



ABOUT YOU[®]

COMPANY PRESENTATION

July 2024

It's ABOUT YOU | aboutyou.com

AGENDA

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COMPANY HIGHLIGHTS

02

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Q1 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



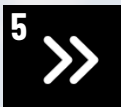
SERVICES: UNIQUE MEDIA AND ENABLING PRODUCTS MONETIZING OUR REACH AND FULFILLMENT ASSETS

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

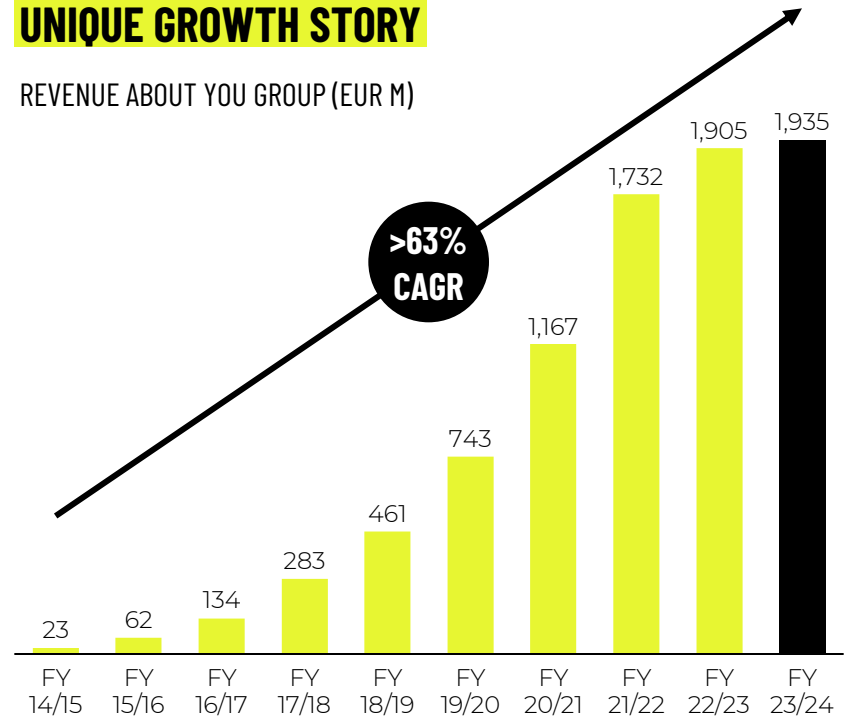


SEBASTIAN BETZ

Co-Founder & Co-CEO,
Tech & Product

UNIQUE GROWTH STORY

REVENUE ABOUT YOU GROUP (EUR M)

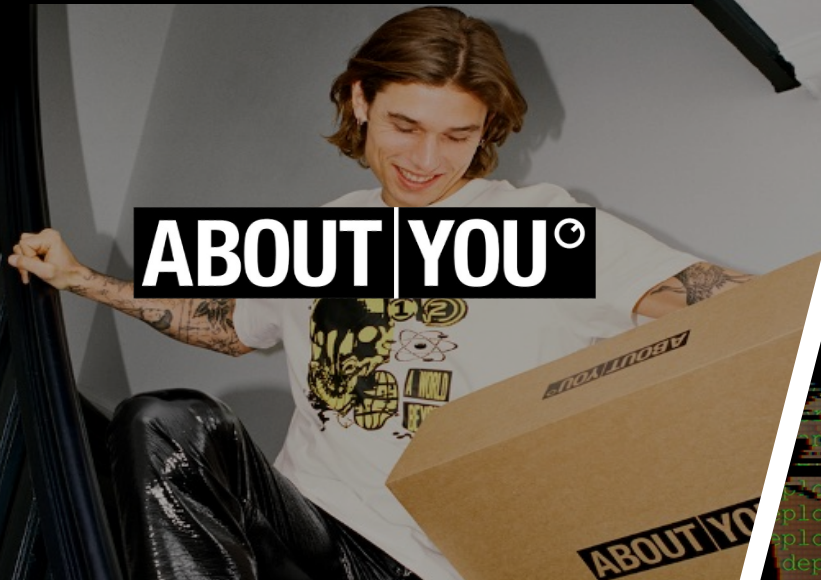




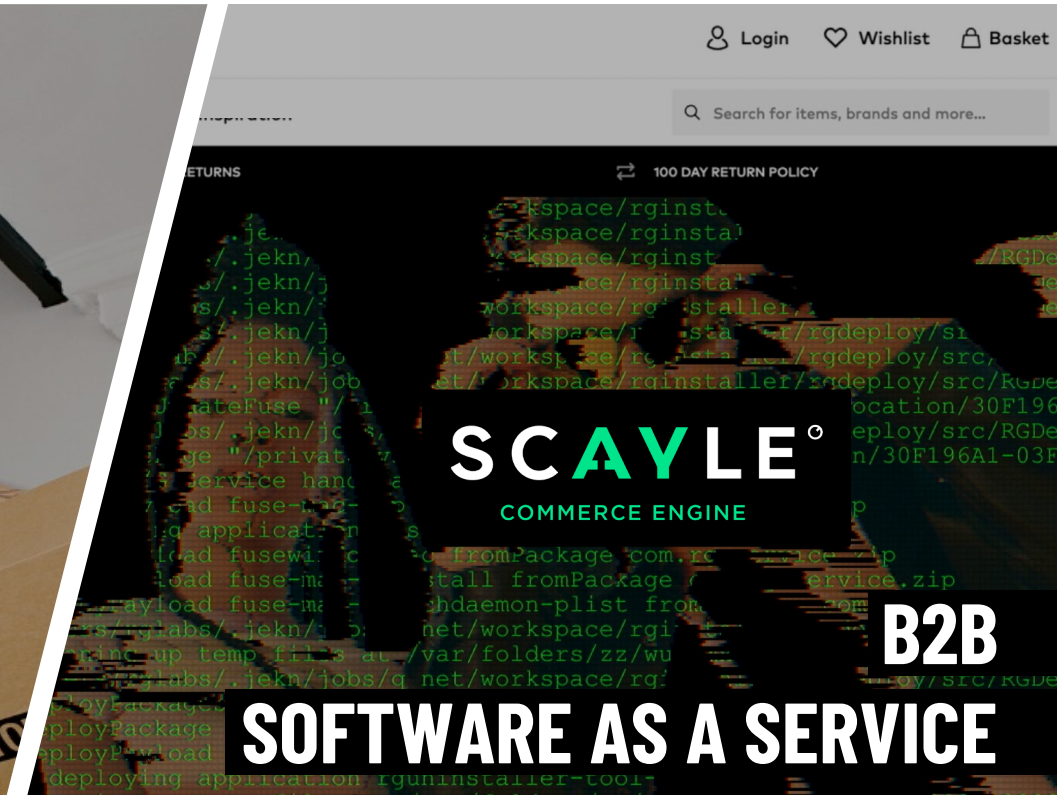
VISION TO BECOME THE GLOBAL #1 FASHION PLATFORM

B2C

ONLINE FASHION STORE



ABOUT YOU[®]



SCAYLE[®]
COMMERCE ENGINE

B2B

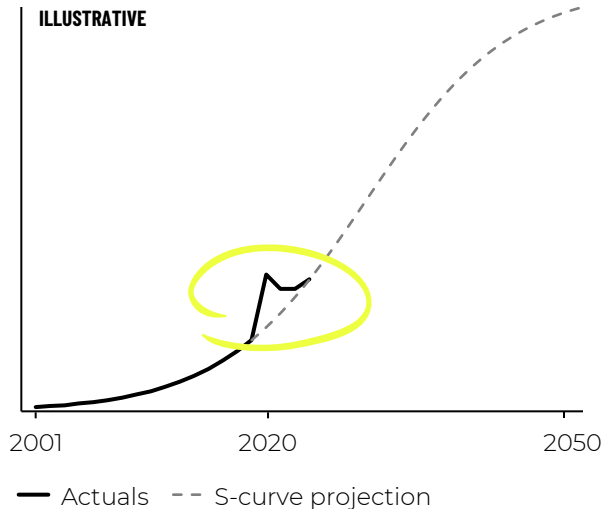
SOFTWARE AS A SERVICE



CHANNEL SHIFT TAILWINDS GET BACK INTO SHAPE

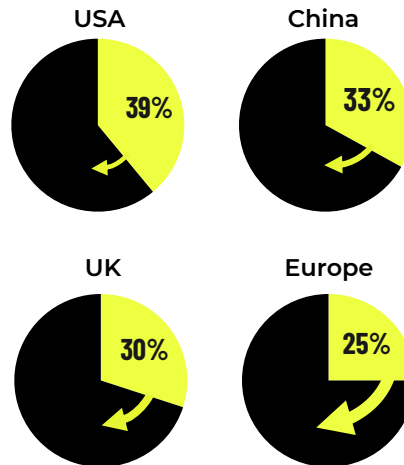
MARKET RETURNING TO GROWTH

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

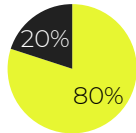
~12M

Active customers LTM

Customer age

<45

+45



INFLUENCER-LED DISCOVERY

>1,000

Collabs/month



>25,000

Influencers in database

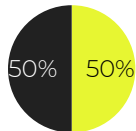
PAN-EUROPEAN FOOTPRINT

28 countries active with well-invested brand

GMV share

DACH

RoE



ABOUT YOU[®]

TECH AND OPERATIONS BACKBONE

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



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[®]

