

DEEP DIVE

GO-TO-MARKET

SCAYLE

TOBIAS
RING

MANAGING DIRECTOR
COMMERCIALS

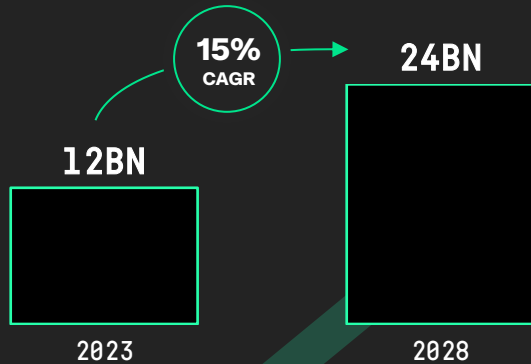
~USD 12BN

MARKET OPPORTUNITY

A global opportunity that is strongly growing

DOUBLE DIGITS...

...BASED ON STRONG DRIVERS



Increasing online penetration



Increasing SaaS adoption

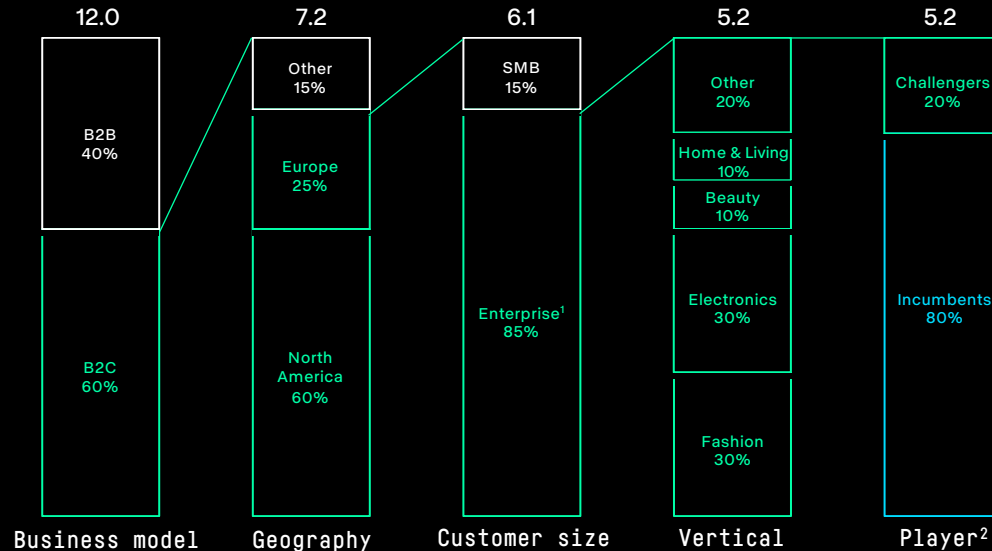


Stable prices due to constant innovation

SCAYLE addresses a market of USD 5.2BN with its offering

CURRENTLY SERVED AVAILABLE MARKET [SAM]

USD 5.2BN in 2023



INCUMBENTS – BUILT ON MONOLITHS

- Lack of flexibility
- Inferior user and developer experience
- Lack of innovation

1. Defined as e-commerce revenue >EUR 30m; 2. Based on internal analysis; Incumbents: platform development started before 2005; Challengers: platform development started after 2005

~7% are currently in the market for replatforming

REGION	CURRENT FOCUS MARKET ¹ , USD m	ACCESSIBLE PER YEAR, USD m
Germany	~290	~20
UK	~400	~30
Rest of Europe	~810	~60
North America	~3,700	~260
Total	~5,200	~365

