

DEEP DIVE OPERATIONS

SCAYLE

RENÉ
DALOCK

MANAGING DIRECTOR
PROFESSIONAL SERVICES
AND CUSTOMER SUCCESS

0%

FAILED PROJECTS

STRONG GROWTH
AFTER MIGRATION

HIGHEST

CUSTOMER SATISFACTION

RANKING (BY GARTNER)

Focus areas of SCAYLE Operations

Bring customers live



SCAYLE AGENCY

In-house delivery of special projects

PARTNER ENABLEMENT

Make partners successful



Drive growth and loyalty

ACCOUNT MANAGEMENT

Holistic collaboration across business and tech

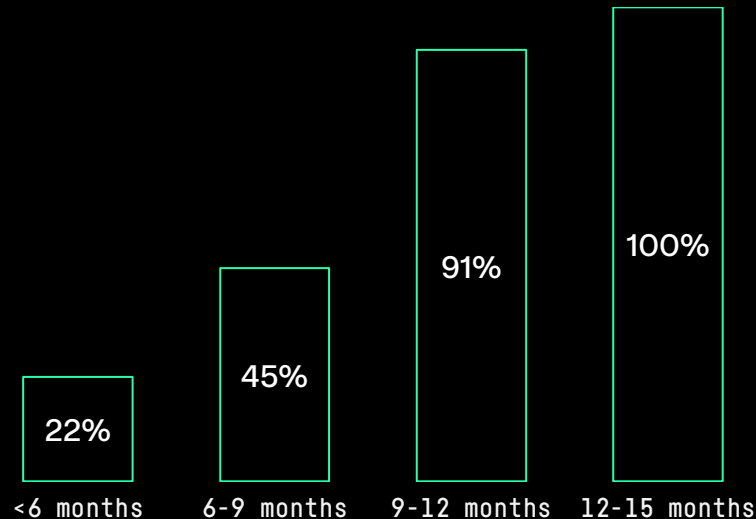
TECH SUPPORT

High-quality handling of support requests



SCAYLE brings full commitment to go live quickly

Share of SCAYLE customers live within x months of project start



91% of customers go live within twelve months, owing to SCAYLE's extensive out-of-the-box feature set, partner enablement, and in-house Professional Services Unit

