



ABOUT YOU[®]

COMPANY PRESENTATION

October 2024

It's ABOUT YOU | aboutyou.com

AGENDA

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COMPANY HIGHLIGHTS

02

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Q2 24/25 BUSINESS AND FINANCIAL UPDATE

04

APPENDIX



COMPANY HIGHLIGHTS

DATA AS OF MAY 2024

COMPANY HIGHLIGHTS



FOUNDER-LED BUSINESS WITH A UNIQUE GROWTH STORY COMBINING COMMERCE AND TECHNOLOGY

Founded in 2014, today >EUR 2bn GMV, adjusted EBITDA profitable, pan-European footprint in B2C & B2B



COMMERCE: THE MOST COMPLETE FASHION PLATFORM IN EUROPE

The best of the fashion universe delivered in the most engaging customer experience online



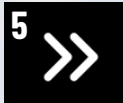
SERVICES: UNIQUE MEDIA AND ENABLING PRODUCTS MONETIZING OUR REACH AND FULFILLMENT ASSETS

Incremental high-margin revenue streams generated by multiple commerce-adjacent B2B products



SCAYLE: HUGE VALUE CREATION OPPORTUNITY IN OUR PROPRIETARY SAAS BUSINESS

Ambition to become the leading SaaS enterprise commerce platform operating at >40% EBITDA margin



OUTLOOK: PUSHING FORWARD ON PROFITABLE GROWTH

Capitalizing on the immense platform opportunities in Commerce and SaaS markets



UNIQUE STORY COMBINING COMMERCE AND TECH

FOUNDER-LED BUSINESS



HANNES WIESE

Co-Founder & Co-CEO,
Operations & Finance



TAREK MÜLLER

Co-Founder & Co-CEO,
Marketing & Brand

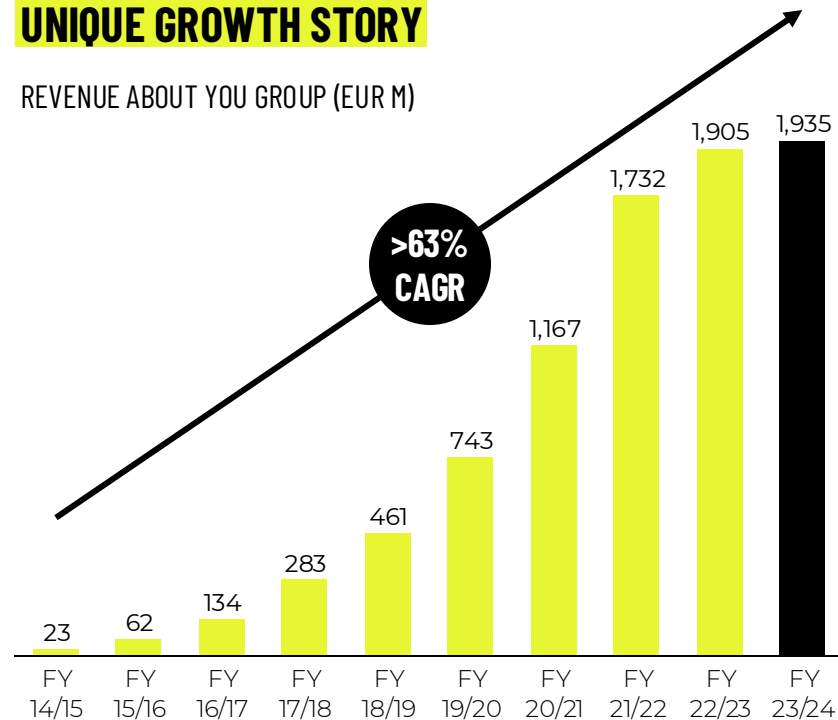


SEBASTIAN BETZ

Co-Founder & Co-CEO,
Tech & Product

UNIQUE GROWTH STORY

REVENUE ABOUT YOU GROUP (EUR M)



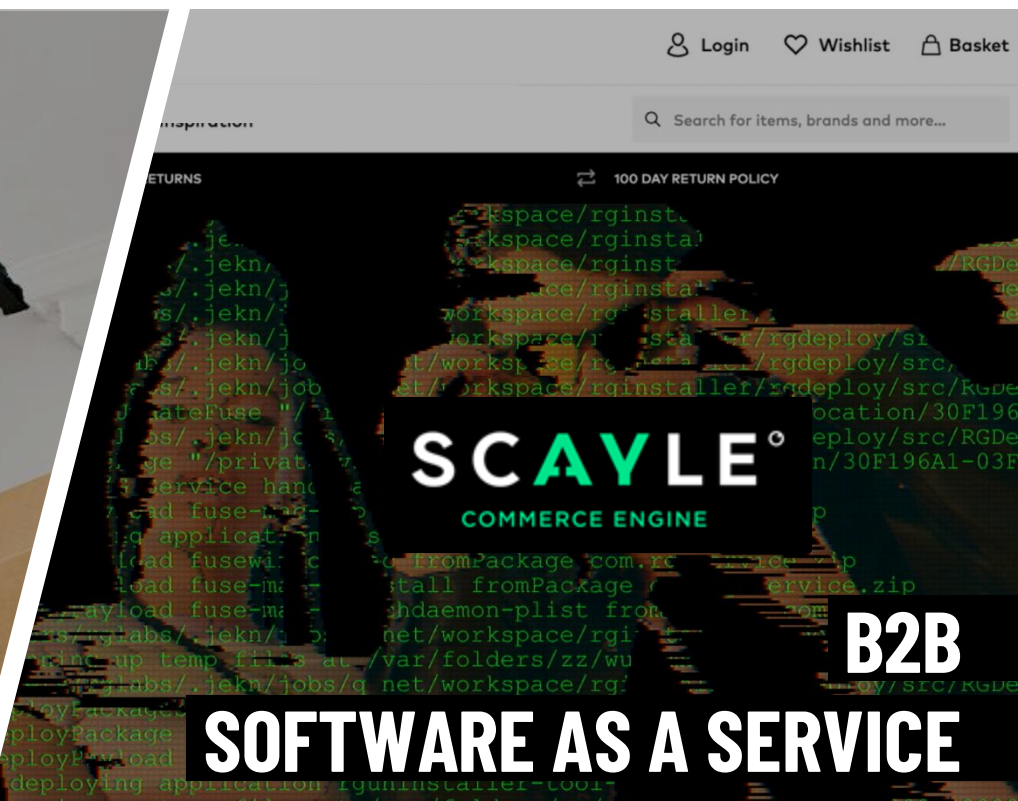


VISION TO BECOME THE GLOBAL #1 FASHION PLATFORM

B2C

ONLINE FASHION STORE

ABOUT YOU[®]



B2B

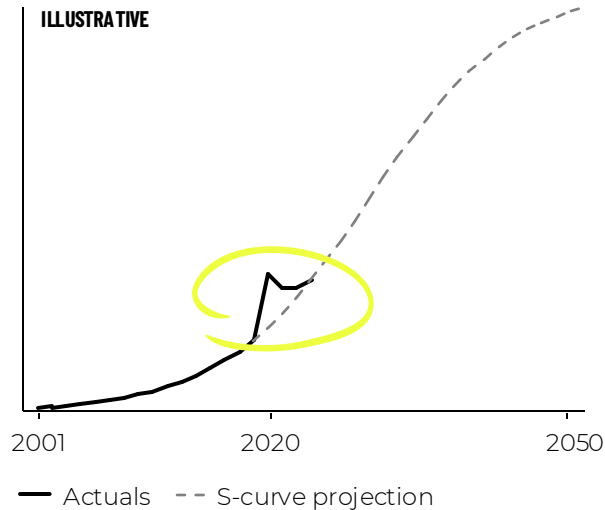
SOFTWARE AS A SERVICE



CHANNEL SHIFT TAILWINDS GET BACK INTO SHAPE

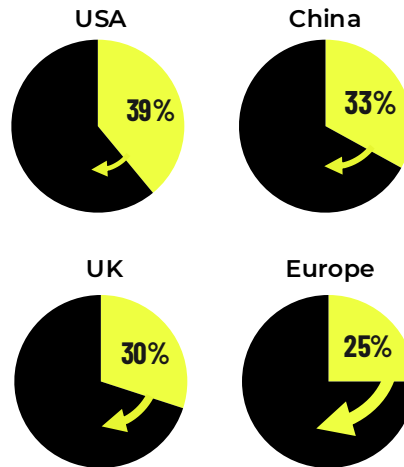
MARKET RETURNING TO GROWTH

E-COMMERCE SHARE OF ALL RETAIL SALES
(% - TOTAL)







HUGE RUNWAY AHEAD

ONLINE PENETRATION IN FASHION
(% - TOTAL)



STRONG FORCES AT PLAY

- 
DEMOGRAPHICS
- 
AI / VR
- 
CROSS-BORDER
- 
REGULATION

Sources: Euromonitor, eMarketer, AY analysis



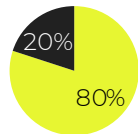
PUSHING FORWARD WITH OUR UNIQUE ASSETS

YOUNG CUSTOMER BASE

~12M

Active customers LTM

Customer age



INFLUENCER-LED DISCOVERY

>1,000

Collabs/month



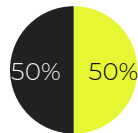
>25,000

Influencers in database

PAN-EUROPEAN FOOTPRINT

28 countries active with well-invested brand

GMV share



UNIQUE ASSORTMENT

>4,000

of brands



>10,000

Celebrity brand styles

HYBRID OPERATING MODEL

79% | 21%

1P 3P Business split



36% | 64%

1P 3P Items split

SUSTAINABLE CONVENIENCE



EU

logistics network



SCIENCE

based targets

ABOUT YOU[®]

TECH AND OPERATIONS BACKBONE



OUR FOCUS IS ON DISCOVERY FASHION USE CASES



**"I NEED THE LEVI'S 501
IN SIZE 27/30."**

Online retailer with wide
range of products

1st Gen E-Commerce



**"I AM LOOKING FOR
THE PERFECT PAIR OF JEANS."**

Traditional online
fashion platform

2nd Gen E-Commerce



**"I WANT TO
EXPERIENCE FASHION."**

ABOUT YOU^o

3rd Gen E-Commerce

TRANSACTIONAL

DISCOVERY



THREE INITIATIVES UNLOCK THE NEXT GROWTH WAVE

KEY COMMERCE GROWTH INITIATIVES FOR FY 24/25

A CUSTOMER ENGAGEMENT DRIVERS



B FASHION ASSORTMENT EXPANSION



C OPERATING MODEL EXTENSION



BUILDING THE MOST COMPLETE FASHION PLATFORM IN EUROPE

2 A NEXT LEVEL ENGAGEMENT ENABLED BY AI

EXEMPLARY COMMERCE ENGAGEMENT INITIATIVES FOR FY 24/25

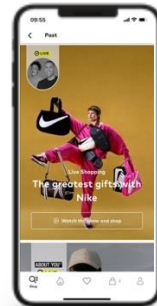


PERSONALIZED ACCESS

- AI shopping assistants
- 3D size & fit features

ENRICHED CONTENT

- GenAI editorials
- Live shopping

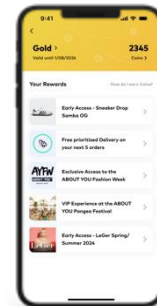


SMART PROMOTIONS

- Personalized coupons
- Personalized campaigns

GAMIFICATION

- Reward program
- Collection mechanisms



² B THE BEST OF THE FASHION UNIVERSE ON ABOUT YOU

COMPLETING OUR FASHION ASSORTMENT

EXCLUSIVE LABELS

CELEBRITY BRANDS



>20,000 STYLES

OWN LABELS



INTERNATIONAL BRANDS



BRANDED FASHION

>4,000 BRANDS

LOCAL BRANDS



NEW IN FY 24/25

MANUFACTURER STYLES

Fast own label injections

ABOUT YOU-enabled cross border







Manufacturer-to-consumer (M2C)