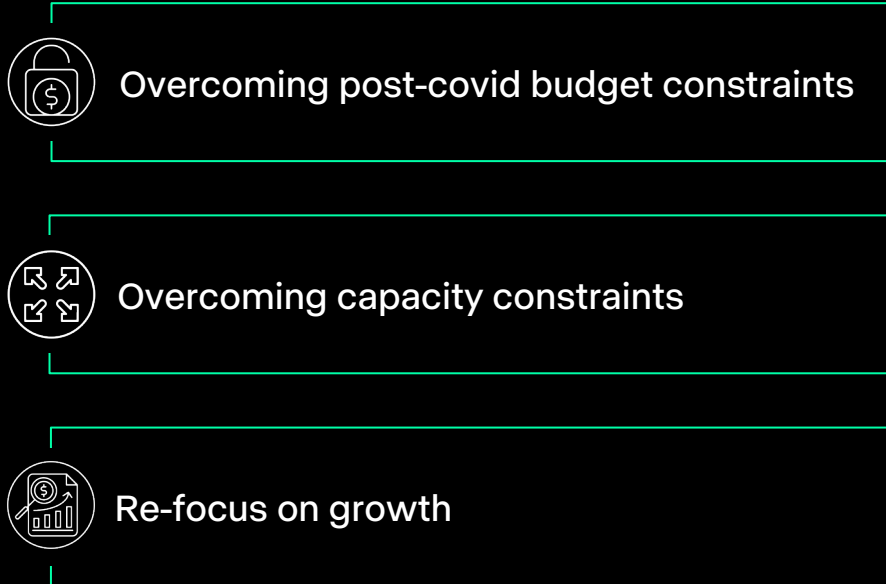
~7%
accessible
annually

1. B2C Enterprise, Europe and North America

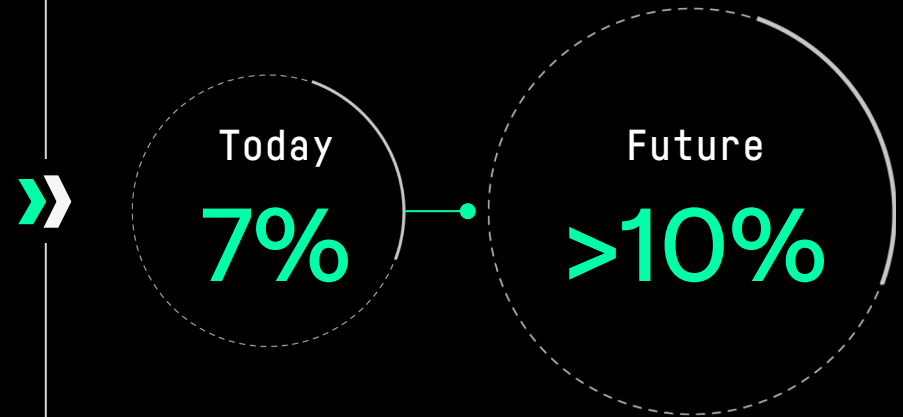
Note: Accessible per year implies that a prospect is actively looking for a SaaS solution; prospect might decide to stay existing solution or defer decision

Key drivers will increase number of replatformings

MARKET DRIVERS



INCREASING SHARE OF REPLATFORMINGS



SCAYLE secured 40% of the accessible B2C digital commerce market in Germany in 2023