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



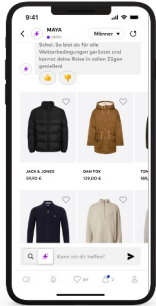
C OPERATING MODEL EXTENSION



BUILDING THE MOST COMPLETE FASHION PLATFORM IN EUROPE

2 A NEXT LEVEL ENGAGEMENT ENABLED BY AI

EXEMPLARY COMMERCE ENGAGEMENT INITIATIVES FOR FY 24/25

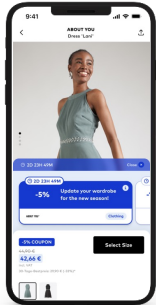
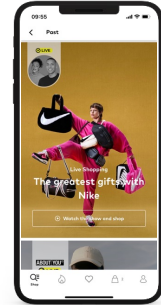


PERSONALIZED ACCESS

- AI shopping assistants
- 3D size & fit features

ENRICHED CONTENT

- GenAI editorials
- Live shopping

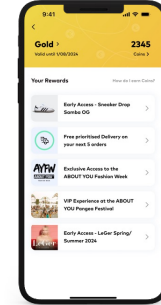


SMART PROMOTIONS

- 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 	3rd Party Brands 	FbAY 	Drop Shipping 	FbAY 	Drop Shipping 	
SOURCING	ABOUT YOU^o	Partner	Partner	Partner	Partner	Partner	Partner	Grow 3P GMV shares
OWNERSHIP	ABOUT YOU^o	ABOUT YOU^o	Partner	Partner	Partner	Partner	Partner	
FULLFILLMENT	ABOUT YOU^o	ABOUT YOU^o	ABOUT YOU^o	Partner	ABOUT YOU^o	Partner	Partner	Improve seller dynamics
SELLER	ABOUT YOU^o	ABOUT YOU^o	ABOUT YOU^o	ABOUT YOU^o	Partner	Partner	Partner	Facilitate Manufacturer-to-Consumer (M2C)
PLATFORM	ABOUT YOU^o	ABOUT YOU^o	ABOUT YOU^o	ABOUT YOU^o	ABOUT YOU^o	ABOUT YOU^o	ABOUT YOU^o	

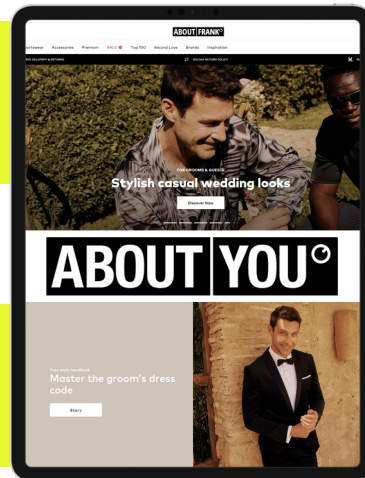


STRENGTHENED DIFFERENTIATION FOR ABOUT YOU

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

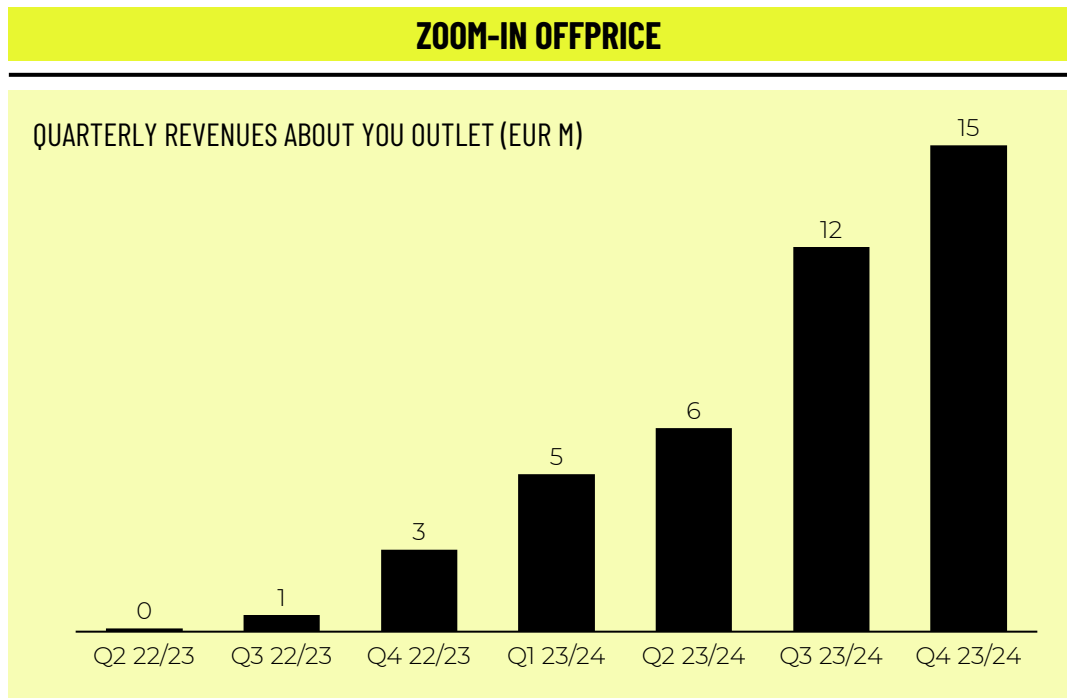
VERTICAL MULTI-CHANNEL BRANDS



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>gpm</i>

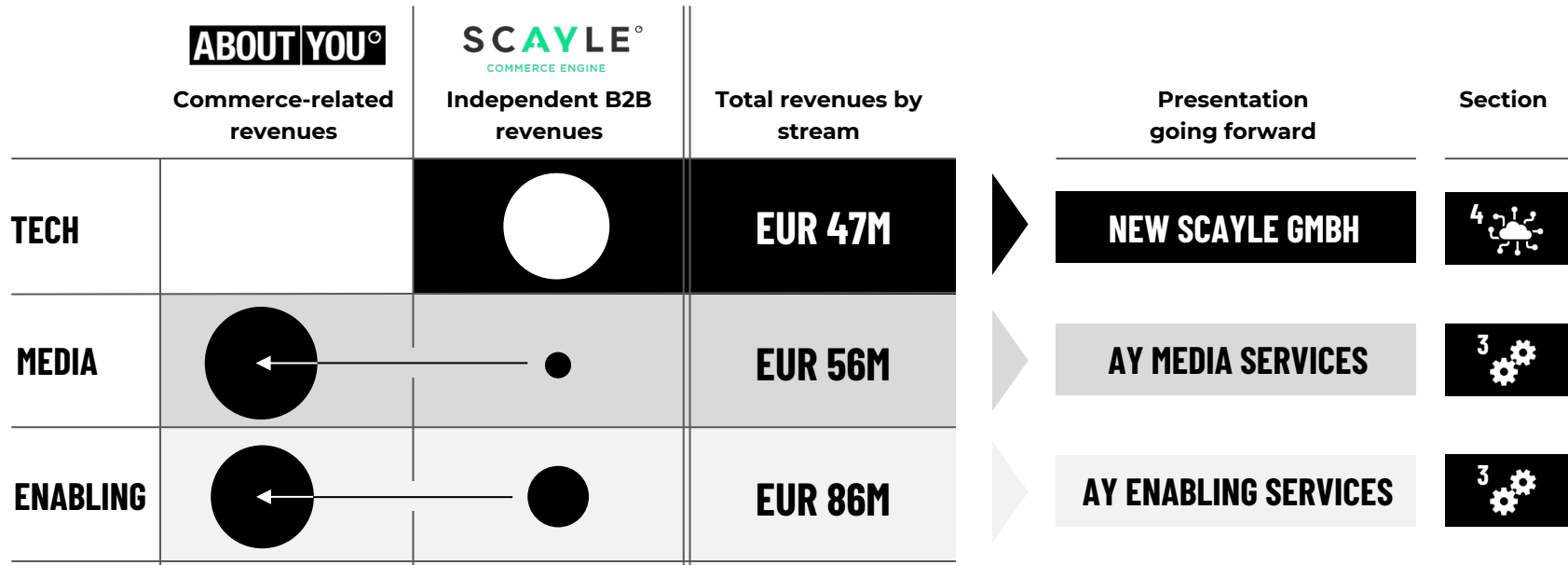




SCAYLE SPIN-OFF IMPLIES A NEW SPLIT FOR TME

TME¹ BY REVENUE STREAM AND BRAND - FY 23/24

ILLUSTRATIVE



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
Revenue¹ (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

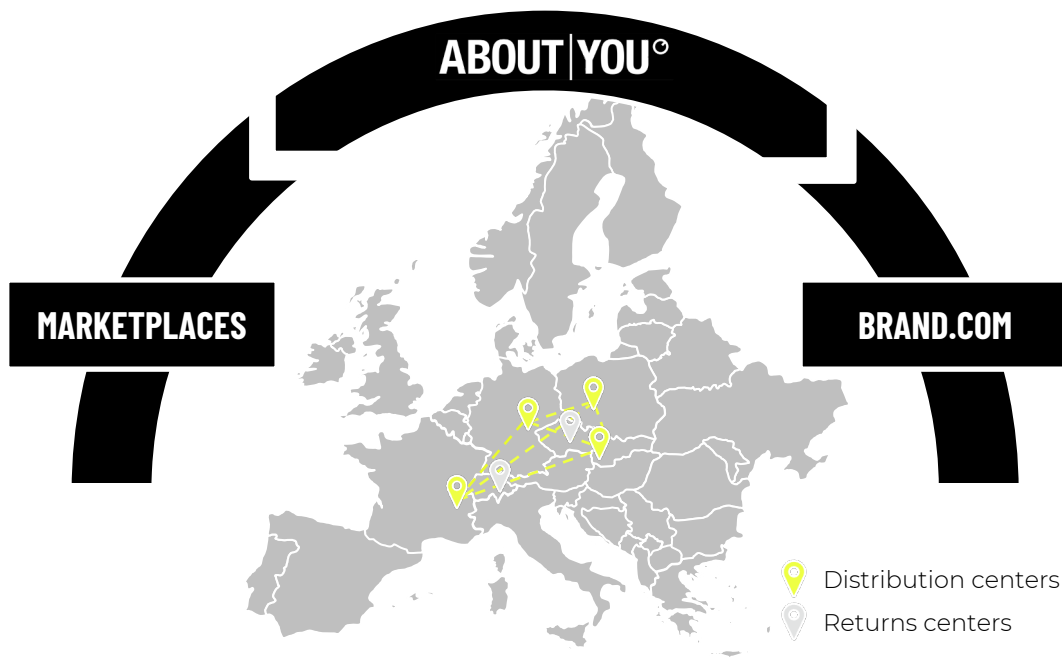


MORE CLIENTS	HIGHER CLIENT-ENGAGEMENT	ENHANCED AD-INVENTORY
OPERATING MODEL EXTENSION	HIGHER 3P SHARE	NEW PRODUCTS
FOOTPRINT EXPANSION	IMPROVED TOOLINGS	MORE TARGETED PLACEMENTS
SALES INITIATIVES	ADVANCED CRM	NEW CHANNELS



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

Mobile Storefront: Shows a product page for a 'SCRYLE' t-shirt with a 'Find the sphere?' search bar and a 'Shop' button.

