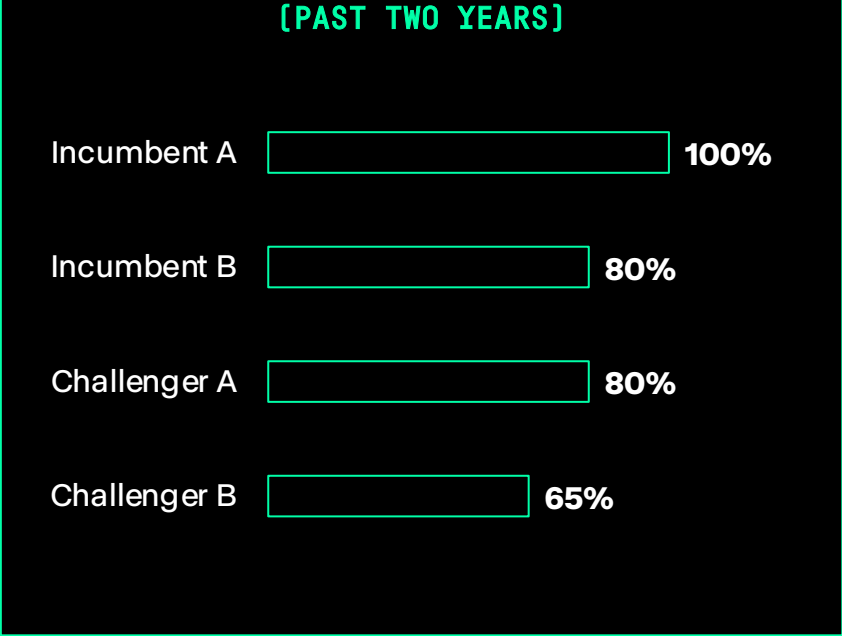
1. Based on internal analysis; Incumbents: platform development started before 2005; Challengers: platform development started after 2005

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

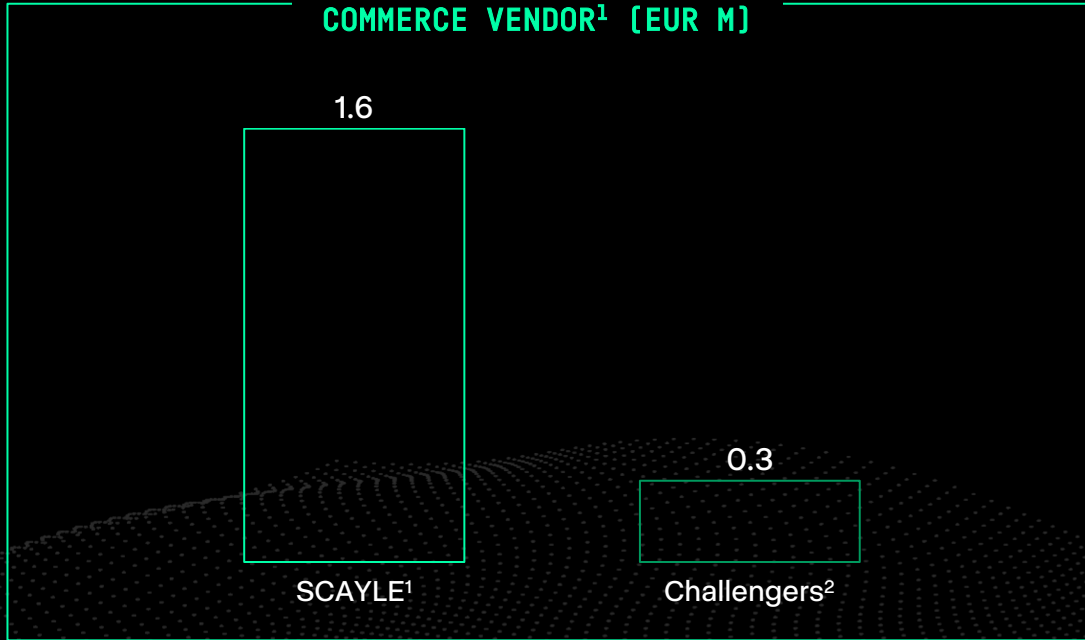
Fielmann

Group revenue:
~EUR 2.2bn



SCAYLE generates EUR 1.6m revenue per customer

AVERAGE ARR BY
COMMERCE VENDOR¹ (EUR M)