SCAYLE's market share of
accessible market for FY 23/24

~40%

**Continue to
penetrate the
German market
and expand globally
from a strong position
in Germany**

Cornerstones of the go-to-market strategy

LARGEST MARKETS

Focus on the largest markets for Digital Commerce Software

1

ENTERPRISE FOCUS

Focus on large B2C enterprise retailers and brands

2

LEAD GENERATION

Leverage unique positioning to drive awareness and consideration

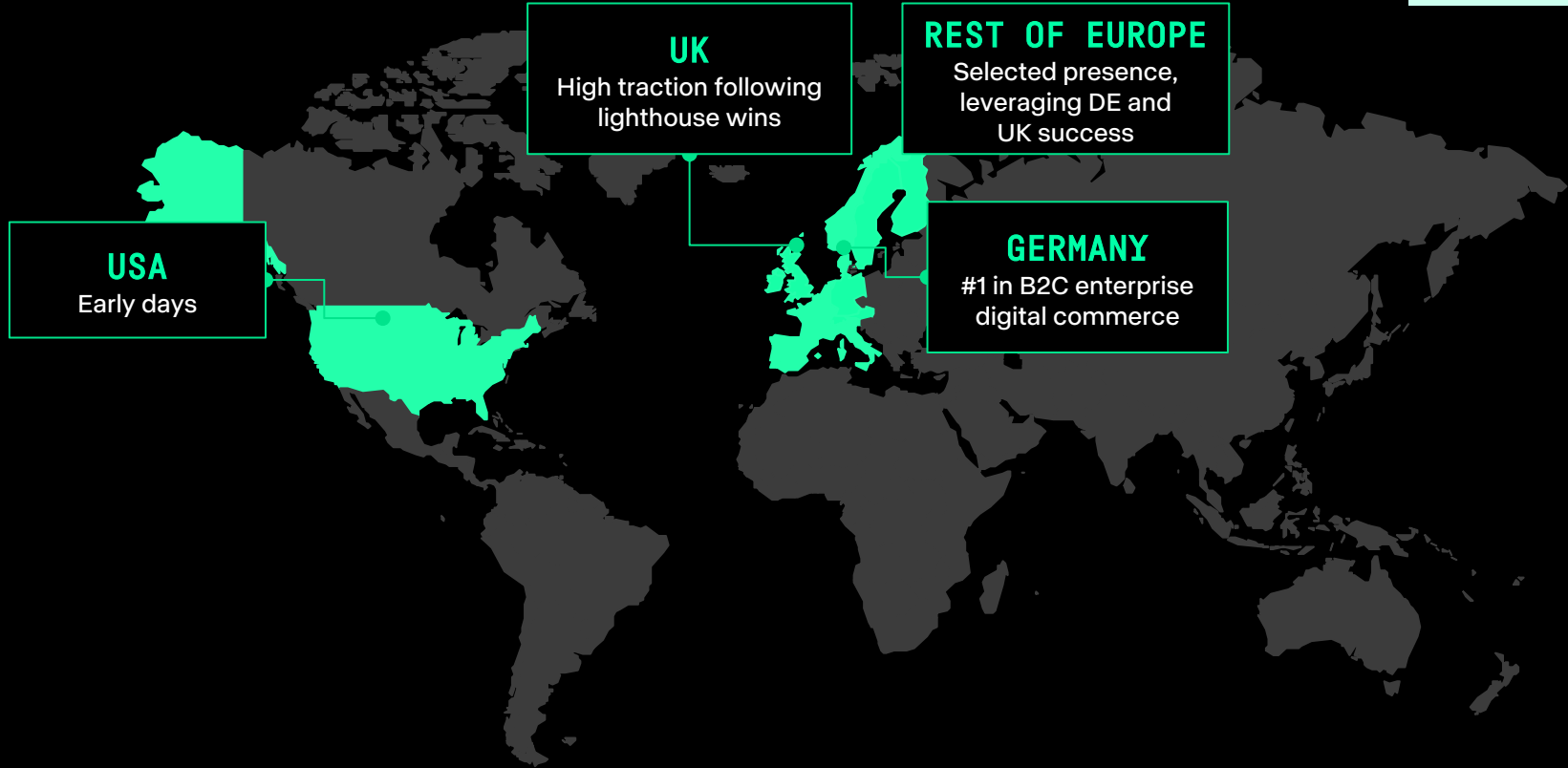
3

LEAD CONVERSION

Lean on a unique talent pool and a proven process, tailored for strategic deals

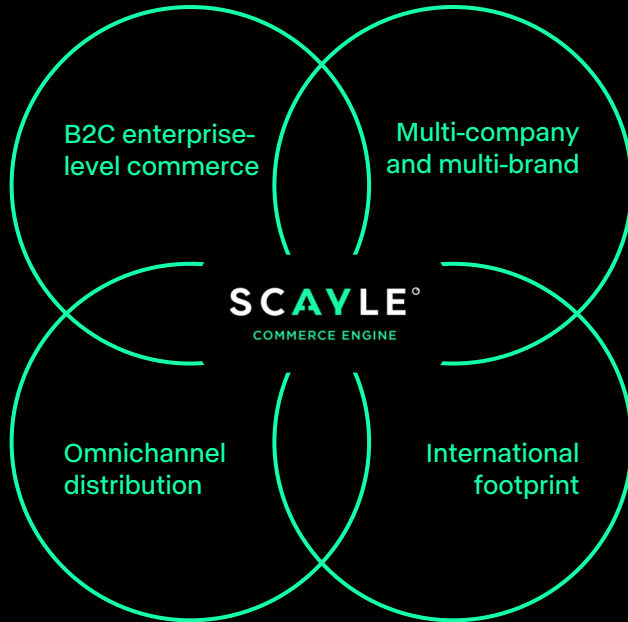
4

Strong focus on the largest markets for digital commerce software



Focus on B2C enterprise brands and retailers

Target segment



Selected SCAYLE customers

RETAIL	DEICHMANN	DEFSHOP	Snipes [®]
	babymarkt	Harrods	Witt-Gruppe
LIFE-STYLE	Fielmann	MISTER SPEX	SCAYLE
	BANK OF AMERICA	KAPTEN & SON	
FASHION	TOM TAILOR	s.Oliver	
	van Tilburg	odlo	LASCANA

Driving awareness and consideration across channels

Lead generation channels

INBOUND AND SCAYLE REFERRALS

Requests, customer referrals, network