Checkout Insights Dashboard: Displays a conversion funnel for 'ACME Corp.' with the following data:

Step	Count
All Checkout Sessions	203,313
Delivery address added	168,749
Billing address added	121,231
Select payment method	76,991
Used voucher / gift card	41,174
Order placed	21,199

Conversion Rate Chart: Shows a line graph with a peak of 11.5% on January 5th.

Active Promotions By Type: A donut chart showing 417 total promotions across six categories: Automatic Discounts (23%), Sale & Early (23%), Free Gifts (20%), Flash Sales (10%), Free Shipping Codes (10%), and Special One-Click (10%).

Summary Metrics: Revenue: 380K €, Total Orders: 21,2K, Avg. Order Value: 18 €.

Mobile Order Overview: Shows a 'Store Pickup' option for a 'New York Fashion Week' t-shirt, with a 'Pay Now' button and a 'Select and Continue' button.

Owned by the ABOUT YOU Holding SE

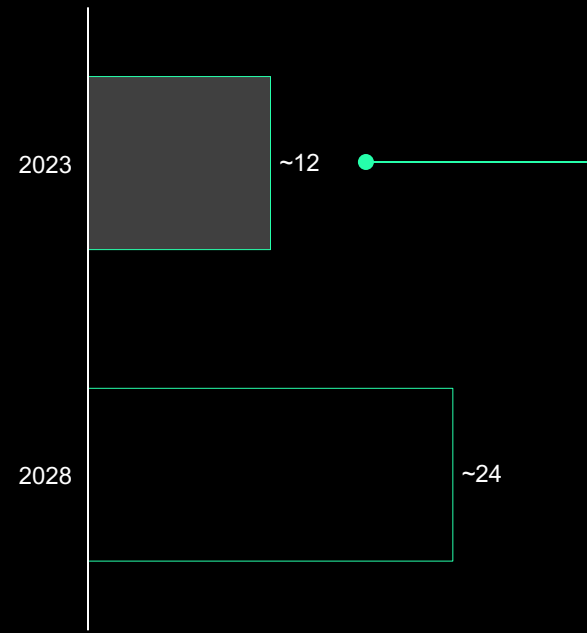
~300 employees

Headquartered in Hamburg

4 LARGE AND EXPANDING TAM FOR SCAYLE

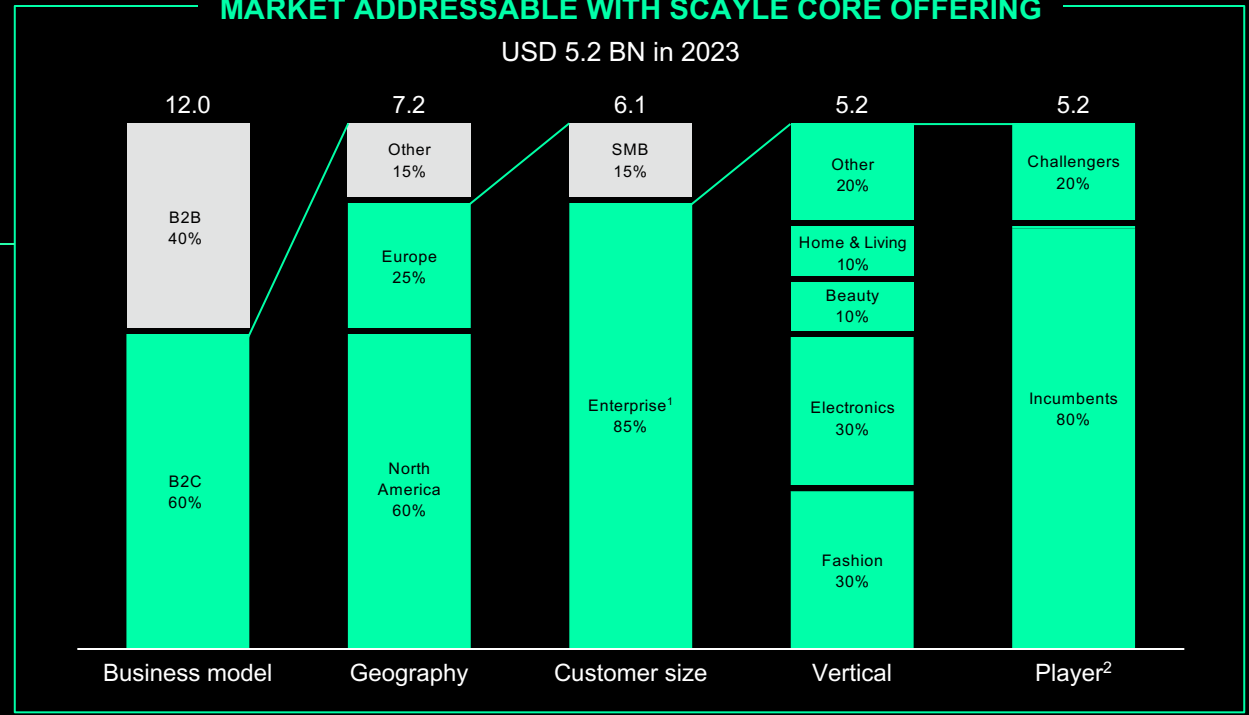
GLOBAL ANNUAL DIGITAL COMMERCE PLATFORM SPEND, USD BN

MARKET GROWTH
~15% CAGR 2023-2028



MARKET ADDRESSABLE WITH SCAYLE CORE OFFERING

USD 5.2 BN in 2023

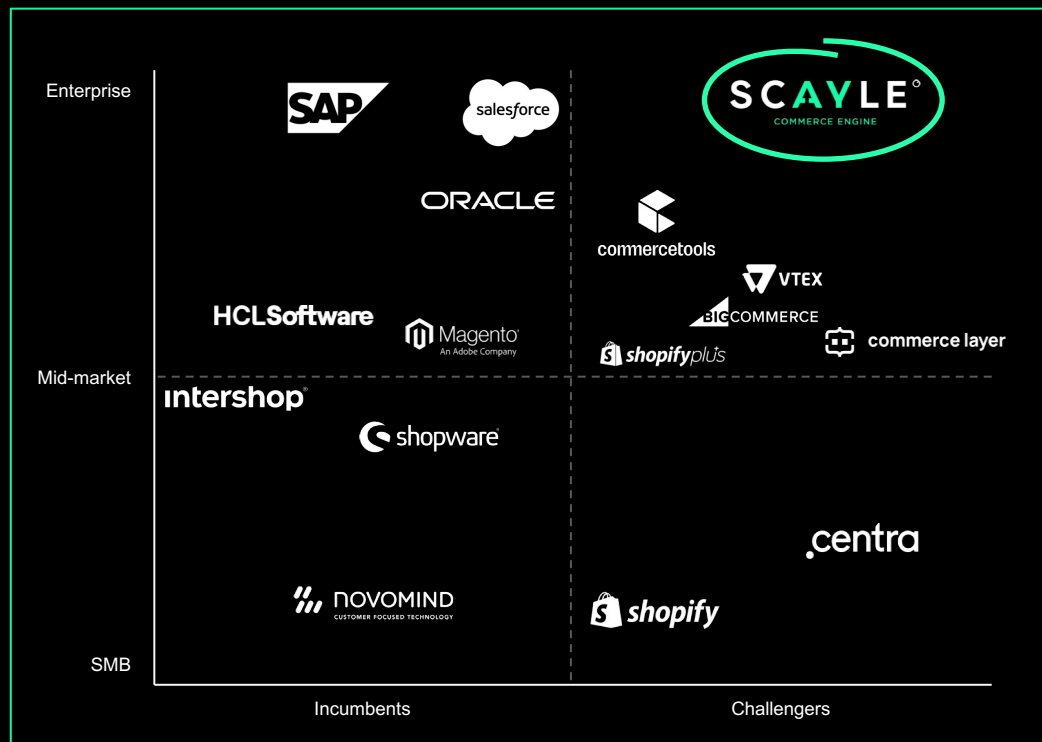


1. Defined as e-commerce revenues larger than EUR 30 million; 2. Incumbents: Platform development started before 2005 | Challengers: Platform development started after 2005; Source: SCAYLE Market Model



UNIQUELY POSITIONED IN THE B2C ENTERPRISE SPACE

CLUSTERING OF SCAYLE COMPETITORS (ILLUSTRATIVE)