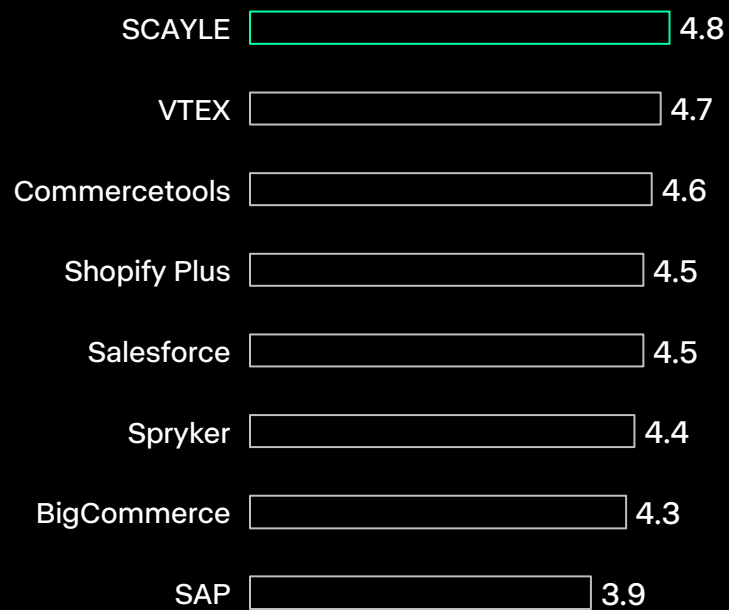
**EXCLUSIVE FOCUS
ON LARGE ENTERPRISES**

**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

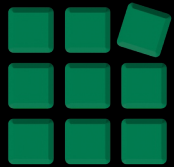


“ SCAYLE merges the flexibility of a headless, API-driven architecture [...], with an inherently robust set of built-in modules [...] designed to simplify organizational complexities ”

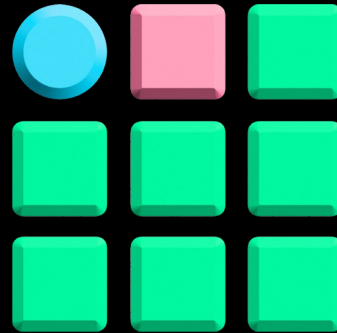
“ SCAYLE provides us with extensive features on modern architecture. Our team can focus on differentiation, e.g., building great front-ends or driving personalization ”

“ 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^o
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