DIRECT OUTREACH

Multi-channel, supported by CRM and AI tools

PARTNERSHIPS

System integrators, independent software vendors

MARKETING

Organic, paid social, events, PR, ABM, market influencers

ANALYST RELATIONS

Gartner, Forrester, IDC



Share of leads generated

33%

25%

22%

15%

5%

Marketing focuses on various channels

3 | Lead generation

EVENTS: SHOPTALK VEGAS / K5 BERLIN



PAID SOCIAL: ENTERPRISE EVOLUTIONS CAMPAIGN

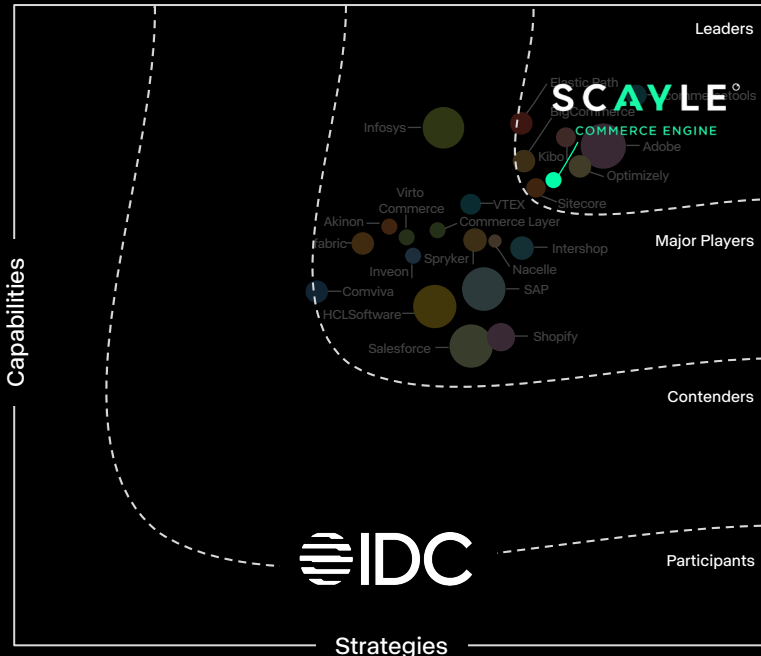
A composite image representing a paid social advertisement. On the left, a woman in a black turtleneck sits in a chair, with a bowl of coffee beans in front of her. A circular badge next to her says '5% OFF'. On the right, a white card displays a subscription offer: 'Subscribe and Save up to 5%' with a price of '\$31.35' (crossed out) and '\$33.00'. Below this are dropdown menus for '1 Month', '3 Months', and 'Ever 1st of the month'. There is a checked box for 'Autobill' and a '500 g' quantity selector. At the bottom, it says 'Store Availability: Please select a store' with a 'Choose store' button, and an 'Add to cart' button with a heart icon.