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



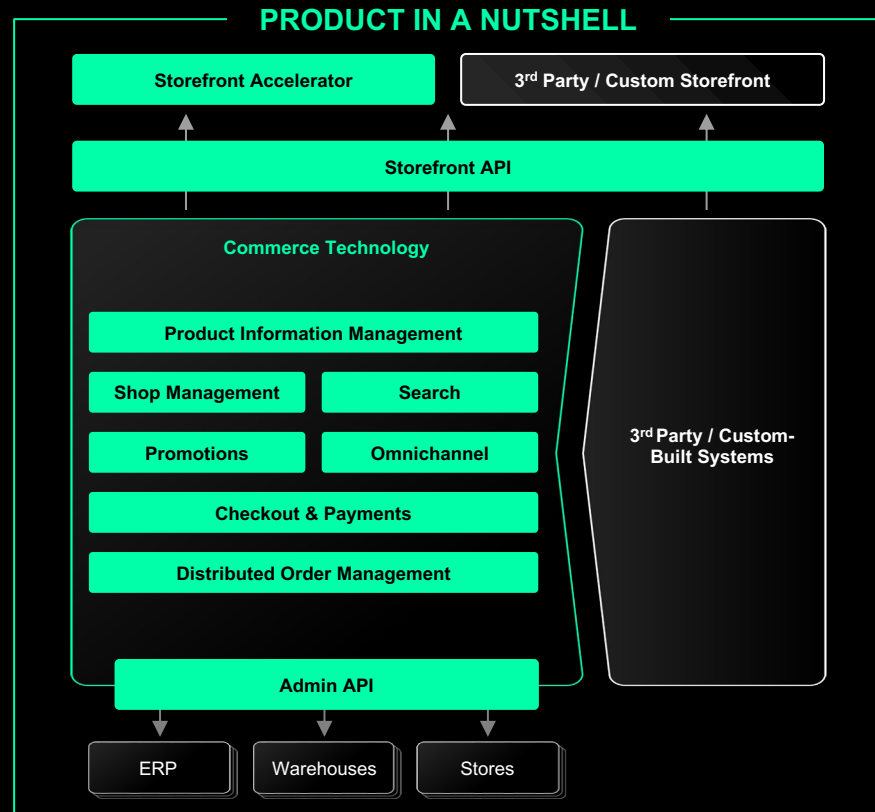
Extensive capabilities to manage complexity