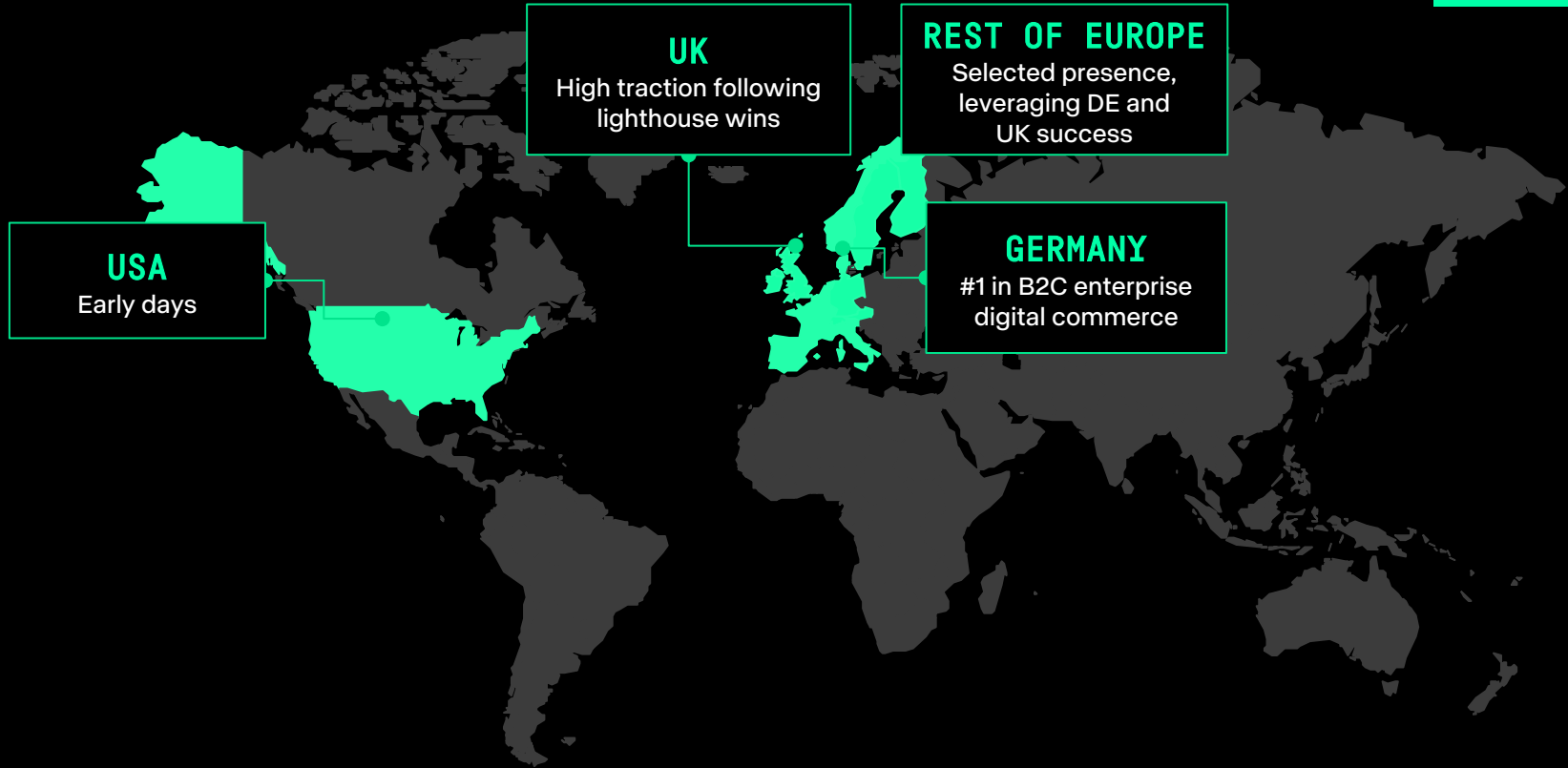
C

EXPAND TAKE RATE

based on product expansion¹

1. Product expansion can also be achieved through acquisitions

Win new customers across geographies



USA
Early days

UK
High traction following
lighthouse wins

REST OF EUROPE
Selected presence,
leveraging DE and
UK success

GERMANY
#1 in B2C enterprise
digital commerce

Grow GMV of existing customers through superior tech capabilities



+38%
online revenue¹

+15%
average order value¹

+20%
conversion rate¹

fielmann

+17%
External online revenue²

>150K
Variants managed

KAPTEN & SON

+20%
overall revenue³

+12%
average order value³

+10%