Selected examples

 DEICHMANN



S. OLIVER GROUP

 babymarkt



 Fanatics



OXID
eshop

Note: Considered all SCAYLE projects which started between 2021–2023

DEEP DIVE

FIRESIDE CHAT

MANCHESTER UNITED

PATRICK
JENKINSON

COMMERCIAL DIRECTOR,
VENUE & E-COMMERCE



*Biggest audience
in sport globally*

29M

Global viewership
per EPL game

270M+

Followers on social

310

Global official
supporters' clubs -
100k+ members

400k+

Paid members, #1
programme in sport

#1

Ranked club app in
100+ countries
worldwide

#1

Visited club website

Situation Before Scayle

Challenges from Outsourced ecommerce business model

1

Limited Control

Products, Pricing,
promotions, content,
brand representation

2

Fan Experience

Development roadmap -
features & functionality

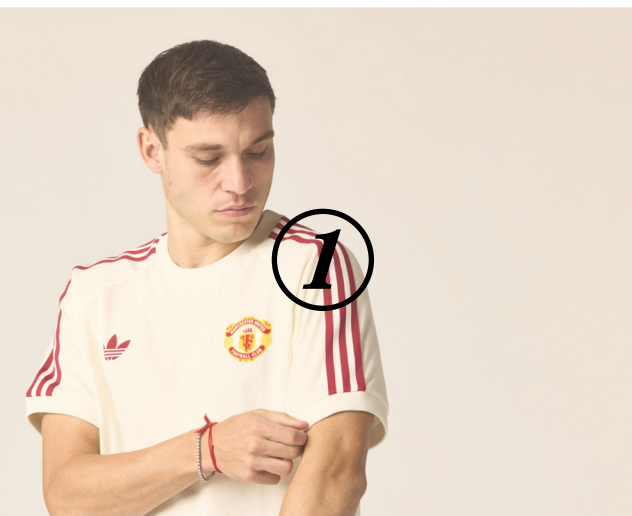
3

Unifying Product Ecosystem

Strategic goal to integrate
e-commerce with other
d2c products

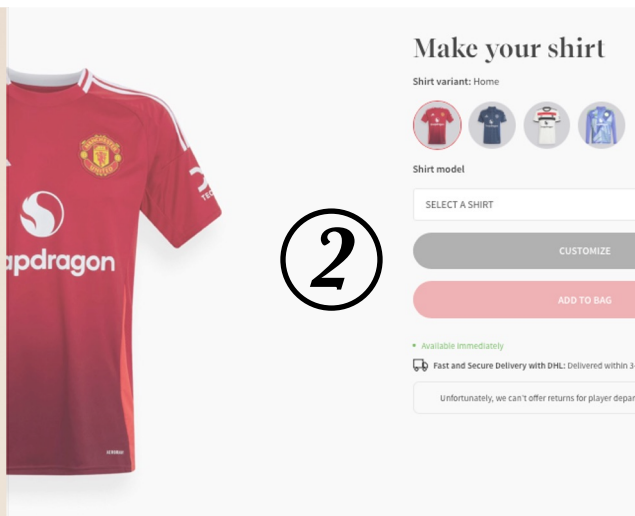


Key factors in selecting a new e-commerce platform



Comprehensive e-com features & integration

Features & functionality covering all requirements of an advanced eComm solution



Scalable & future-proof technology

Future-proofed technology continuously iterating and improving the fan experience



Seamless delivery & partnership

Service provider positioned to support during onboarding and thereafter



*Strong positive impact &
results straight from launch*

+12%

Overall satisfaction
with the e-Shop

+13%

Website UX satisfaction
of the e-Shop

+31%

Conversion
Rate increase

+8%

Average order value

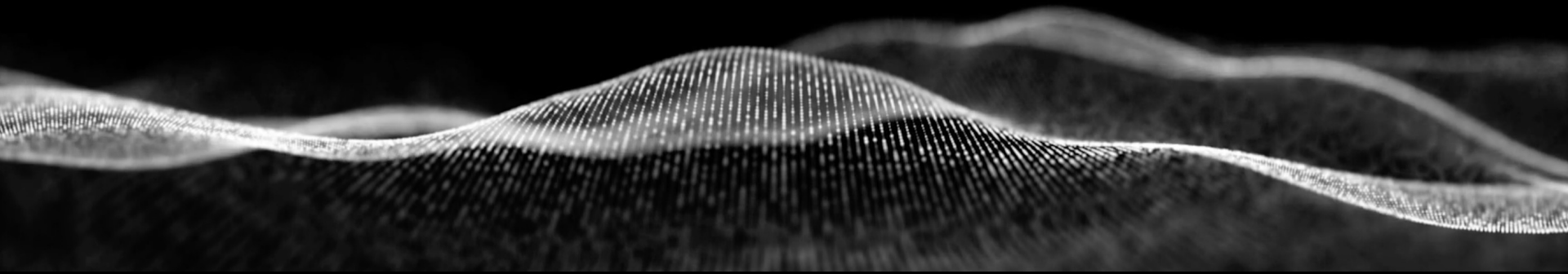


MANCHESTER UNITED X SCAYLE





CAPITAL MARKETS
EVENT 2024



Disclaimer (1/2)

IMPORTANT: Please read the following before continuing. The following applies to this document, which has been prepared by ABOUT YOU Holding SE (the “Company” and together with its consolidated subsidiaries, the “Group”) for use in an oral and, if any, video presentation of the information in this document by the Company, and any material distributed in connection with this presentation (collectively, the “Information”), each of which should be considered together and not taken out of context.

The Information does not constitute a recommendation regarding any loans or securities of or investments in the Company or any other member of the Group. Further, it should not be treated as giving investment, legal, accounting, regulatory, taxation or other advice and recipients should each make their own evaluation of the Company and of the relevance and adequacy of the information contained herein. This document is not, and should not be construed as, a prospectus or offering document, and has not been reviewed or approved by any regulatory or supervisory authority. The Information does not constitute or form part of, and should not be construed as an offer for sale or subscription of or a solicitation or invitation of any offer to subscribe for or purchase any loans or securities of or make an investment in the Company or any other member of the Group or any other entity in any jurisdiction, and nothing contained therein shall form the basis of or be relied on in connection with any contract or commitment whatsoever, in particular, it must not be used in making any investment decision. Any potential offer of securities of the Company or any of its affiliates would be based on a prospectus or offering circular prepared for that purpose and published by the Company in final form, which would include financial information for the Company and its affiliates, risk factors associated with investing in the Company and other material disclosures. The securities placed in connection with the listing of the Company have already been sold as part of a private placement.