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

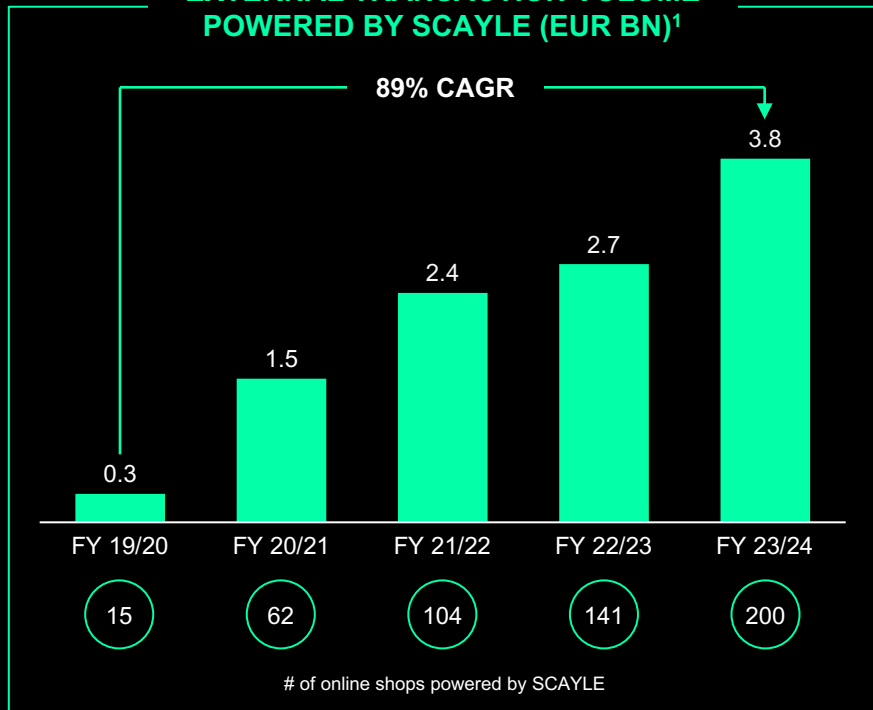




SCAYLE TECH WITH INDUSTRY LEADING KPIS

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%

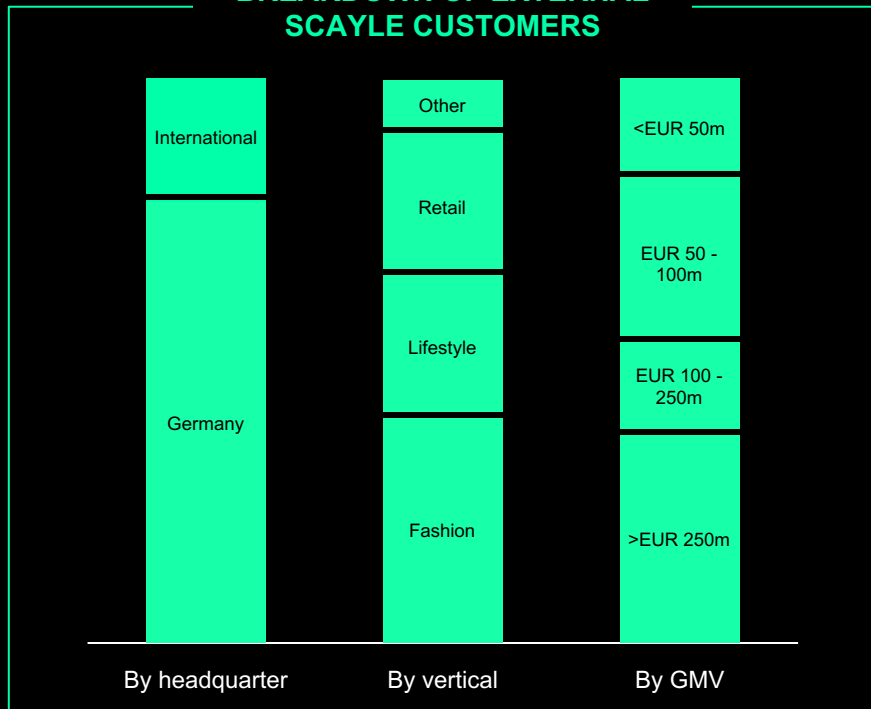
Adjusted EBITDA margin FY 23/24

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



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

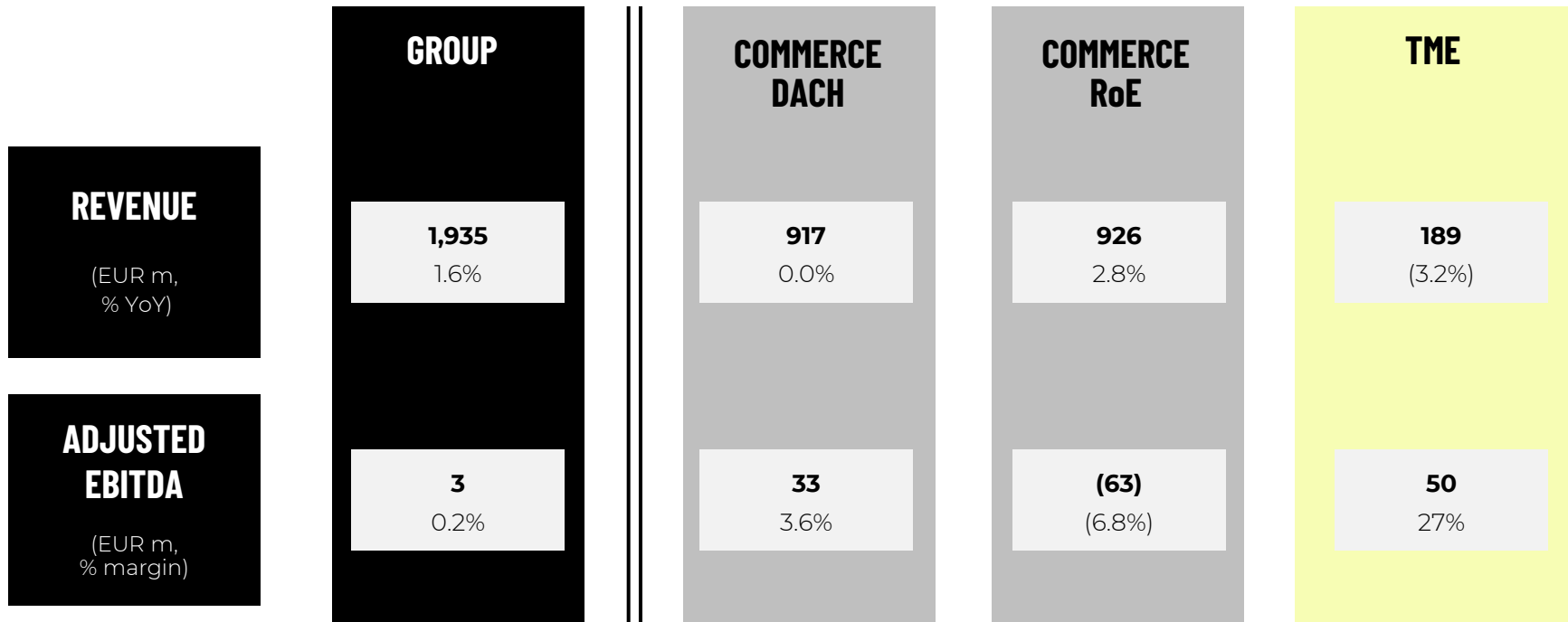


EXPAND THE SAAS PRODUCT

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

PROFITABLE GROUP GROWTH ACHIEVED IN FY 23/24

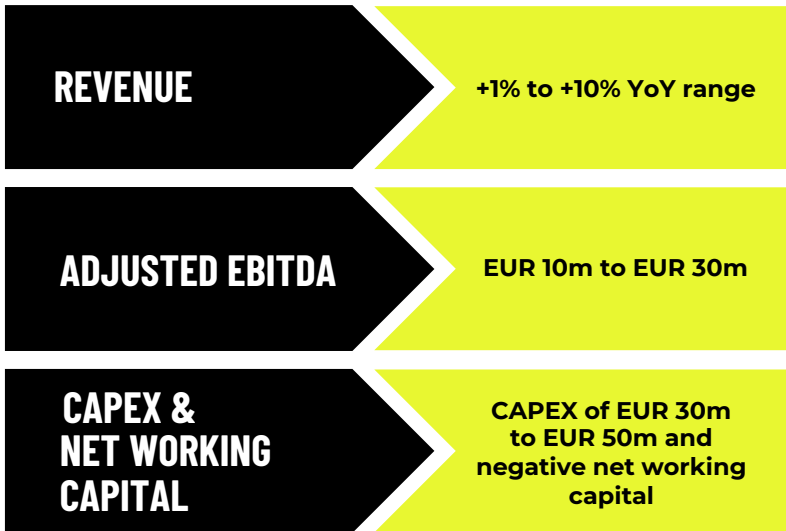
SEGMENT REPORTING AY GROUP¹ - FY 23/24



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

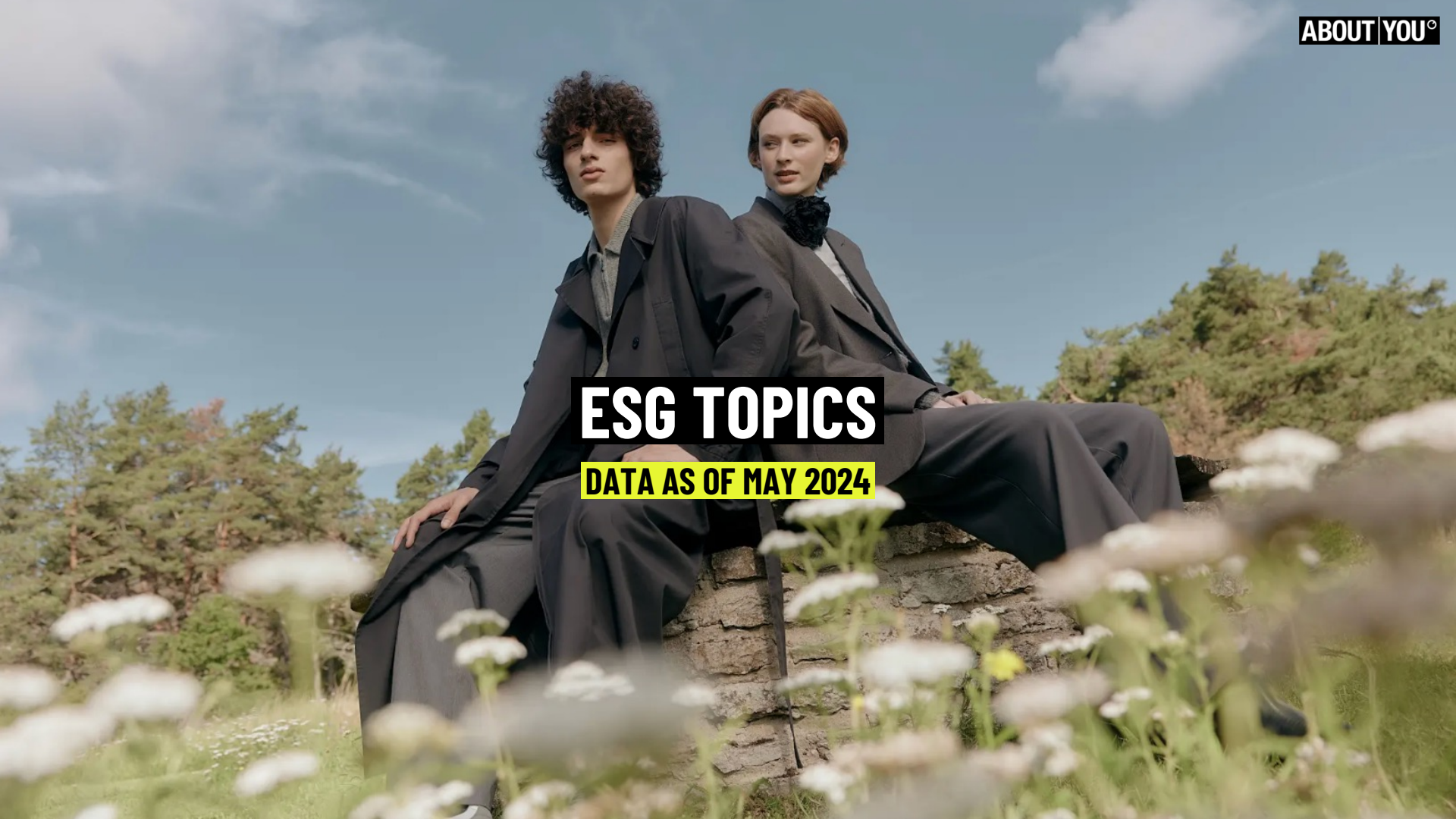
EFFICIENCY MEASURES

**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

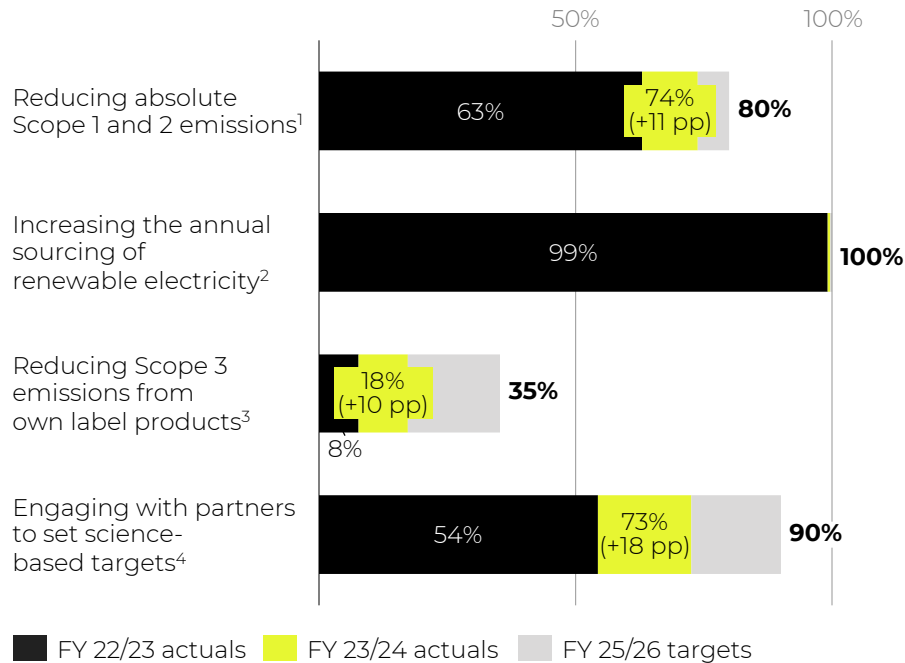
- The Co-CEO Operations and Finance oversees the execution of our ESG strategy
- Sustainability capacities are integrated into process-owning business units in our matrix organization
- The Corporate Sustainability team is responsible for topics spanning multiple teams as well as guidance and structure

THE ESG DUE DILIGENCE FRAMEWORK OFFERS A STRUCTURED ESG RISK APPROACH

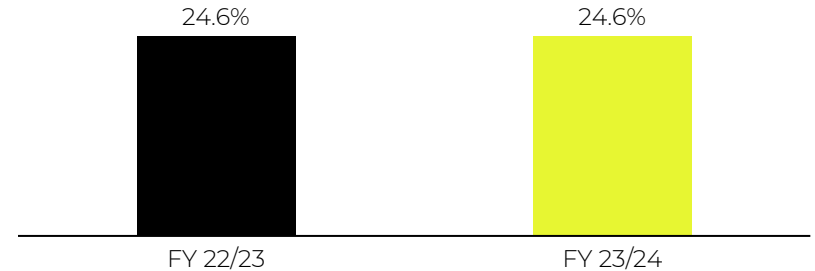


PLANET: PROGRESS IN MANAGING ENVIRONMENTAL IMPACT

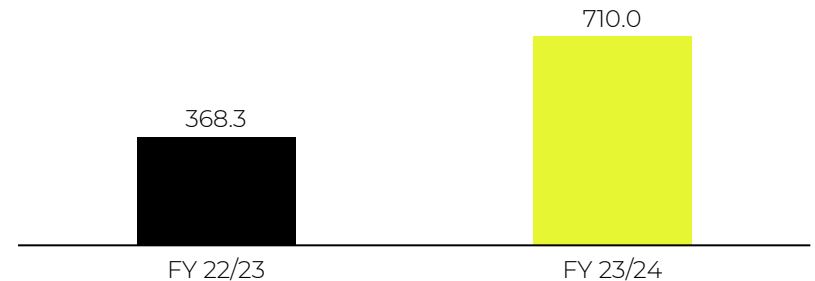
ADVANCES IN OUR SCIENCE-BASED TARGETS



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

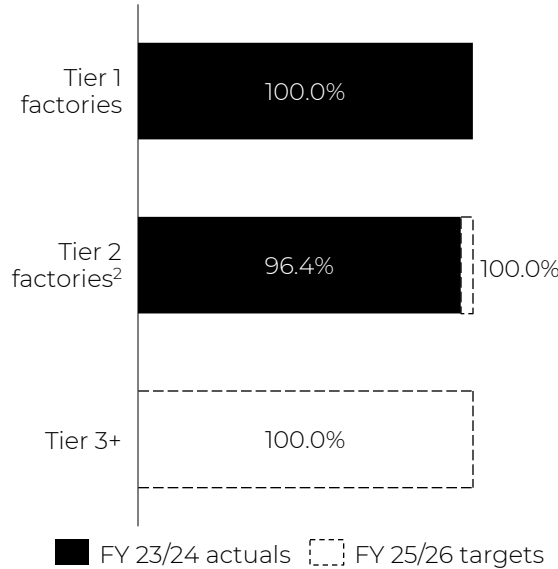
STRONG DE&I¹ METRICS FOR ABOUT YOU EMPLOYEES