ABM: LEVERAGING AI TOOLS



Analysts recognize SCAYLE's strengths

IDC: Worldwide Enterprise Headless
Digital Commerce Platforms [2024]



STRENGTHS HIGHLIGHTED BY IDC

A | Enterprise B2C focus

Tailored for commerce professionals, addressing modern digital commerce needs

B | Precomposed commerce architecture

SCAYLE has a flexible architecture with modular, pre-integrated core services and additional modules that customers can purchase à la carte

C | Flexible merchandising

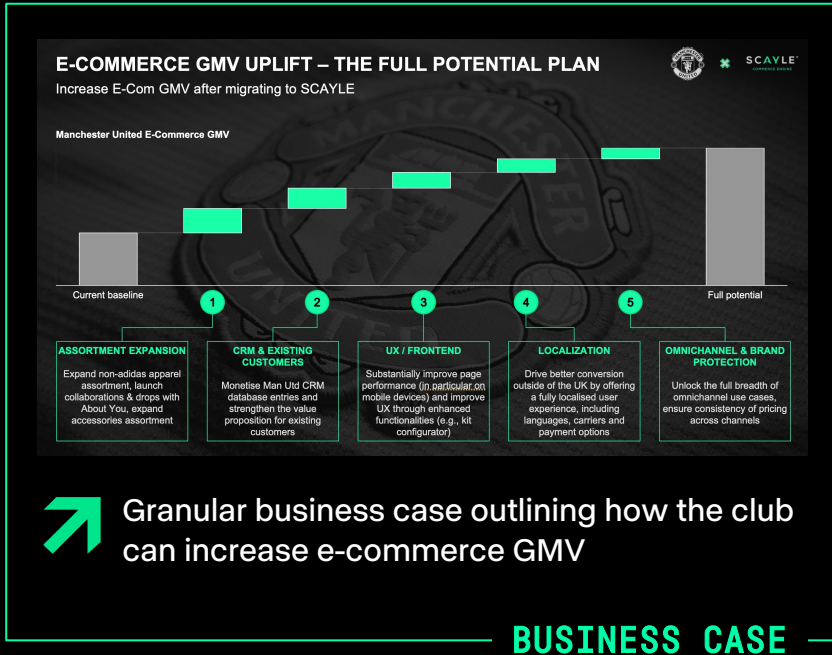
SCAYLE features a PIM module with a robust feature set and flexible product data model

D | Go-based API for enhanced performance

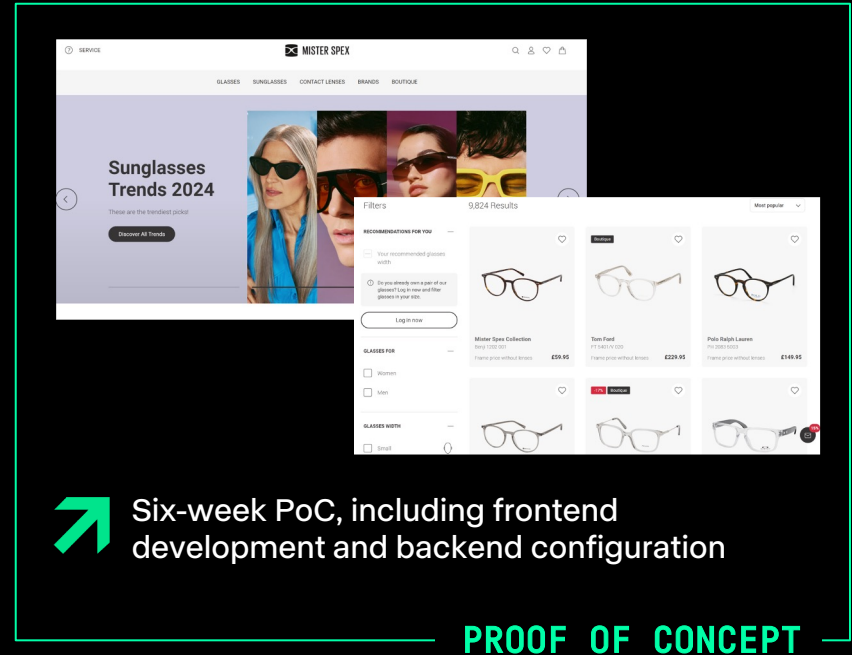
SCAYLE switched from PHP to Go for its front-end API, leading to a 60% speed improvement