- ✓ Europe-centric
- ✓ Quality-assured
- ✓ ESG-focused

2 C EXTENDING CAPABILITIES TO GROW 3P SHARES

PLATFORM EXTENSION OF COMMERCE 3P MODELS

	NEW IN FY 24/25						RATIONALE TO EXTEND 3P MODELS
	1P (OWN INVENTORY)		3P (EXTERNAL INVENTORY)				
	Own Labels 	3 rd Party Brands 	FbAY 	Drop Shipping 	FbAY 	Drop Shipping 	
SOURCING	ABOUT YOU [®]	Partner	Partner	Partner	Partner	Partner	Grow 3P GMV shares
OWNERSHIP	ABOUT YOU [®]	ABOUT YOU [®]	Partner	Partner	Partner	Partner	Enable brand D2C
FULFILLMENT	ABOUT YOU [®]	ABOUT YOU [®]	ABOUT YOU [®]	Partner	ABOUT YOU [®]	Partner	Improve seller dynamics
SELLER	ABOUT YOU [®]	ABOUT YOU [®]	ABOUT YOU [®]	ABOUT YOU [®]	Partner	Partner	Facilitate Manufacturer-to-Consumer (M2C)
PLATFORM	ABOUT YOU [®]	ABOUT YOU [®]	ABOUT YOU [®]	ABOUT YOU [®]	ABOUT YOU [®]	ABOUT YOU [®]	

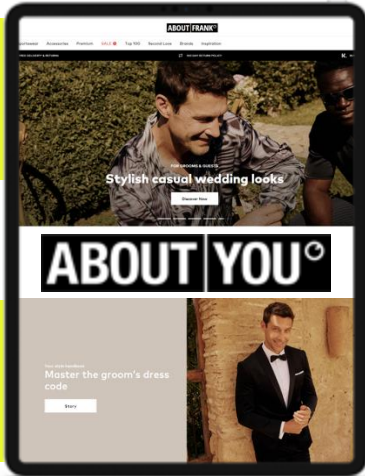


STRENGTHENED DIFFERENTIATION FOR ABOUT YOU

DIFFERENTIATION POTENTIAL - REASONS FOR CUSTOMERS TO SHOP ON ABOUT YOU[®]

MULTI-CATEGORY UNIVERSALIST

- Fashion credibility
- Discovery elements



- Complete fashion offering
- Engagement drivers

MULTI-BRAND FASHION PLATFORMS

CROSS-BORDER SPECIALISTS

- Branded fashion offering
- Sustainable convenience

- Multi-brand experience
- Engagement drivers

VERTICAL MULTI-CHANNEL BRANDS



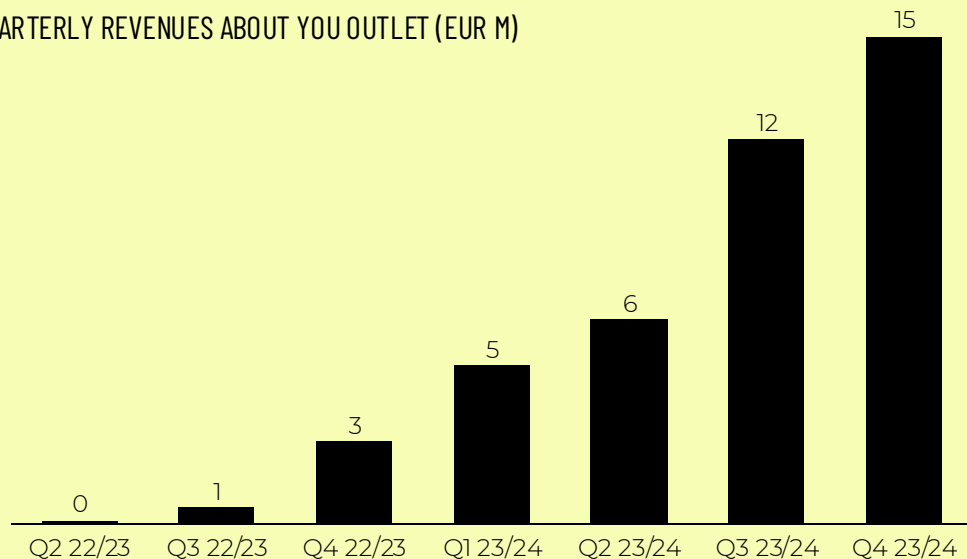
SCALING MULTIPLE PROPOSITIONS ON OUR BACKBONE

SEPARATE COMMERCE PROPOSITIONS NEXT TO ABOUT YOU

TYPE	EXAMPLE
OFF-PRICE	ABOUT YOU [®] OUTLET
D2C	EDITED
INFLUENCER BRANDS	LeGer <small>BY LENA GERCKE</small>
INVESTMENTS	<i>EPM</i>

ZOOM-IN OFFPRICE

QUARTERLY REVENUES ABOUT YOU OUTLET (EUR M)


















SCAYLE SPIN-OFF IMPLIES A NEW SPLIT FOR TME

TME¹ BY REVENUE STREAM AND BRAND - FY 23/24

ILLUSTRATIVE

	 Commerce-related revenues	 Independent B2B revenues	Total revenues by stream	Presentation going forward	Section
TECH			EUR 47M	 NEW SCAYLE GMBH	
MEDIA			EUR 56M	 AY MEDIA SERVICES	
ENABLING			EUR 86M	 AY ENABLING SERVICES	

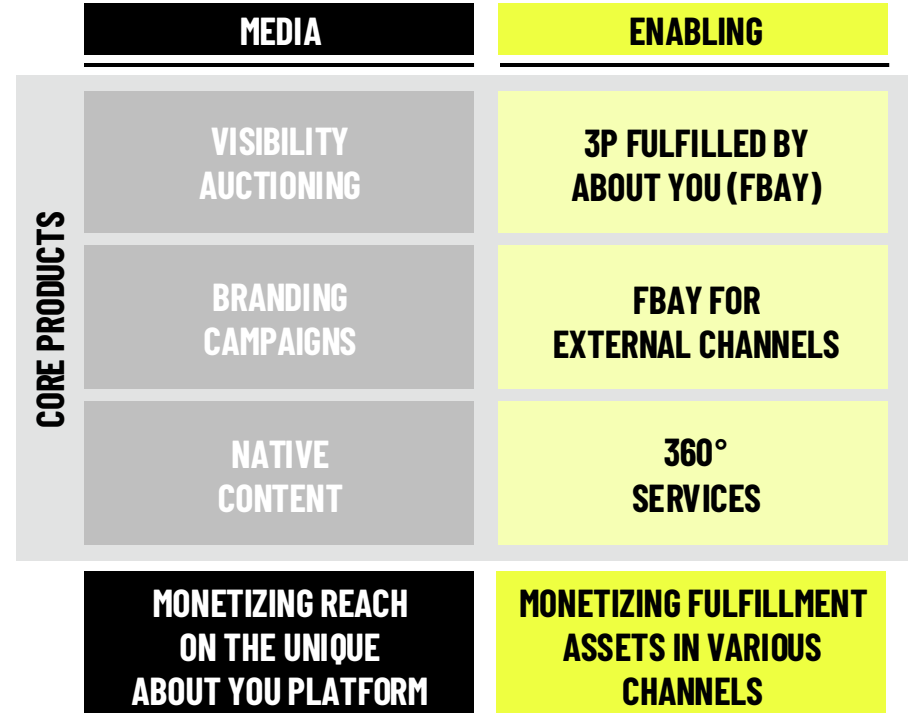
1. TME = Tech, Media, and Enabling (reportable segment, based on IFRS segment reporting)



MEDIA AND ENABLING WITH SUBSTANTIAL PROFITS

MEDIA AND ENABLING KPI - FY 23/24

	MEDIA	ENABLING
Revenue ¹ (EUR m)	56	86
Adjusted EBITDA (EUR m)	18	8



1. Based on IFRS segment reporting, i.e. including internal revenues



MEDIA TO FURTHER EXPLOIT UNIQUE AD-INVENTORY

MEDIA REVENUES RELATIVE TO GMV

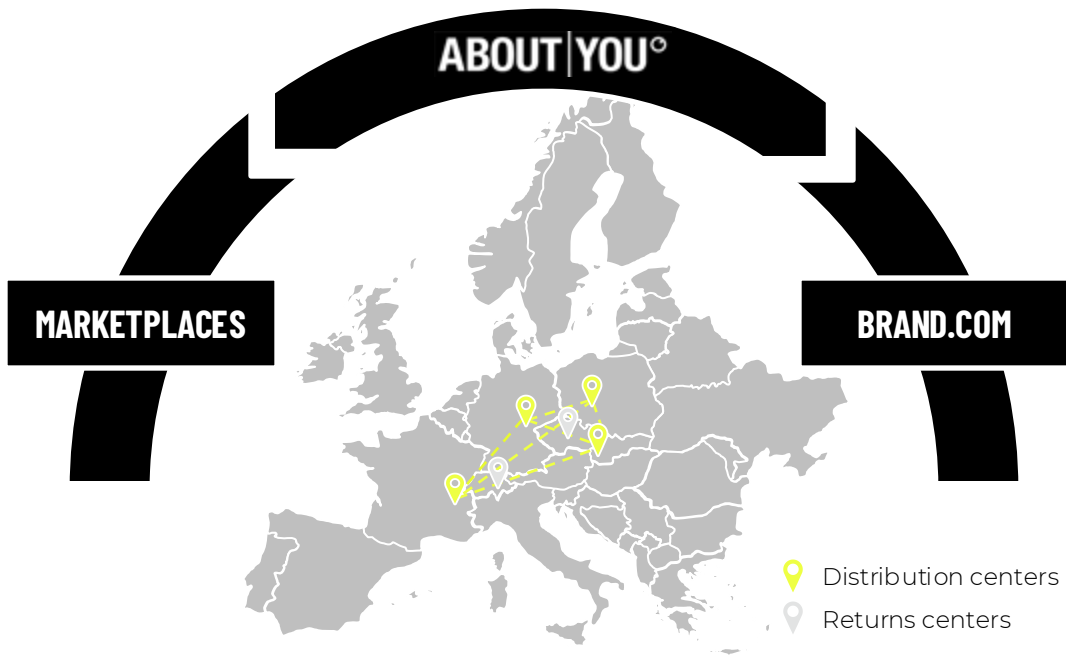


MORE CLIENTS	HIGHER CLIENT-ENGAGEMENT	ENHANCED AD-INVENTORY
OPERATING MODEL EXTENSION	HIGHER 3P SHARE	NEW PRODUCTS
FOOTPRINT EXPANSION	IMPROVED TOOLINGS	MORE TARGETED PLACEMENTS
SALES INITIATIVES	ADVANCED CRM	NEW CHANNELS