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

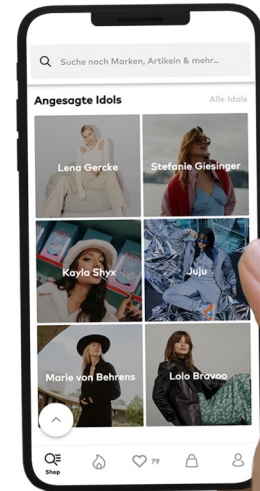
1. DE&I stands for diversity, equity and inclusion; 2. The internal tier 2 factory transparency is 100.0% by total procurement costs via the respective direct supplier. 96.4% of tier 2 factories were published on the Open Supply Hub. Some of the direct suppliers vetoed the publishing of their upstream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

Q1 24/25 BUSINESS AND FINANCIAL UPDATE

DATA AS OF JULY 2024

Q1 24/25 KEY TAKEAWAYS

- 01** Strong uplift in adjusted EBITDA¹ to EUR 15.0m (Q1 23/24: EUR 4.2m) and continued Group revenue growth of 2.2% to EUR 518.3m in Q1 24/25
- 02** Further increase in the average order value LTM² to EUR 58.5 (Q1 23/24: EUR 54.8) due to positive effects from measures to improve unit economics as well as higher gross selling prices and lower discount levels
- 03** Gross margin increased by 380 basis points to 43.2%, resulting from positive mix effects, an improved inventory position, and lower promotional intensity in the fashion industry
- 04** Successful execution of the ten-year anniversary campaign led to an increase in the marketing cost-to-revenue ratio by 160 basis points YoY - in line with the strategic decision to increase marketing to drive brand awareness and growth
- 05** High positive free cash flow generation of EUR 46.0m (Q1 23/24: EUR 10.8m) due to the improved EBITDA, reduced inventory levels, and lower CAPEX
- 06** Guidance for FY 24/25 reiterated: Expected to grow Group revenue between +1% and +10% YoY and increase adjusted EBITDA¹ to a range of EUR 10m to EUR 30m

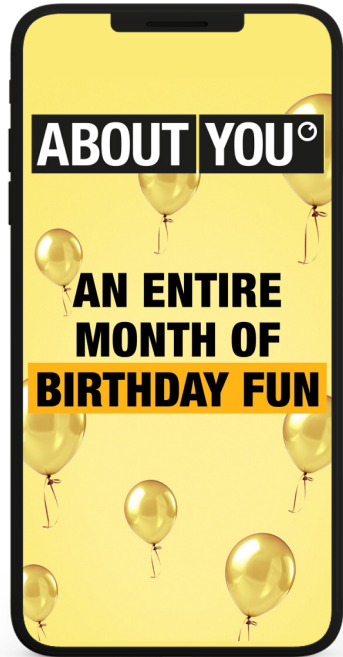


1. EBITDA adjusted for (i) equity-settled share-based compensation expenses, (ii) restructuring costs, and (iii) one-time effects; 2. LTM: last twelve months