Tailoring the process for strategic deals

EXAMPLE: MANCHESTER UNITED



EXAMPLE: MISTER SPEX



Regional expansion along three stages

1 | TEST & LEARN

- Lean team, strong HQ support
- Limited marketing investment
- Focus on securing first reference customers via direct sales channel

2 | ACCELERATION

- Full standalone on-the-ground sales team
- Increased invest across channels
- Focus on rapidly expanding customer base across channels

3 | MATURITY

- Next to sales also local key account management team
- Stable investment across channels
- Focus on maintaining leadership position by adding new customers and preventing churn

Ongoing

1-3 years

~2-3 years

Examples



US



Nordics



UK



BeNeLux



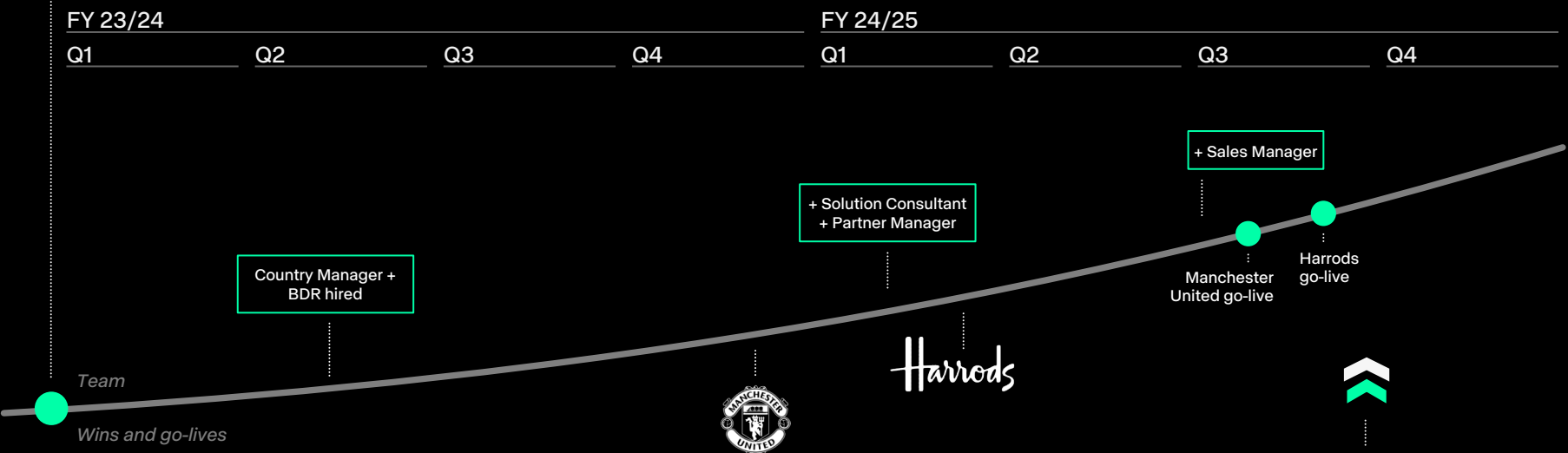
Germany

Test & learn phase successfully completed in UK

Deep dive UK

1 | TEST & LEARN

2 | ACCELERATION



Q4 24/25 UK break-even¹

on a run-rate basis given large enterprise wins

1. Break-even after allocation of COGS and sales & marketing costs, and prior to allocation of core development and admin costs