conversion rate³



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

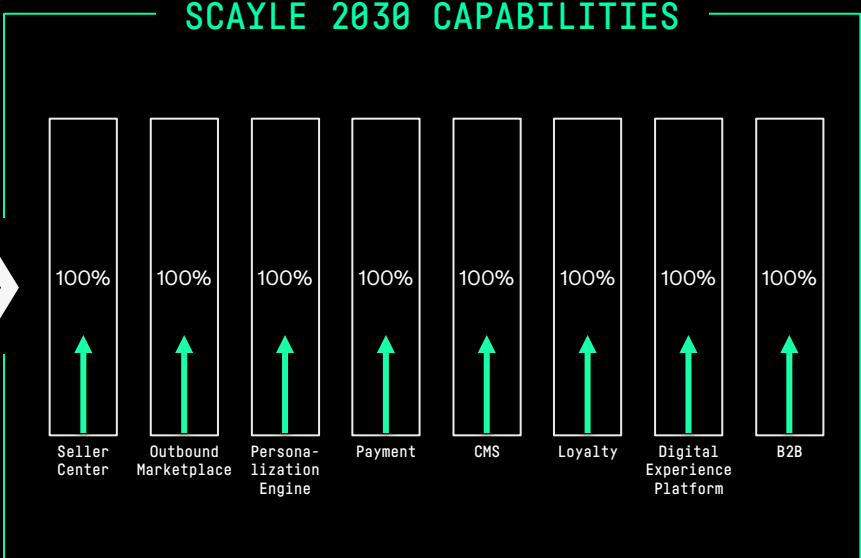
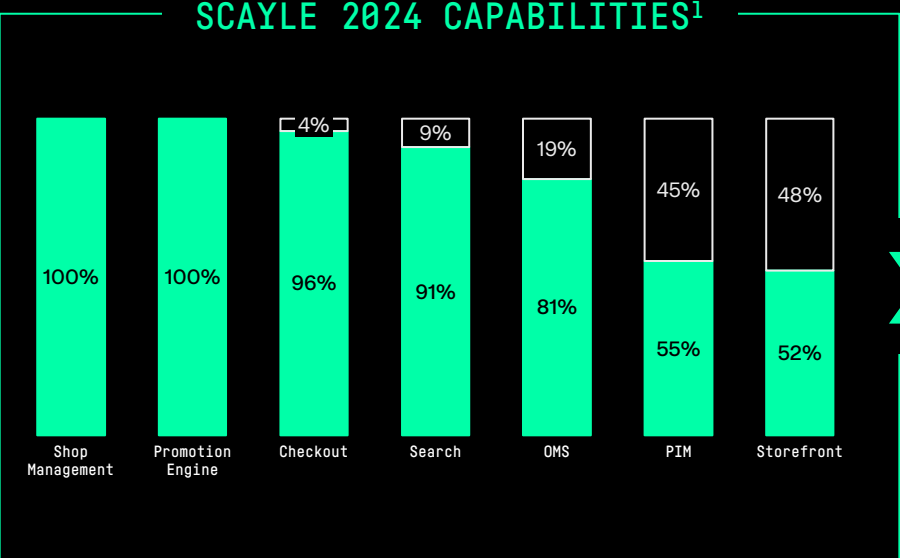
Consequently, SCAYLE customers outgrow their markets

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%
CAGR¹

~EUR 175M
Revenue in FY 28/29E

EUR 47M
Revenue in FY 23/24

25%
CAGR¹

~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



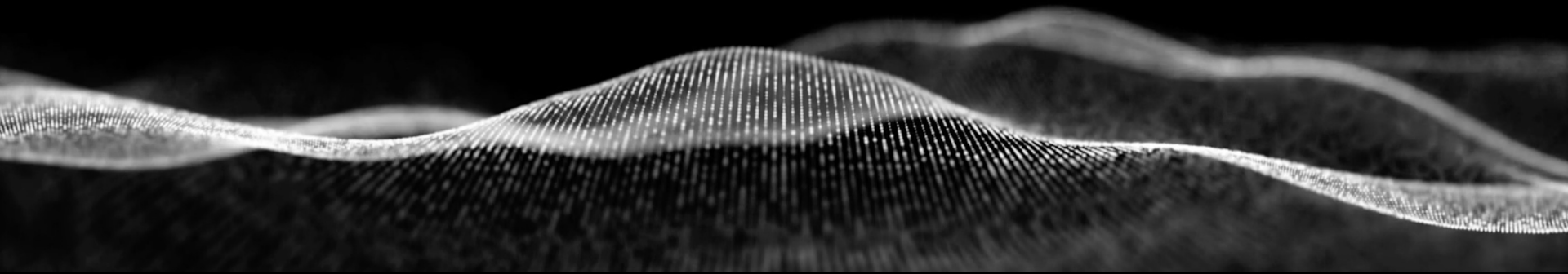
20% MARKET SHARE
in Digital Commerce
Software



FURTHER UPSIDE
through smart M&A
in adjacent domains

SCAYLE[®]
COMMERCE ENGINE

CAPITAL MARKETS
EVENT 2024



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