ABOUT YOU CELEBRATED ITS TEN-YEAR ANNIVERSARY



ANNIVERSARY MONTH IN A NUTSHELL



CONTENT CREATORS INVOLVED

>190

GROSS CONTACTS REACHED VIA TV¹

>400M

NEWSLETTERS SENT

>120M

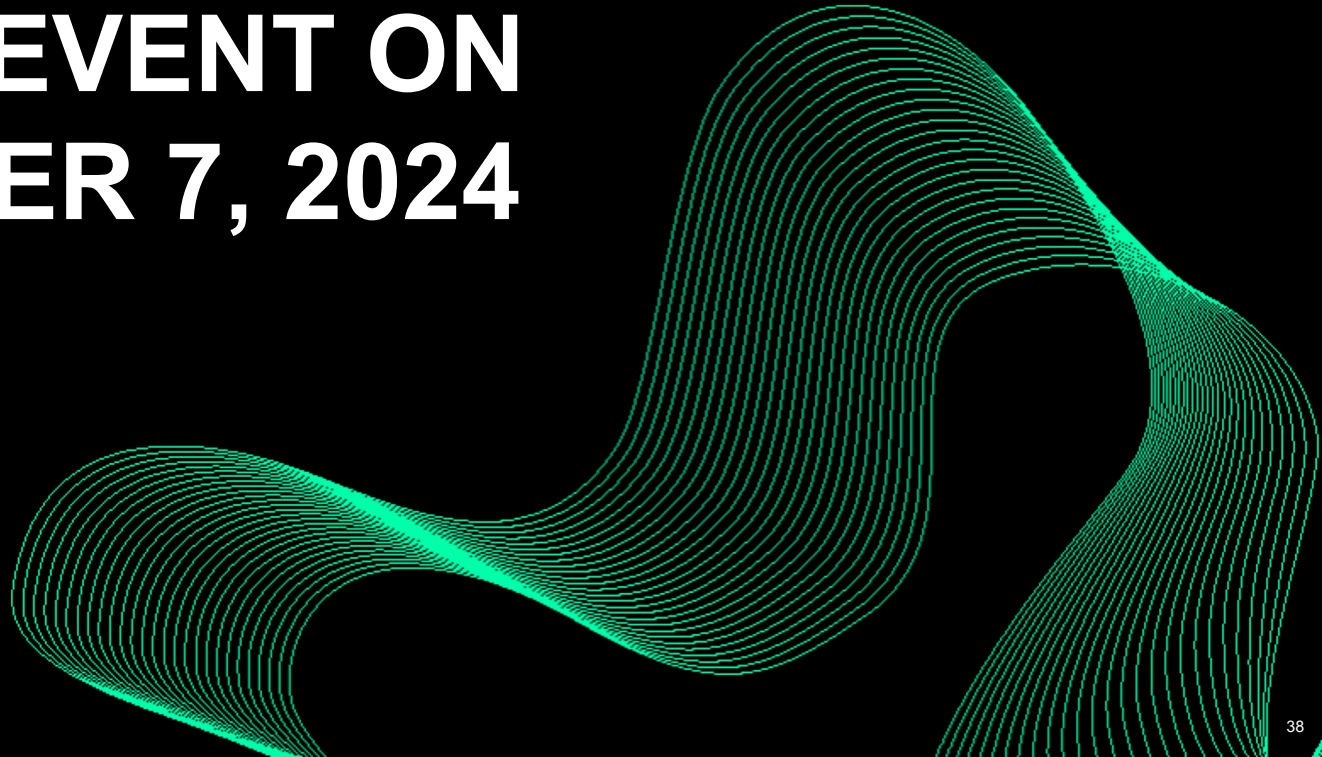
POSTS AND THEIR ORGANIC VIEWS

>130 | >5M

1. Within ABOUT YOU's target group

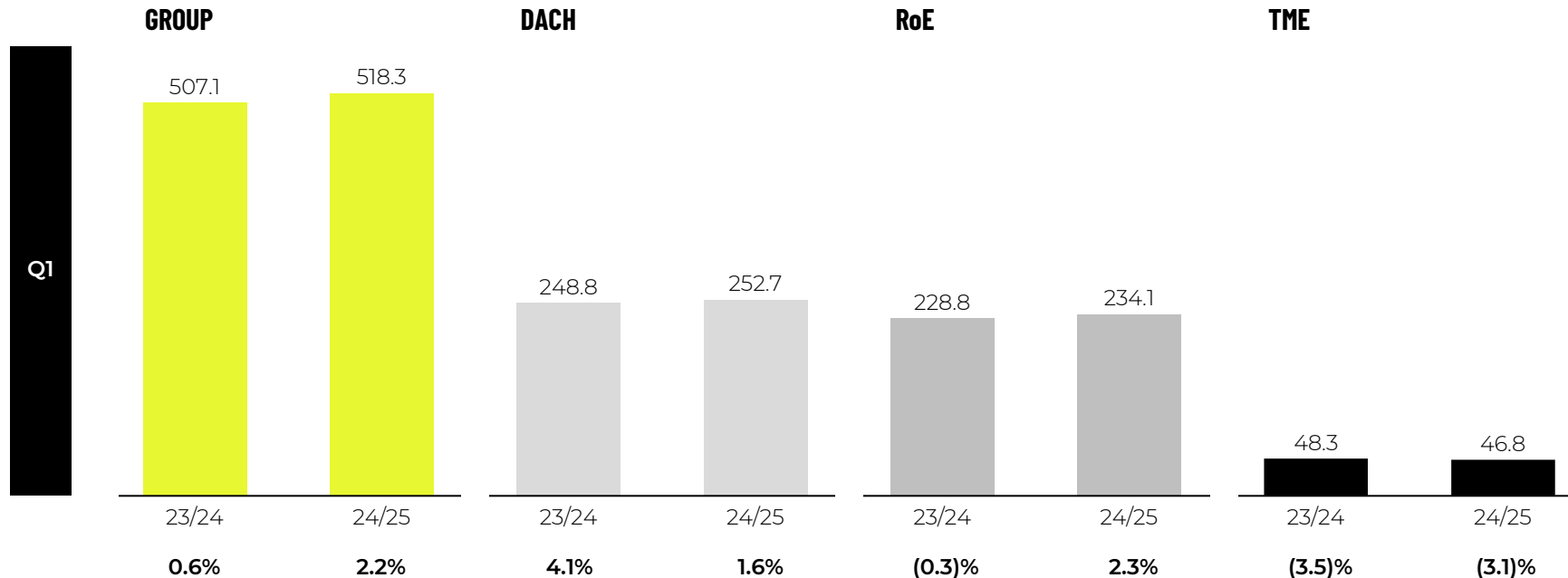
STAY TUNED FOR OUR STAND-ALONE

SCAYLE EVENT ON NOVEMBER 7, 2024



CONTINUED GROUP REVENUE GROWTH DRIVEN BY COMMERCE SEGMENTS

REVENUE¹ (EUR M) - % GROWTH YOY



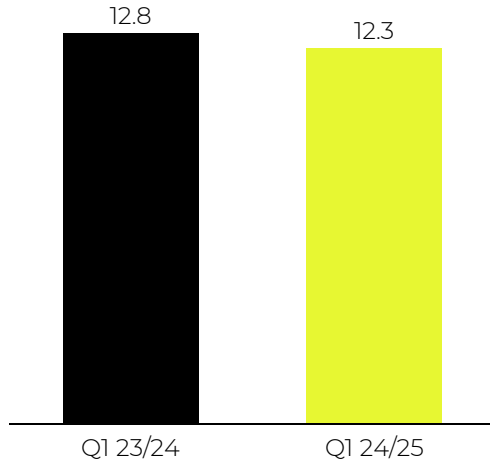
Note: Q1 24/25 ending on May 31, 2024; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR -15.2m for Q1 24/25 and EUR -18.7m for Q1 23/24

INCREASE IN AOV COMPENSATES FOR SLIGHT DECLINE IN AOF AND LTM ACTIVE CUSTOMERS

ABOUT YOU COMMERCE (ABOUT YOU DACH + ROE), Q1 24/25 (LTM)

TOTAL ACTIVE CUSTOMERS¹
(M)

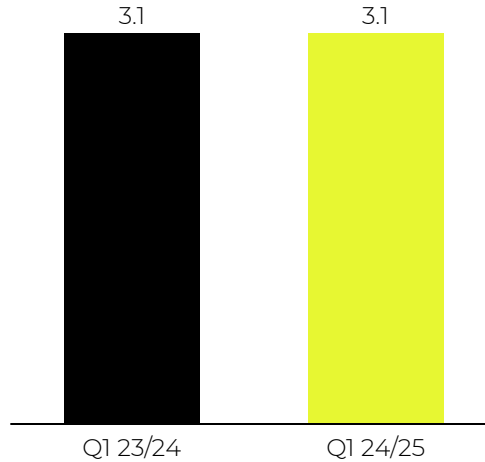


% growth YoY

8.6%

(4.4)%

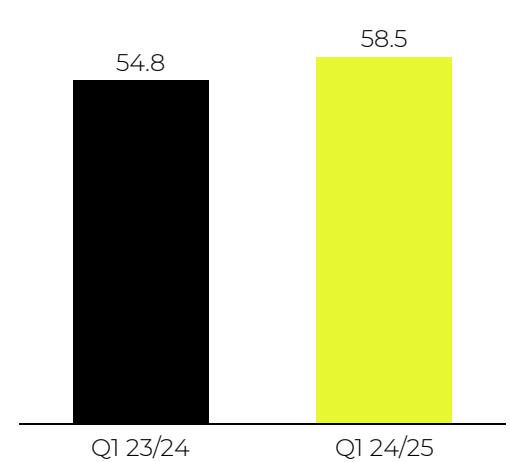
AVERAGE ORDER FREQUENCY²
(#)



4.6%

(0.5)%

AVERAGE ORDER VALUE³
(EUR)



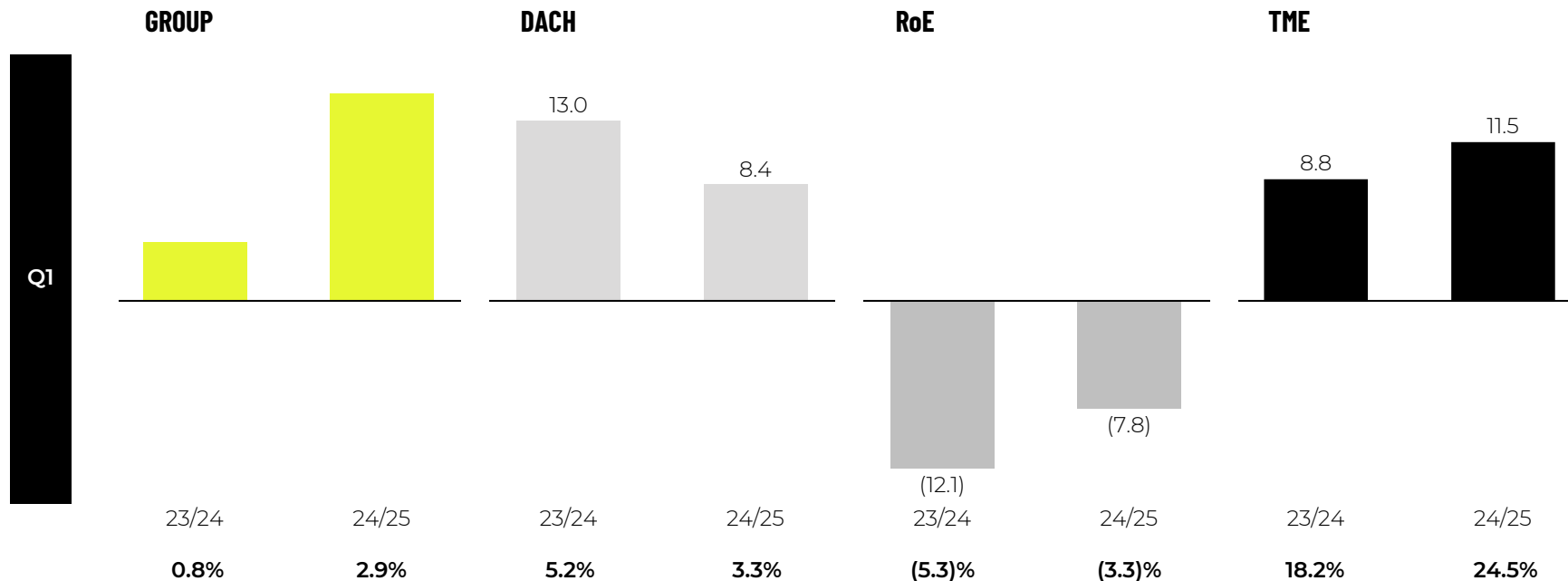
(3.5)%

6.7%

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

STRONG GROUP MARGIN IMPROVEMENT

ADJUSTED EBITDA¹ (EUR M) - % MARGIN



Note: Q1 24/25 ending on May 31, 2024; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group adjusted EBITDA of EUR 3.0m for Q1 24/25 and EUR -5.5m for Q1 23/24; EBITDA adjusted for (i) equity-settled share-based compensation expenses (Q1 24/25: EUR -5.5m) and (ii) one-time effects (Q1 24/25: EUR -0.4m)

EXPANSION IN GROSS MARGIN DRIVES ADJUSTED EBITDA INCREASE

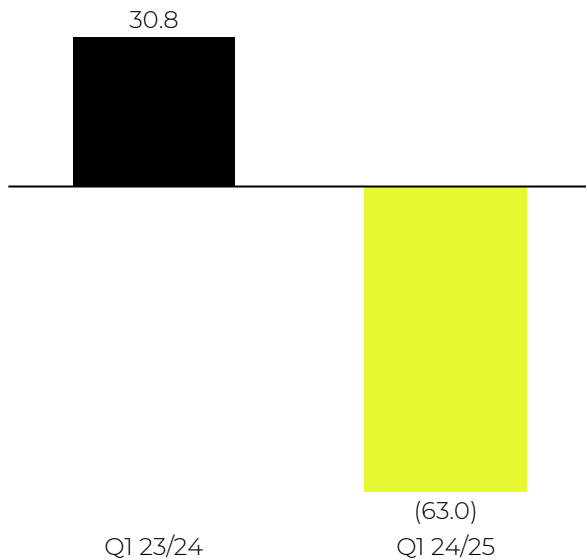
ABOUT YOU GROUP'S KEY MARGIN AND COST LINES

	Q1		
	23/24	24/25	YoY delta
% of revenue			
Gross margin¹	39.5%	43.2%	3.8pp
(-) Fulfillment costs¹	23.8%	24.2%	0.4pp
(-) Marketing costs¹	10.1%	11.7%	1.6pp
(-) Administrative expenses¹	4.8%	4.5%	(0.3)pp
Adjusted EBITDA margin	0.8%	2.9%	2.1pp

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

NET WORKING CAPITAL RETURNS TO NEGATIVE TERRITORY REFLECTING OPTIMIZATION MEASURES

NET WORKING CAPITAL¹ (EUR M)