No representation, warranty or undertaking, express or implied, is made by the Company or any of the Company's affiliates or directors, officers, employees or agents (“Representatives”) or any other person as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the Information or the opinions contained therein or any other statement made or purported to be made in connection with the Company or the Group, for any purpose whatsoever, including but not limited to any investment considerations. No responsibility, obligation or liability whatsoever, whether arising in tort, contract or otherwise, is or will be accepted by the Company or any of its respective Representatives or any other person for any loss, cost or damage howsoever arising from any use of the Information, or for information or opinions or for any errors, omissions or misstatements contained therein or otherwise arising in connection therewith.

None of the Company or any of its Representatives or any other person undertakes any obligation to provide the attendee or recipient with access to any additional information or to update the Information or to correct any inaccuracies in any such Information, including any financial data or forward-looking statements. The Information should be considered in the context of the circumstances prevailing at the time and has not been, and will not be, updated to reflect material developments which may occur after the date thereof.

The Information may constitute or include forward-looking statements. Forward-looking statements are statements that are not historical facts and may be identified by words such as “plans”, “targets”, “aims”, “believes”, “expects”, “anticipates”, “intends”, “estimates”, “will”, “may”, “continues”, “should” and similar expressions. These forward-looking statements reflect, at the time made, the Company's beliefs, intentions and current targets/aims concerning, among other things, the Company's or the Group'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; lease-up potentials; economic outlook and industry trends; developments of the Company's or the Group's markets; the impact of regulatory initiatives; and the strength of the Company's or any other member of the Group'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 Information 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 the Company's records (and those of other members of the Group) and other data available from third parties. Although the Company 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 the Company's control.

Disclaimer (2/2)

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 the Company and other members of the Group or the industry to differ materially from those results expressed or implied in the Information by such forward-looking statements. No assurances can be given that the forward-looking statements will be realized. The forward-looking statements speak only as of the date of this document. The Company expressly disclaims any obligation or undertaking to release any updates or revisions to any forward-looking statements to reflect any change in the Company's expectations with regard thereto or any changes in events, conditions or circumstances on which any forward-looking statements are based, except as otherwise required by law. 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.

To the extent available, the industry, market and competitive position data contained in the Information (if any) come from official or third party sources. Third party industry publications, studies and surveys generally state that the data contained therein have been obtained from sources believed to be reliable, but that there is no guarantee of the accuracy or completeness of such data. While the Company believes that each of these publications, studies and surveys has been prepared by a reputable source, none of the Company or any of its Representatives has independently verified the data contained therein. You are therefore cautioned not to give undue weight to third party data. In addition, certain of the industry, market and competitive position data contained in the Information come from the Company's own internal research and estimates based on the knowledge and experience of the Company's management in the markets in which the Company and the other members of the Group operate. While the Company believes that such research and estimates are reasonable, they, and their underlying methodology and assumptions, have not been verified by any independent source for accuracy or completeness and are subject to change and correction without notice. Accordingly, reliance should not be placed on any of the industry, market or competitive position data contained in the Information.

The Company does not expect or intend to register any securities that it may offer under the U.S. Securities Act of 1933, as amended (the "Securities Act"), or to conduct a public offering of any securities in the United States, and the securities of the Company have not been and will not be registered under the Securities Act and any such securities may not be offered or sold in the United States absent registration under the Securities Act or an available exemption from it. Any public offering of such securities in the United States would require the publication of a prospectus by the Company containing detailed information about the Company and its management, as well as the Company's financial statements. Neither this document nor any copy of it may be taken or transmitted into the United States, Australia, Canada or Japan or to any securities analyst or other person in any of those jurisdictions. Any failure to comply with these restrictions may constitute a violation of United States, Canadian, Australian or Japanese securities laws. This document is also not for publication, release or distribution in any other jurisdiction where to do so would constitute a violation of the relevant laws of such jurisdiction nor should it be taken or transmitted into such jurisdiction and persons into whose possession this document comes should inform themselves about and observe any such restrictions.

Access to the Information is being given in connection with a proposed meeting with the Company. By accepting to attend the oral and, if any, video presentation and/or accessing or reading a copy of the Information you agree to be bound by the foregoing limitations and conditions and, in particular, you will be taken to have represented, warranted and undertaken that you have read, accepted and agreed to comply with the contents of this notice.