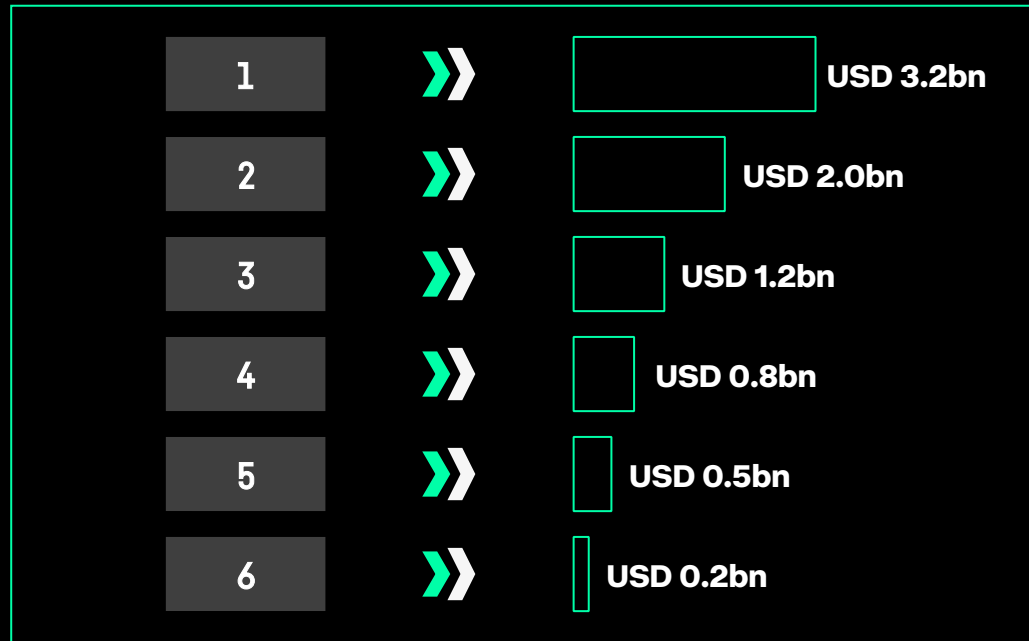
Setup established in the US to win first customers in the largest global software market

CURRENT SETUP

- Test & learn phase launched in March 2024
- Established own legal entity SCAYLE Inc.
- Made product and tech ready for the US
- Started to build local team

SELECTIVE CONVERSATIONS

E-COMMERCE GMV



**USA is
#1 growth
initiative
for FY 25/26**



**SIGNIFICANTLY MORE
CHALLENGING TO GAIN BRAND
AWARENESS AND CONSIDERATION
VS EUROPEAN MARKETS**

**CONSIDERATION OF ALL
POSSIBLE LEVERS TO
GAIN FURTHER TRACTION**

Key messages



USD 12BN OPPORTUNITY
with double-digit growth,
and early stages of major
replatformings



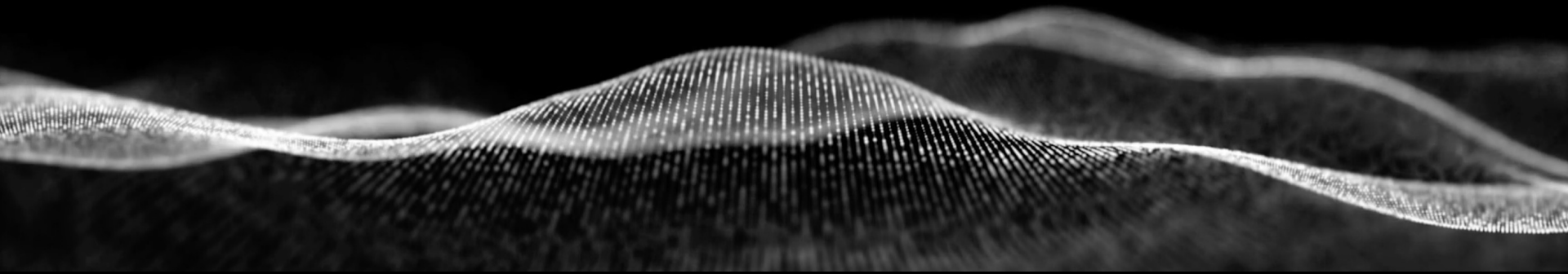
CLEAR FOCUS
on large enterprises
and countries



PROVEN TACTICS
to win large deals across
markets

SCAYLE[®]
COMMERCE ENGINE

CAPITAL MARKETS
EVENT 2024



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