3 

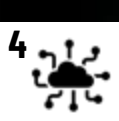
FBAY ENABLES ABOUT YOU AND EXTERNAL CHANNELS

CHANNELS SERVICED VIA FBAY



-  INTEGRATED STOCK
-  MULTIPLE CHANNELS
-  PAN-EUROPEAN FOOTPRINT
-  END-TO-END HANDLING
-  STRONG UNIT EFFICIENCIES

ENABLING EUROPEAN E-COMMERCE WITH OUR LOGISTICS ASSETS



SCAYLE provides a digital commerce platform as software as a service for B2C enterprise brands and retailers

SCAYLE Dashboard: Checkout Insights

Conversion Funnel

Step	Count
Add to cart	203,313
Waiting in cart	168,749
Checkout started	121,231
Order payment method	76,991
Payment method	41,174
Place order	21,199

Conversion Rate

11.5% (January 2024)

Active Promotions By Type

Promotion Type	Count
Discount	218
Free Shipping	218
Gift Card	218
Bundle Deal	218
Flash Sale	218
Referral	218
Abandoned Cart	218
Personalized	218
Seasonal	218
Targeted	218
Urgency	218
Other	218
Total	417

Revenue: 380K € **Lead Order**: 21,2K € **Avg Order Value**: 18 €

Owned by the ABOUT YOU Holding SE

~300 employees

Headquartered in Hamburg

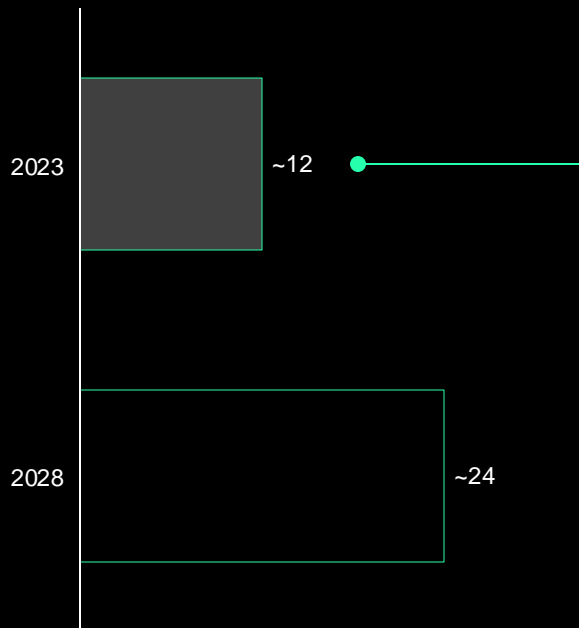


LARGE AND EXPANDING TAM FOR SCAYLE

GLOBAL ANNUAL DIGITAL COMMERCE PLATFORM SPEND, USD BN

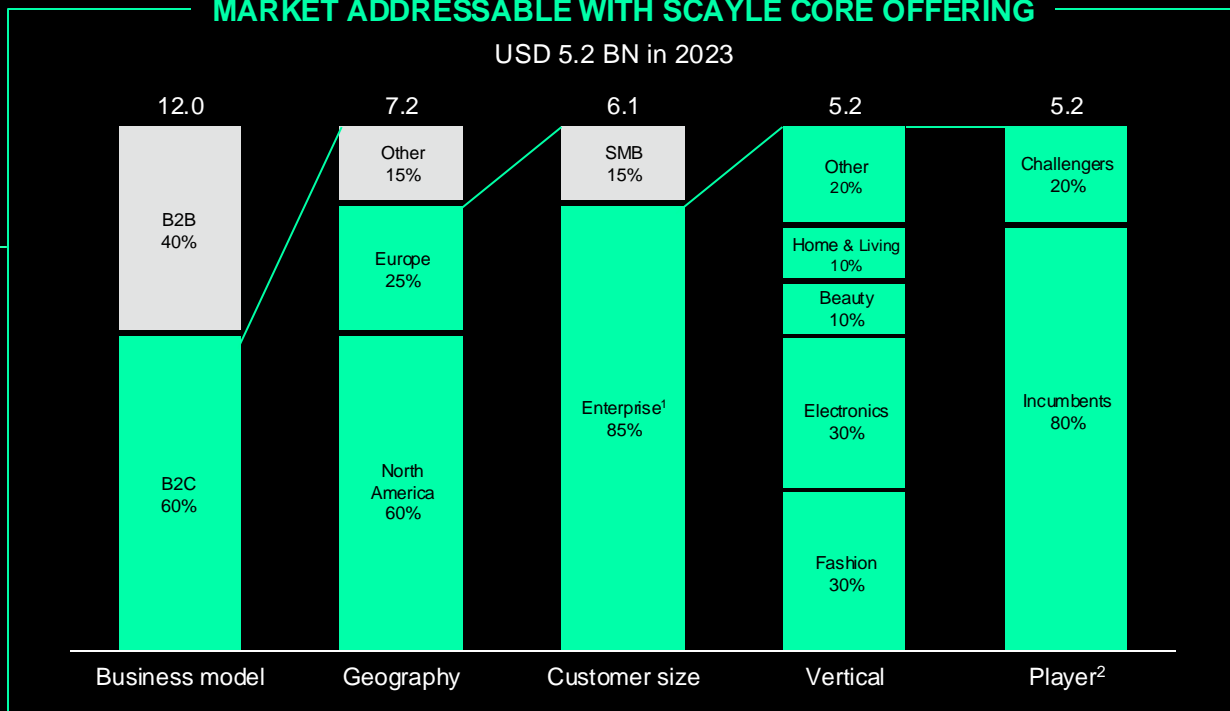
MARKET GROWTH

~15% CAGR 2023-2028



MARKET ADDRESSABLE WITH SCAYLE CORE OFFERING

USD 5.2 BN in 2023

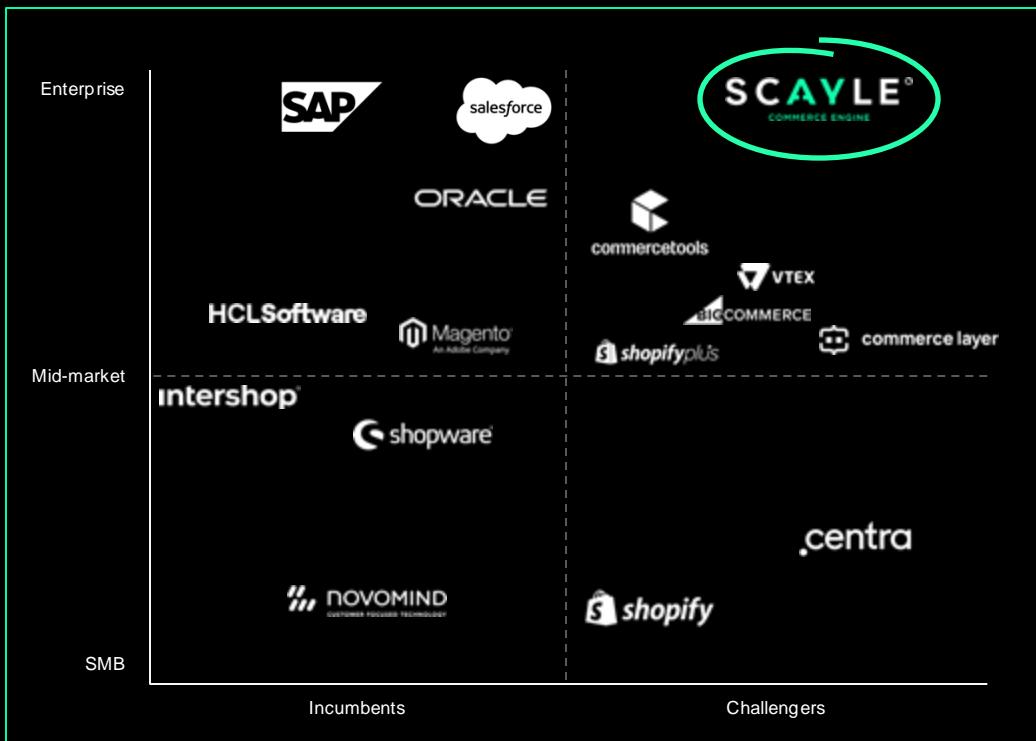


1. Defined as e-commerce revenues larger than EUR 30 million; 2. Incumbents: Platform development started before 2005 | Challengers: Platform development started after 2005; Source: SCAYLE Market Model



UNIQUELY POSITIONED IN THE B2C ENTERPRISE SPACE

CLUSTERING OF SCAYLE COMPETITORS (ILLUSTRATIVE)¹



SCAYLE'S ADVANTAGES VS INCUMBENTS

- Modern architecture provides full flexibility and scalability
- Smooth and intuitive user interface
- 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



EXTENSIVE CAPABILITIES ON MODERN ARCHITECTURE

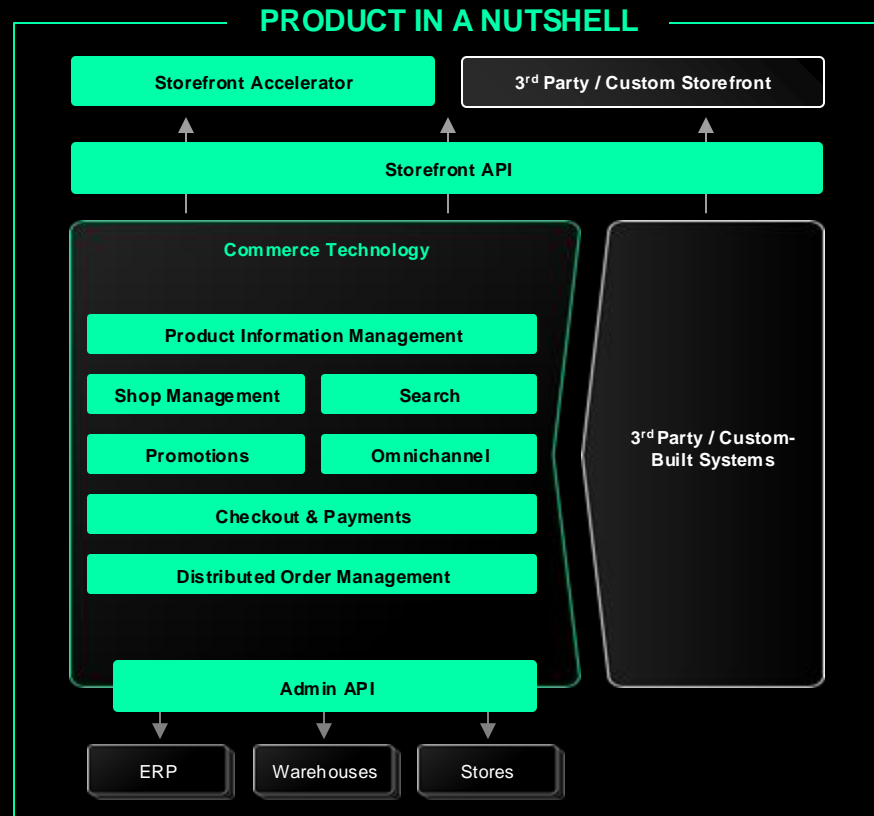
Extensive capabilities to manage complexity