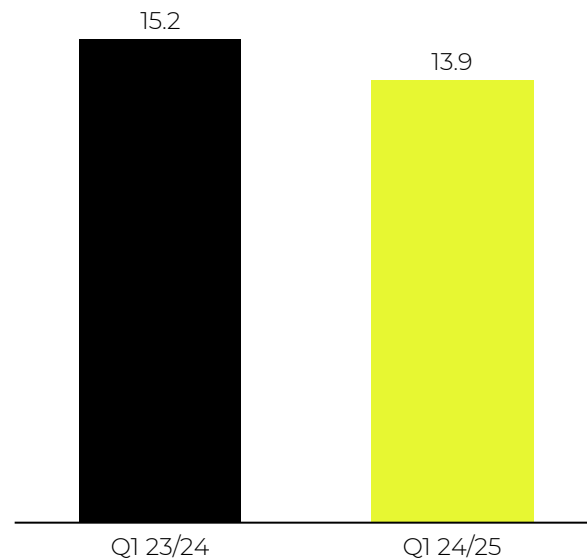


% of revenue LTM

1.6%

(3.2)%

CAPITAL EXPENDITURES² (EUR M)



% of revenue

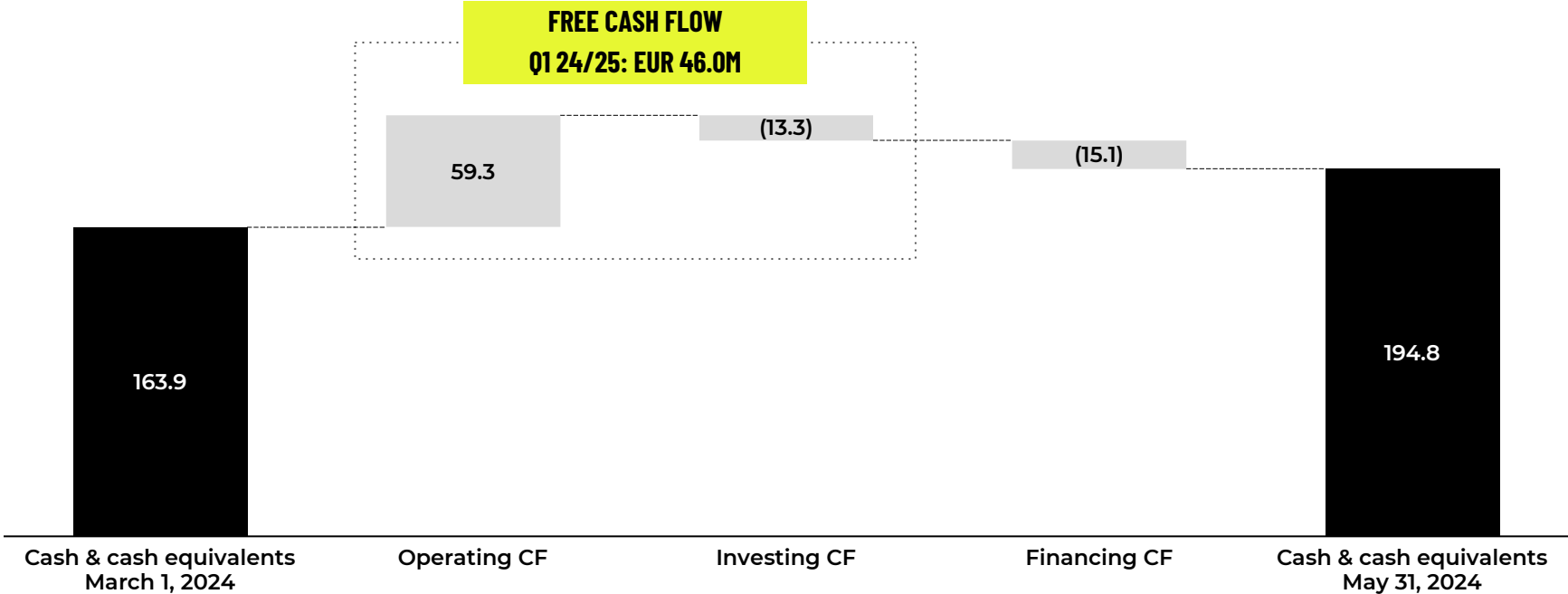
3.0%

2.7%

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 (Q1 24/25: EUR -8.7m; Q1 23/24: EUR -9.2m), acquisition of company shares (Q1 24/25: EUR 0.0m; Q1 23/24: EUR 0.0m), working capital loans for holdings in influencer brands and incubators (Q1 24/25: EUR -5.3m; Q1 23/24: EUR -6.5m)

STRONG FREE CASH FLOW GENERATION DRIVEN BY IMPROVEMENT IN OPERATING BUSINESS

LIQUIDITY POSITION - MAY 31, 2024 (EUR M)



FY 24/25 GUIDANCE CONFIRMED

GUIDANCE FOR FY 24/25

REVENUE	+1% to +10% YoY range
ADJUSTED EBITDA	EUR 10m to EUR 30m
CAPEX¹ & NET WORKING CAPITAL	CAPEX of EUR 30m to EUR 50m and negative net working capital

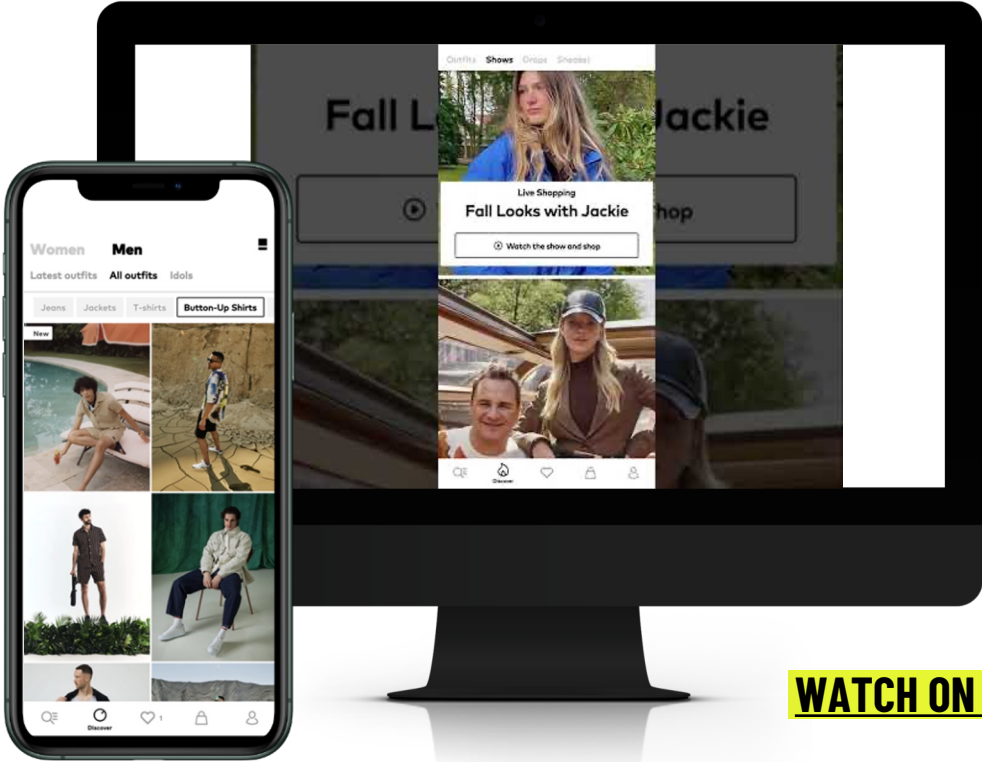
The current guidance is partially dependent on the duration, intensity, and outcome of external events.

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 pink and red roses to the right. The background shows other stalls and a building with a tower under a dark sky. The word "APPENDIX" is overlaid in a black box with white text across the man's chest.

APPENDIX

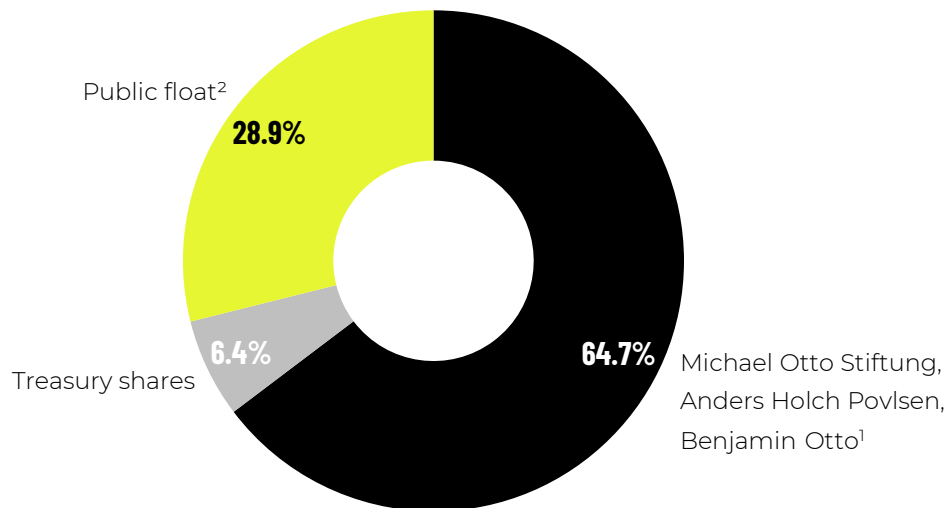
THE ABOUT YOU APP DEMO



WATCH ON YOUTUBE

THE ABOUT YOU SHARE

SHAREHOLDER STRUCTURE



Note: Structure as of February 29, 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)

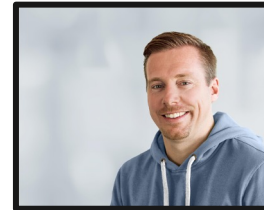
Member of the
administrative council
at Emmi and Optikart



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

10/10/2024

H1 24/25 INTERIM FINANCIAL REPORT

1/9/2025

Q3 24/25 QUARTERLY STATEMENT

5/8/2025

ANNUAL REPORT FY 24/25



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