Backend: PIM, Shop Mgmt., Checkout, and OMS

- **Frontend:** Storefront Accelerator on Vue and Nuxt
- **Add-ons:** Standard integrations to leading 3rd parties

Modern architecture providing flexibility & scalability

- **Headless:** Backend and frontend decoupled
- **API-driven:** Flexible to integrate
- **Cloud-native:** Instant scaling
- **Composable:** Full flexibility to use our capabilities

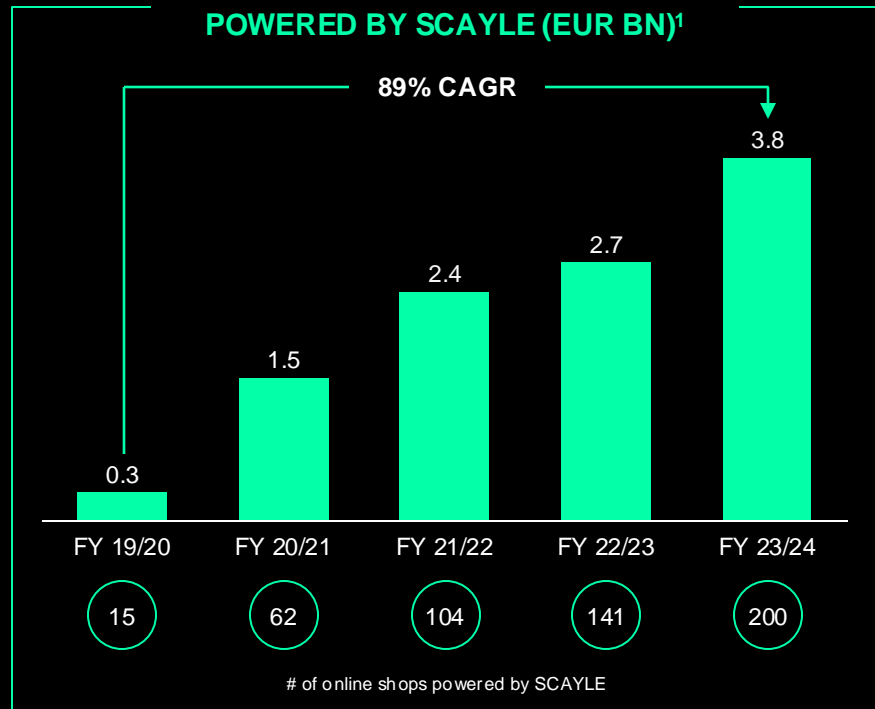




SCAYLE TECH WITH INDUSTRY LEADING KPIS

KPIS NEW SCAYLE ENTITY (SCAYLE GMBH) - FY 23/24

EXTERNAL TRANSACTION VOLUME POWERED BY SCAYLE (EUR BN)¹



CUSTOMER KPIS

0%
Customer churn

~1.8m
Average client SaaS
product ARR²

OPERATIONAL KPIS

~80%
Win rate in competitive
enterprise deals

~80%
ARR² share of total
revenue

~80%
Gross margin
on ARR²

FINANCIAL KPIS

>30%
ARR² growth
FY 23/24

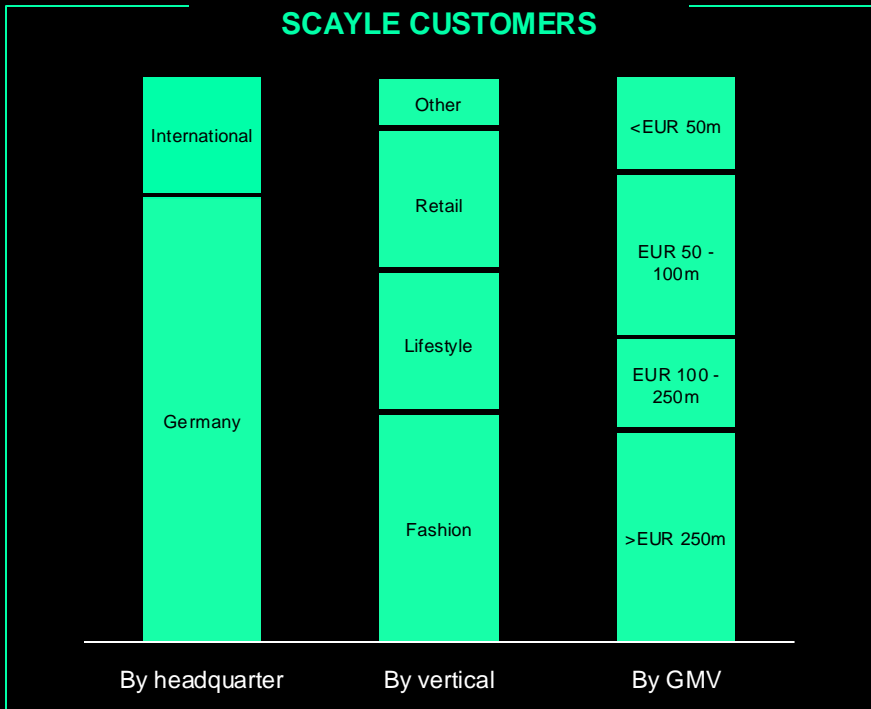
>50%
Adjusted EBITDA margin
FY 23/24

1. Gross transaction volume, i.e. before returns and including VAT; 2. ARR = Annual Recurring Revenues (with SaaS products)



EXPANDING ACROSS GEOGRAPHIES AND VERTICALS WHILE MAINTAINING A STRONG ENTERPRISE FOCUS

BREAKDOWN OF EXTERNAL SCAYLE CUSTOMERS



SELECTED EXTERNAL SCAYLE CUSTOMERS





WE KEEP PUSHING FORWARD WITH SCAYLE

SCAYLE GROWTH PRIORITIES FOR FY 24/25



SCALE NEW GEOGRAPHIES

➤ SCAYLE recently entered markets, e.g. North America, UK, BeNeLux, and Nordics

>EUR 10M INVESTMENTS IN FY 24/25



GROW EXISTING CUSTOMER GMV

➤ Empower customers to deliver outstanding shopping experiences through new SCAYLE core features

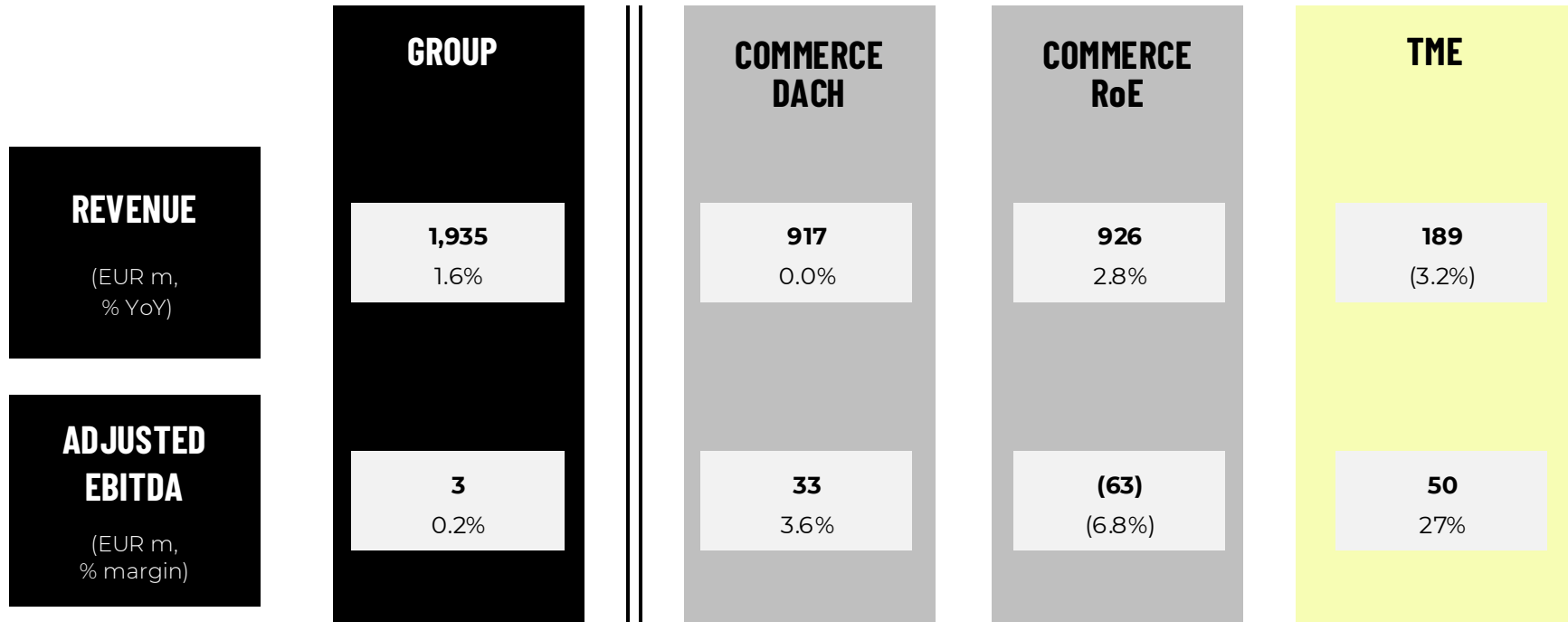


EXPAND THE SAAS PRODUCT

➤ Capitalize on strong roadmap, e.g. Subscriptions, Omnichannel / POS solution, and AI features

PROFITABLE GROUP GROWTH ACHIEVED IN FY 23/24

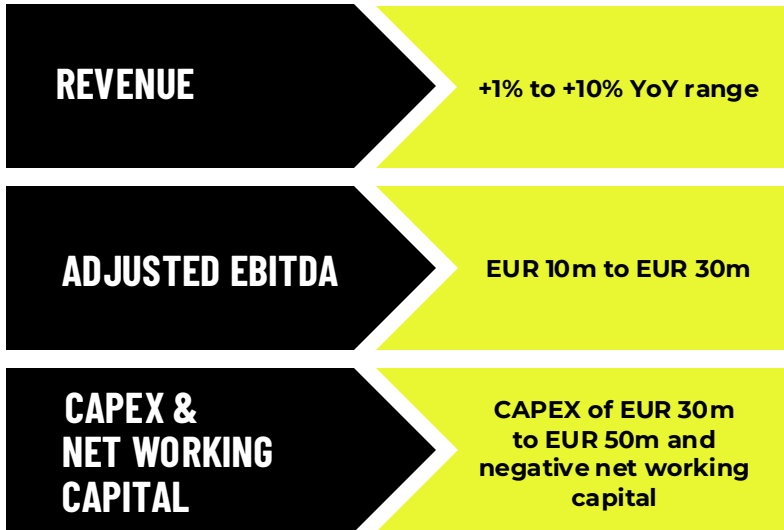
SEGMENT REPORTING AY GROUP¹ - FY 23/24



1. Includes internal revenues and reconciliation from segment to group

ACCELERATED, PROFITABLE GROWTH IN FY 24/25

GUIDANCE FOR FY 24/25



The current guidance is partially dependent on the duration, intensity, and outcome of external events.

COST LINES EXPECTATION

(ILLUSTRATIVE AS % OF REVENUE VERSUS FY 23/24)



COST OF SALES



FUFILLMENT COSTS



MARKETING COSTS



ADMIN. EXPENSES



FURTHER IMPROVING MID-TERM PROSPECTS

MID-TERM OUTLOOK (FY 25/26+)

TOP LINE

MARKET RECOVERY

AY CAPABILITIES

AY GROWTH INITIATIVES

BOTTOM LINE

OPERATING LEVERAGE

REVENUE MIX

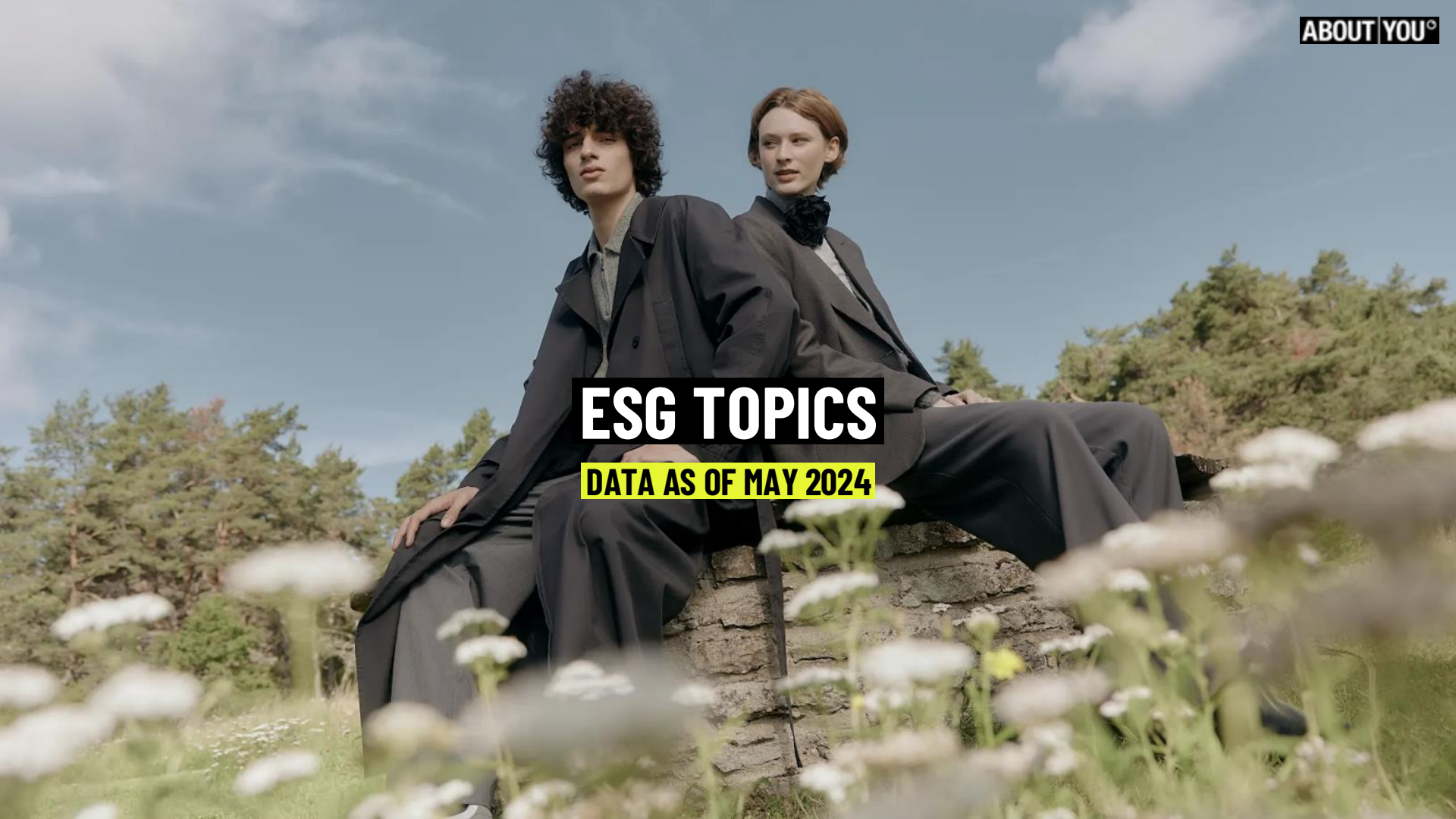
EFFICIENCY MEASURES

**BACK TO CLEAR
DOUBLE-DIGIT GROWTH**

**SIGNIFICANT IMPROVEMENTS
IN ADJUSTED EBITDA AND
FREE CASH FLOW**

ESG TOPICS

DATA AS OF MAY 2024



COMMITTED TO AMBITIOUS ESG GOALS¹

GENERAL DISCLOSURES



- Maintaining a consistent and continuous ESG strategy, whilst remaining flexible enough to recalibrate
- Establishing effective governance structures to manage increasing complexity efficiently
- Establishing an ESG Due Diligence Framework to understand and manage our social and environmental risks

PLANET



- Delivering on science-based targets by FY 25/26
- Increasing our more sustainable product net revenue to >25% by FY 24/25
- Growing our more sustainable Private Label apparel products to >75% by FY 25/26
- Scaling our Second Love assortment to >1m products by FY 25/26

PEOPLE



- Bringing the proportion of female employees at all lead levels into a 40-60% target corridor by FY 25/26 while embracing DE&I inside and outside the Group
- Enabling customers to make more sustainable purchasing decisions

CORPORATE CONDUCT

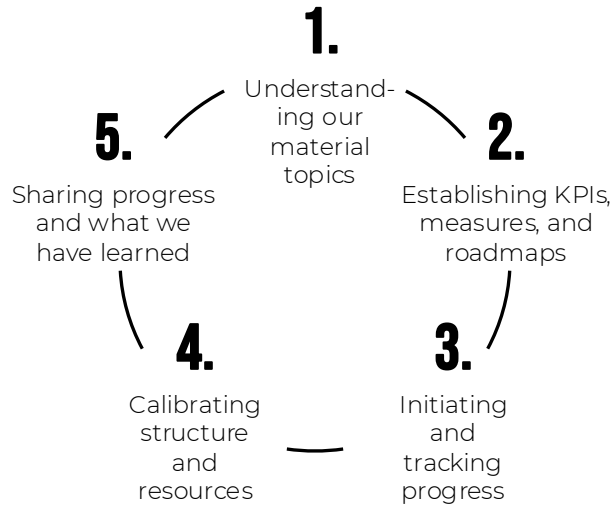


- Governing good animal welfare practices with our Animal Welfare Policy
- Building worthwhile partnerships to multiply our impact

1. For more information, please see the [ESG Report FY 23/24](#)

GENERAL DISCLOSURES: STRATEGY, GOVERNANCE, AND DUE DILIGENCE ARE THE BASIS FOR OUR WORK

ESG STRATEGY TO TRANSITION CORE AREAS OF OUR BUSINESS AND INCREASE IMPACT



EFFECTIVE GOVERNANCE STRUCTURE WITH C-LEVEL REPORTING

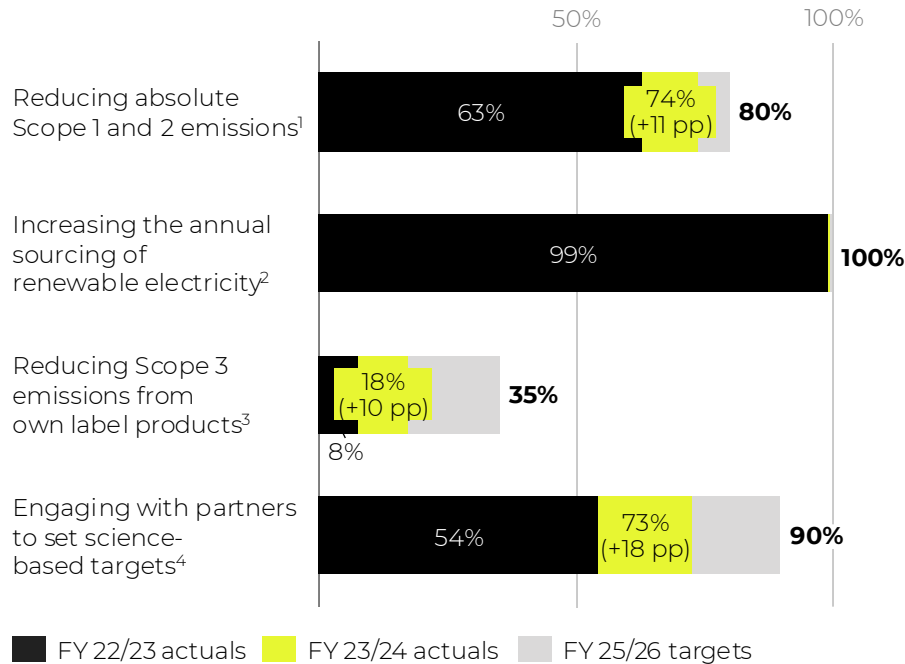
- The Co-CEO Operations and Finance oversees the execution of our ESG strategy
- Sustainability capacities are integrated into process-owning business units in our matrix organization
- The Corporate Sustainability team is responsible for topics spanning multiple teams as well as guidance and structure

THE ESG DUE DILIGENCE FRAMEWORK OFFERS A STRUCTURED ESG RISK APPROACH

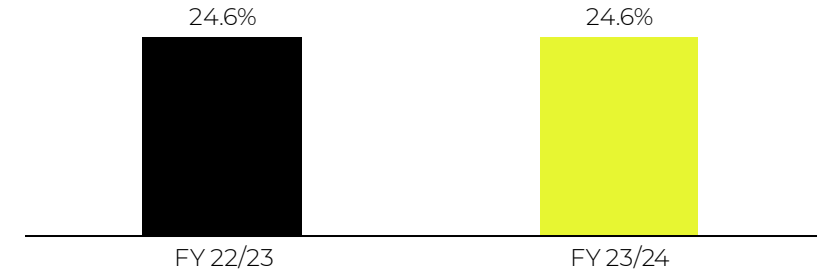


PLANET: PROGRESS IN MANAGING ENVIRONMENTAL IMPACT

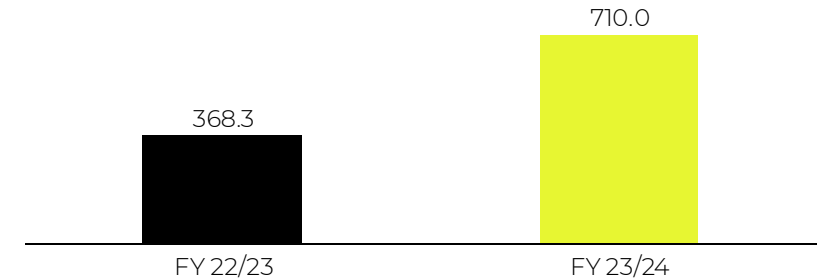
ADVANCES IN OUR SCIENCE-BASED TARGETS



MORE SUSTAINABLE PRODUCT REVENUE⁵ (%)



SECOND-HAND ITEMS AVAILABLE ONLINE (#K)



1. From a FY 19/20 base year; 2. As a percentage of total electricity sourced; 3. Per unit of value-added from a FY 19/20 base year; 4. In % by GHG emissions, covering purchased goods & services and transportation & distribution; 5. In core assortment which excludes home, living, accessories, and beauty.

PEOPLE: EMPLOYEES, WORKERS IN THE VALUE CHAIN, CONSUMERS, AND END-USERS

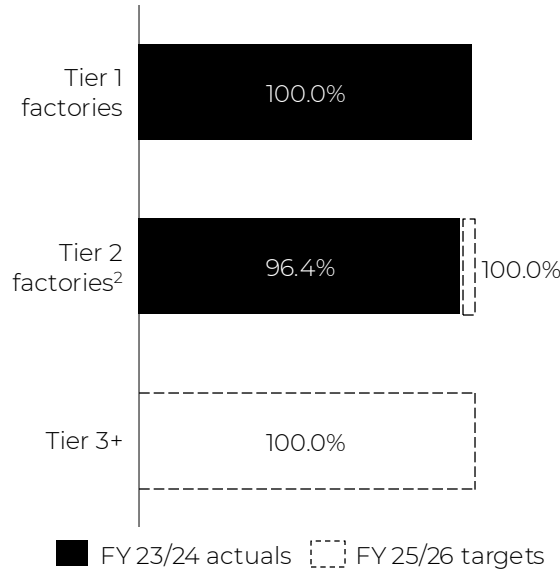
STRONG DE&I¹ METRICS FOR ABOUT YOU EMPLOYEES

49.7% Women in leadership positions


30.4% Women in tech roles

31.4% International employees

ADVANCES IN OWN LABEL SUPPLY CHAIN TRANSPARENCY



SUSTAINABILITY LABELING TO ENABLE CUSTOMERS TO MAKE MORE SUSTAINABLE CHOICES

-  Organic materials
-  Recycled materials
-  Responsible sourcing
-  Responsible animal husbandry
-  Improved production practices
-  Innovative materials
-  Made for circularity

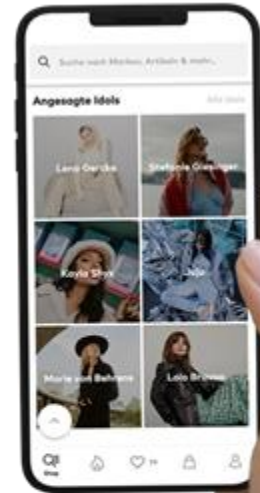
1. DE&I stands for diversity, equity and inclusion; 2. The internal tier 2 factory transparency is 100.0% by total procurement costs via the respective direct supplier. 96.4% of tier 2 factories were published on the Open Supply Hub. Some of the direct suppliers vetoed the publishing of their upstream factories.

Q2 24/25 BUSINESS AND FINANCIAL UPDATE

DATA AS OF OCTOBER 2024

Q2 24/25 KEY TAKEAWAYS

- 01** Group revenue increased by 2.4% to EUR 450.1m (Q2 23/24: EUR 439.6m) with strong growth in the DACH region of 8.6% – supported by investments in brand campaigns and events such as the ABOUT YOU Fashion Week
- 02** The average order value LTM¹ for Commerce increased further to EUR 58.8 (Q2 23/24: 55.6) and both LTM active customers and new customer numbers are returning to growth QoQ
- 03** SCAYLE delivers another successful H1 24/25 with ARR growth of >20%, continued high profitability levels and strong traction in acquiring new clients internationally
- 04** Further progress in boosting group profitability with an adjusted EBITDA² uplift of more than EUR 10m to EUR -2.3m (Q2 23/24: EUR -12.9m) driven by a 280bp gross margin rise and lower administrative and fulfillment costs
- 05** Good start into the fall/winter 2024 season with double-digit growth rates in September, supported by favorable weather patterns and positive effects from growth initiatives
- 06** Guidance for FY 24/25: narrowed revenue growth expectation to between +1% and +7% YoY and raised adjusted EBITDA² guidance to a range of EUR15m to EUR 35m



1. LTM: last twelve months; 2. EBITDA adjusted for (i) equity-settled share-based compensation expenses, (ii) restructuring costs, and (iii) one-time effects

SUCCESSFUL EXECUTION OF ABOUT YOU FASHION WEEK

ABOUT YOU[®]

FASHION CIRCUS

~1,300 GUESTS

24 BRAND PARTNERS

ABOUT YOU[®] FASHION WEEK

LENGTH OF ~90 MINUTES

POTENTIAL MEDIA REACH OF ~334 MILLION

RONCALLI ABOUT YOU[®]

Reebok

ABOUT YOU[®]

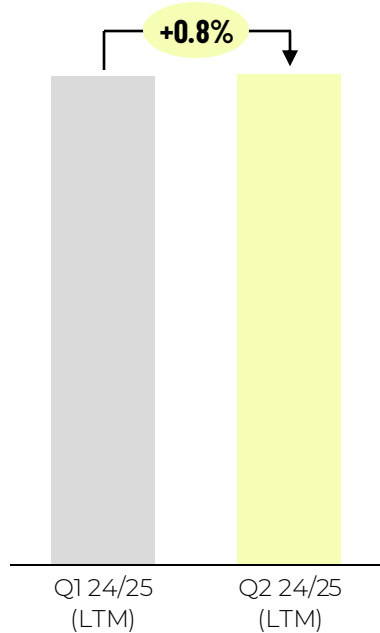
ACTIVE AND NEW CUSTOMERS RETURN TO GROWTH

CUSTOMERS LTM QOQ

TOTAL ACTIVE CUSTOMERS



NEW CUSTOMERS

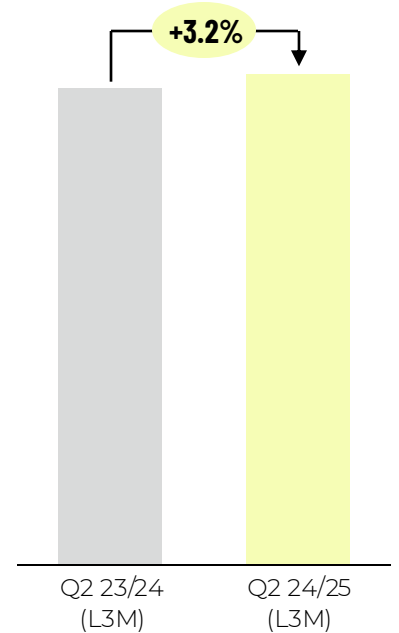


CUSTOMERS L3M YOY

TOTAL ACTIVE CUSTOMERS

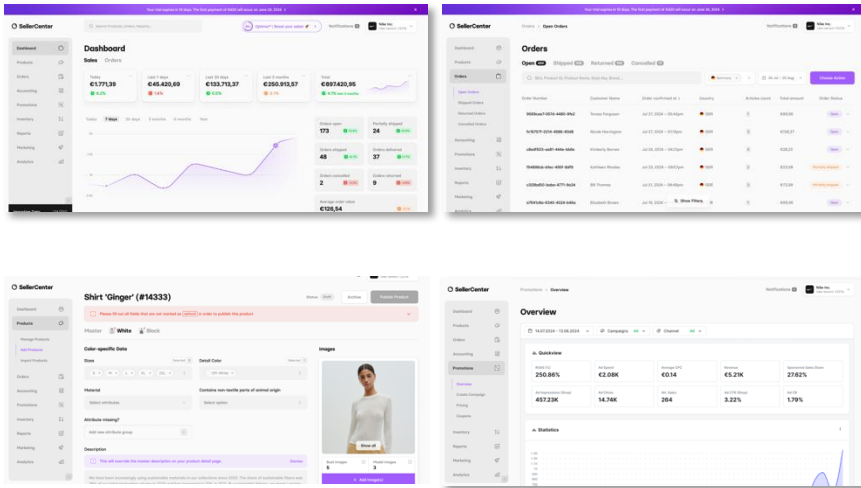


NEW CUSTOMERS



OPERATING MODEL EXTENSION PROGRESSES WELL

SNAPSHOTS NEW SELLER CENTER (STAGING)



CURRENT STATUS NEW 3P MODEL

- ✓ LEGAL ENTITY (SCAYLE PAYMENTS)
- ✓ PAYMENT SERVICES LICENSE
- ✓ TECHNICAL INFRASTRUCTURE
- ✓ SELLER CENTER AND TOOLINGS
- ✓ NEW SELLER PIPELINE

READY TO SCALE SELLERS IN NEW MARKETPLACE MODEL IN H2 24/25

SCAYLE CONTINUES ITS GREAT PERFORMANCE IN H1 24/25

SCAYLE GMBH UPDATE – H1 24/25

>20%

ARR¹ growth
H1 24/25 YoY

85%

Gross margin
on ARR¹

>45%

Adjusted EBITDA margin
guidance for FY 24/25



➔ Acquired additional large enterprise customers in UK, Nordics, and Germany

➔ Continued investment into US



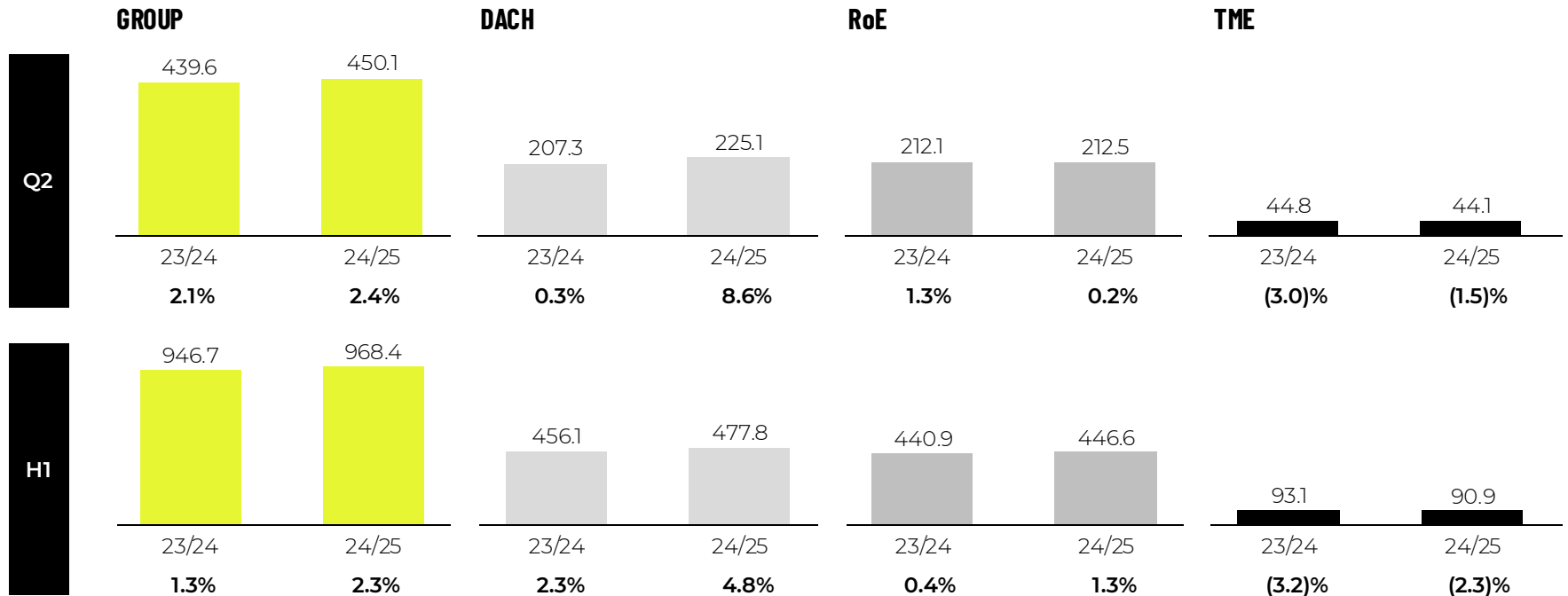
➔ SCAYLE named a 'Leader' in IDC MarketScape: Worldwide Enterprise Headless Digital Commerce Platforms 2024 Vendor Assessment

REGISTRATION WILL OPEN SOON FOR THE

**SCAYLE EVENT ON
NOVEMBER 7, 2024**

GROUP REVENUE GROWTH FUELED BY DACH SEGMENT

REVENUE¹ (EUR M) - % GROWTH YOY



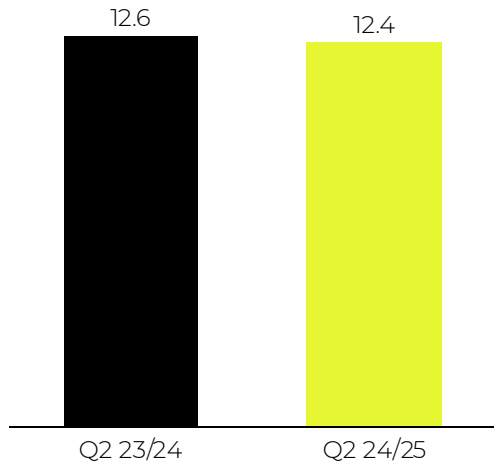
Note: Q2 24/25 ending on August 31, 2024; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR -246m for Q2 23/24 and EUR -31.7m for Q2 24/25; EUR -43.4m for H1 23/24 and EUR -46.9m for H1 24/25

INCREASE IN AOV DRIVES LTM REVENUE GROWTH

ABOUT YOU COMMERCE (ABOUT YOU DACH + ROE), Q2 24/25 (LTM)

TOTAL ACTIVE CUSTOMERS¹
(M)

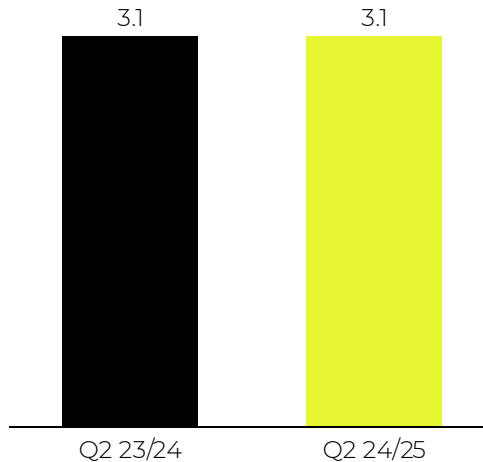


% growth YoY

2.4%

(1.4)%

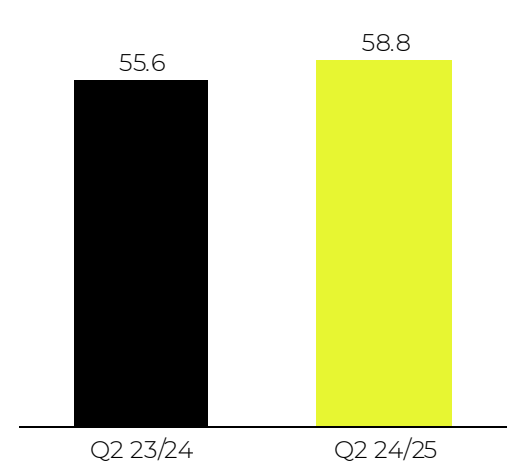
AVERAGE ORDER FREQUENCY²
(#)



3.3%

(1.6)%

AVERAGE ORDER VALUE³
(EUR)



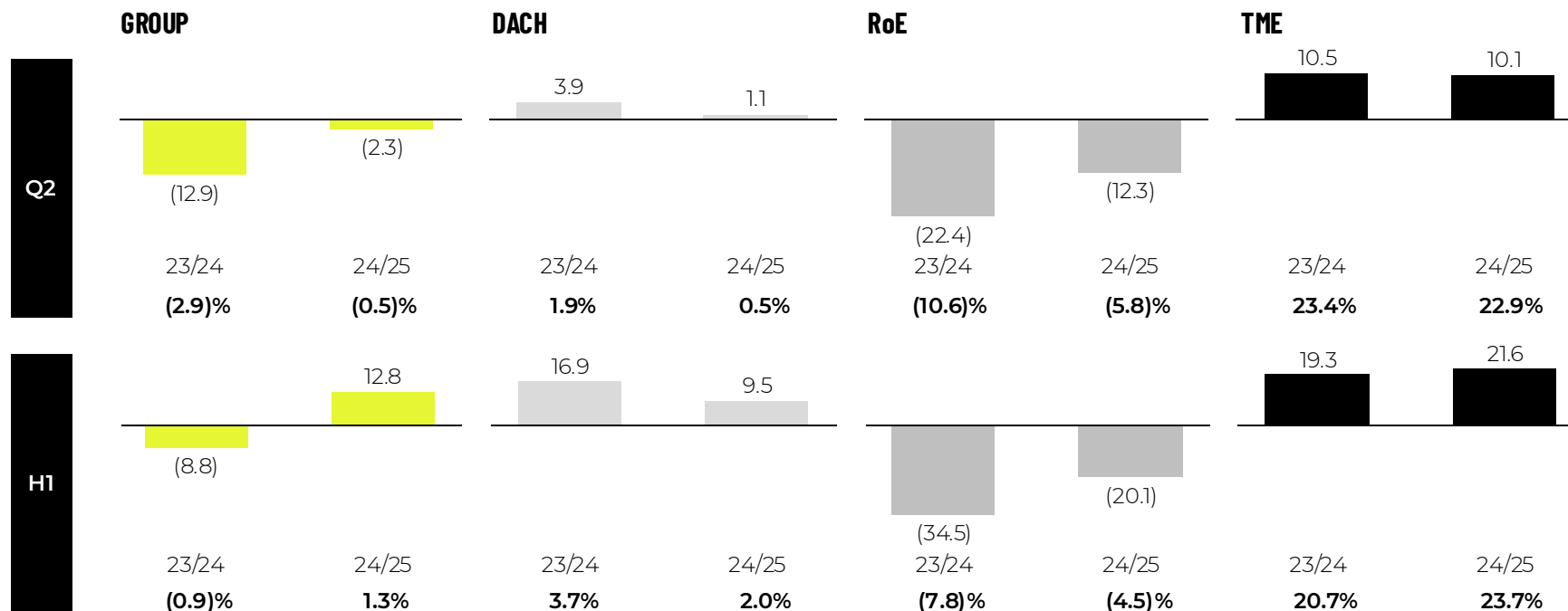
0.2%

5.6%

1. Defined as customers who made at least one purchase through our apps and websites within the last twelve months; 2. Defined as the total number of all orders divided by the total number of all active customers; 3. Defined as the value of all merchandise sold to customers in the Commerce business; after cancellations and returns and including VAT, divided by the number of orders

EFFICIENCIES IN ROE ENABLE GROUP EBITDA UPLIFT

ADJUSTED EBITDA¹ (EUR M) - % MARGIN



Note: Q2 24/25 ending on August 31, 2024; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group adjusted EBITDA of EUR -4.9m for Q2 23/24 and EUR -1.2m for Q2 24/25; EUR -10.4m for H1 23/24 and EUR 1.9m for H1 24/25; EBITDA adjusted for (i) equity-settled share-based compensation expenses (Q2 24/25: EUR -5.3m) and (ii) one-time effects (Q2 24/25: EUR -0.3m)

GROSS MARGIN RECOVERY DRIVES EBITDA INCREASE

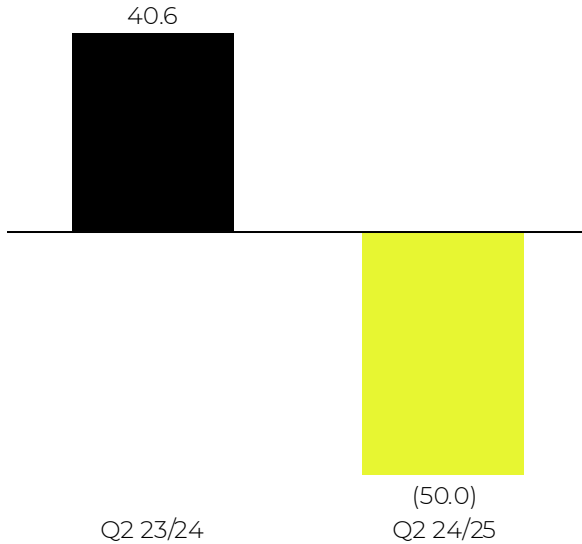
ABOUT YOU GROUP'S KEY MARGIN AND COST LINES

% of revenue	Q2			H1		
	23/24	24/25	YoY delta	23/24	24/25	YoY delta
Gross margin¹	35.1%	37.9%	2.8pp	37.4%	40.8%	3.3pp
(-) Fulfillment costs¹	23.8%	23.1%	(0.7)pp	23.8%	23.7%	(0.1)pp
(-) Marketing costs¹	9.0%	11.1%	2.1pp	9.6%	11.4%	1.8pp
(-) Admin. expenses¹	5.2%	4.3%	(0.9)pp	5.0%	4.4%	(0.6)pp
Adjusted EBITDA margin	(2.9)%	(0.5)%	2.4pp	(0.9)%	1.3%	2.2pp

1. Defined as Alternative Performance Measures (APM) and not recognized under IFRS

IMPROVED NWC AND CAPEX

NET WORKING CAPITAL¹ (EUR M)

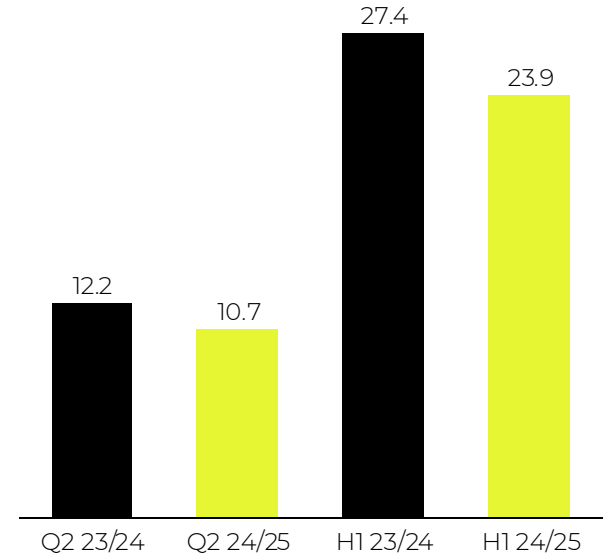


% of revenue LTM

2.1%

(2.6)%

CAPITAL EXPENDITURES² (EUR M)



% of revenue

2.8%

2.4%

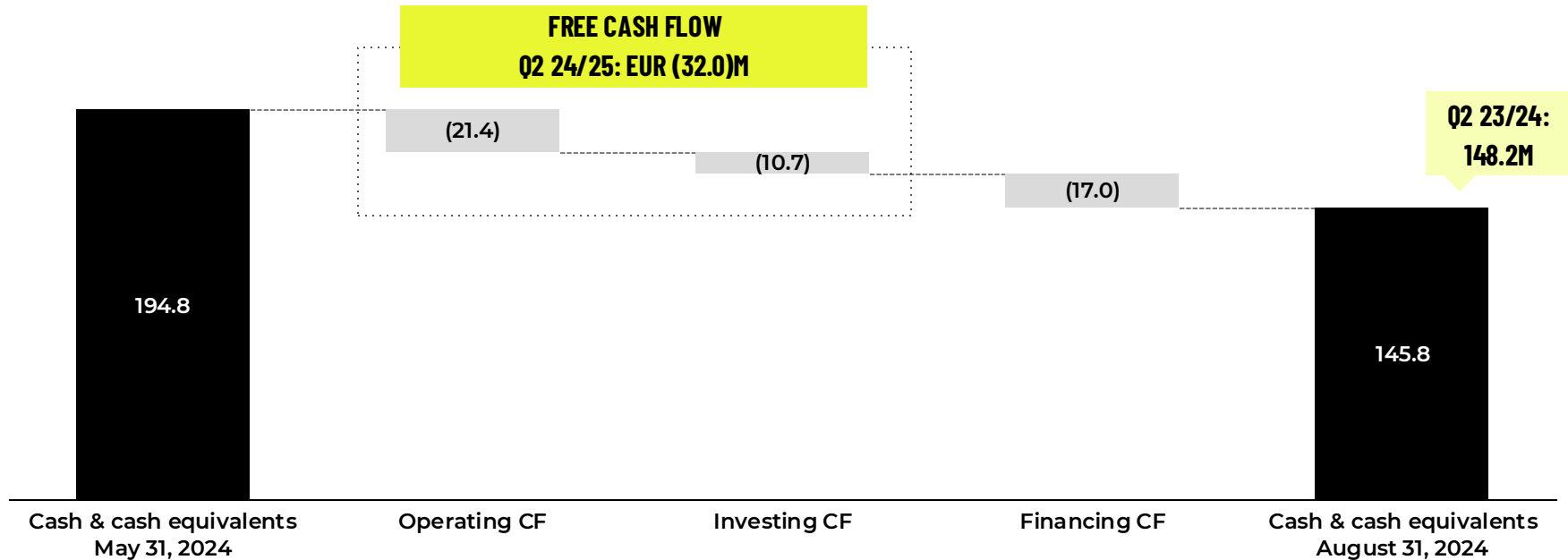
2.9%

2.5%

1. Net working capital is defined as inventories plus receivables (includes trade receivables and other current assets) minus liabilities (includes trade payables, other payables, and return provisions); 2. Includes acquisition of intangible assets and PPE (Q2 23/24: EUR 9.1m; Q2 24/25: EUR 9.1m), acquisition of company shares (Q2 23/24: EUR 1.3m; Q2 24/25: EUR 1.3m), working capital loans for holdings in influencer brands and incubators (Q2 23/24: EUR 2.4m; Q2 24/25: EUR 0.8m), and interest received (Q2 23/24: EUR 0.6m; Q2 24/25: EUR 0.6m)

LIQUIDITY FOLLOWS SEASONALITY BUT REMAINS AT A SIMILAR LEVEL TO Q2 23/24

LIQUIDITY POSITION - AUGUST 31, 2024 (EUR M)



NARROWED FY 24/25 REVENUE GUIDANCE AND RAISED ADJUSTED EBITDA GUIDANCE

GUIDANCE FOR FY 24/25

REVENUE

+1% to + 7% YoY
(Previously: +1% to +10% YoY)

ADJUSTED EBITDA

EUR 15m to EUR 35m
(Previously: EUR 10m to EUR 30m)

CAPEX¹ & NET WORKING CAPITAL

CAPEX of EUR 30m to EUR 50m and
negative net working capital

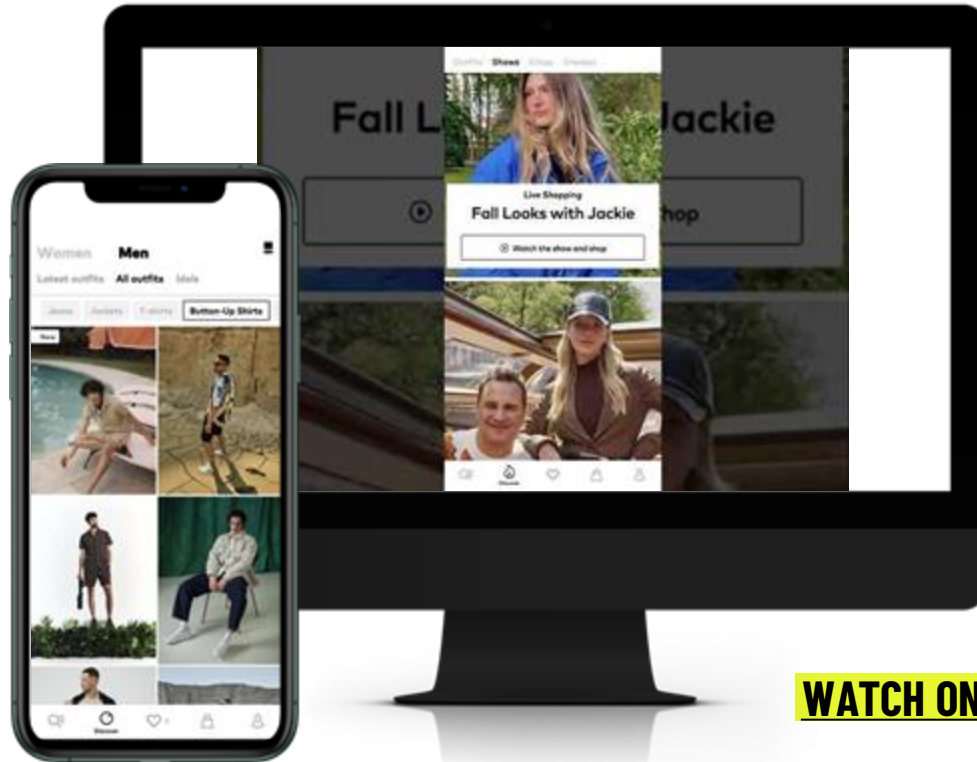
The current guidance is partially dependent on the duration, intensity, and outcome of external events.

1. Excluding potential M&A activities

A man with short hair, wearing a light blue button-down jacket over a patterned shirt and dark trousers, stands in the center of a flower market stall. The stall is filled with various flowers, including large white and yellow roses in the foreground, and other colorful blooms in the background. The stall is covered with a white and green canopy. The word "APPENDIX" is overlaid in a black box with white text across the man's chest.

APPENDIX

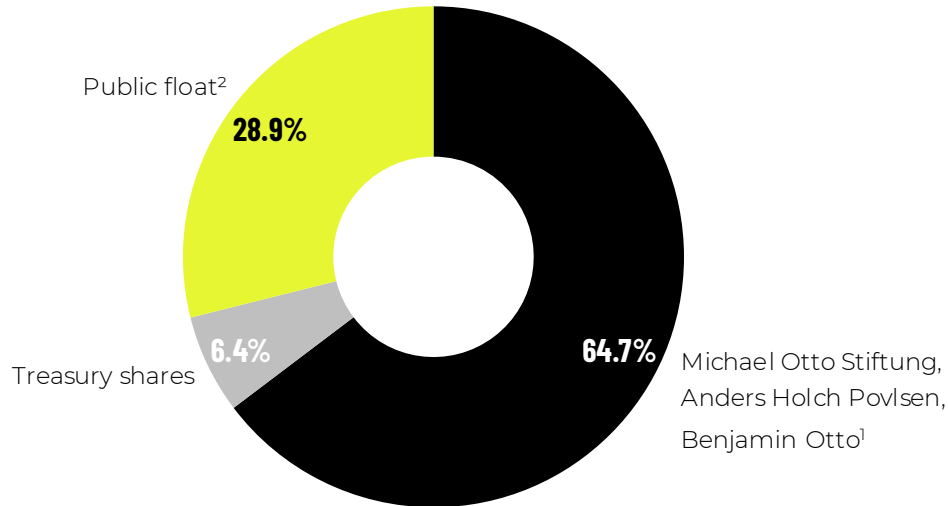
THE ABOUT YOU APP DEMO



WATCH ON YOUTUBE

THE ABOUT YOU SHARE

SHAREHOLDER STRUCTURE



Note: Structure as of July 17, 2024

1. Michael Otto Stiftung – Otto (GmbH & Co KG), Aktieselskabet af 12.6.2018. – Anders Holch Povlsen, GFH Gesellschaft für Handelsbeteiligungen m.b.H. – Benjamin Otto; 2. Thereof, the ownership of ABOUT YOU's Management Board is: Formerly Tarek Müller Beteiligungsgesellschaft mbH and now operating under the name Ohana Group Hamburg GmbH since February 15, 2023 - Total ownership amounts to 3.0%; Sebastian Betz Beteiligungsgesellschaft mbH - Total ownership amounts to 2.6%; Hannes Wiese Beteiligungsgesellschaft mbH - Total ownership amounts to 1.7%

SHARE INFORMATION

First day of trading	June 16, 2021
Issuer	ABOUT YOU Holding SE
Listing venue	Frankfurt Stock Exchange
Market segment	Regulated Market (Prime Standard) of Frankfurt Stock Exchange
ISIN	DE000A3CNK42
WKN	A3CNK4
Ticker symbol	YOU
Total # of shares outstanding	174,161,149
Total # of shares issued	186,153,487
Share capital	EUR 186,153,487
Type of shares	Ordinary bearer shares
Paying agent	Deutsche Bank

EXPERIENCED AND INDEPENDENT SUPERVISORY BOARD OVERSIGHT

MEMBERS OF THE SUPERVISORY BOARD



Sebastian Klauke

Chairperson
(Casting vote)

Former Partner and
MD of BCG Digital
Ventures



Petra Scharner-Wolff

Former member of the
Schwab Group
Executive Board



Niels Jacobsen

Vice Chairperson
(Heartland nominee)

Deputy Chairman of Kirkbi
CEO of William Demant
Invest A/S



Christina Johansson

(Jointly nominated by
shareholders)

Member of the
administrative council
at Emmi and Optikart



Christian Leybold

(Otto Group nominee)

Advisory board
member at Brumbrum,
JOW, Natural Cycles,
Karmalicious, etc.



André Schwämmlein

(Jointly nominated by
shareholders)

CEO at FlixMobility
Supervisory board
member at Scout24

■ Member of the Otto Group Executive Board

■ Independent member

UPCOMING EVENTS

NOV 7, 2024

SCAYLE CAPITAL MARKETS EVENT

JAN 9, 2025

Q3 24/25 QUARTERLY STATEMENT

MAY 8, 2025

ANNUAL REPORT FY 24/25



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