



ABOUT YOU[®]

COMPANY PRESENTATION

January 2025

It's ABOUT YOU | aboutyou.com

AGENDA

01

COMPANY HIGHLIGHTS

02

ESG TOPICS

03

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



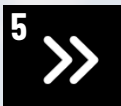
SERVICES: UNIQUE MEDIA AND ENABLING PRODUCTS MONETIZING OUR REACH AND FULFILLMENT ASSETS

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

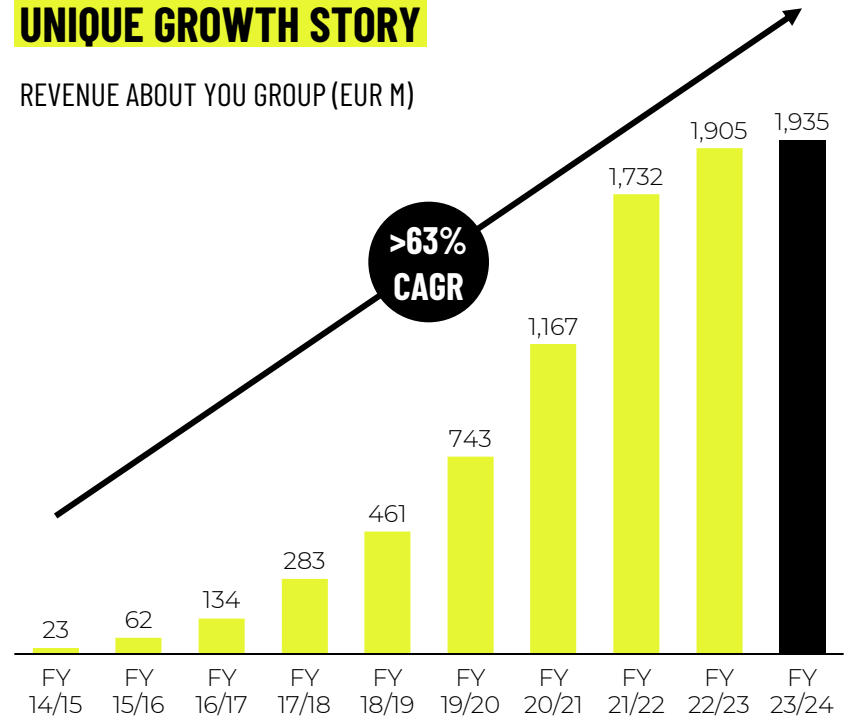


SEBASTIAN BETZ

Co-Founder & Co-CEO,
Tech & Product

UNIQUE GROWTH STORY

REVENUE ABOUT YOU GROUP (EUR M)

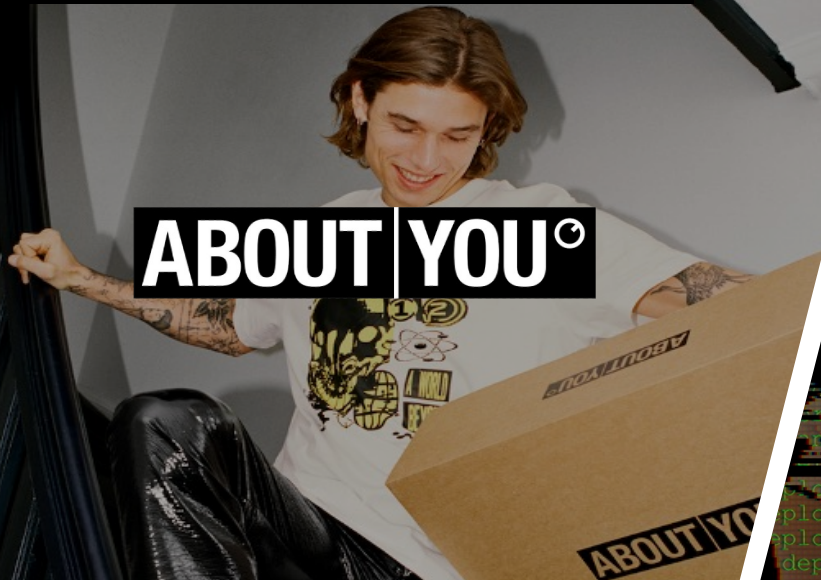




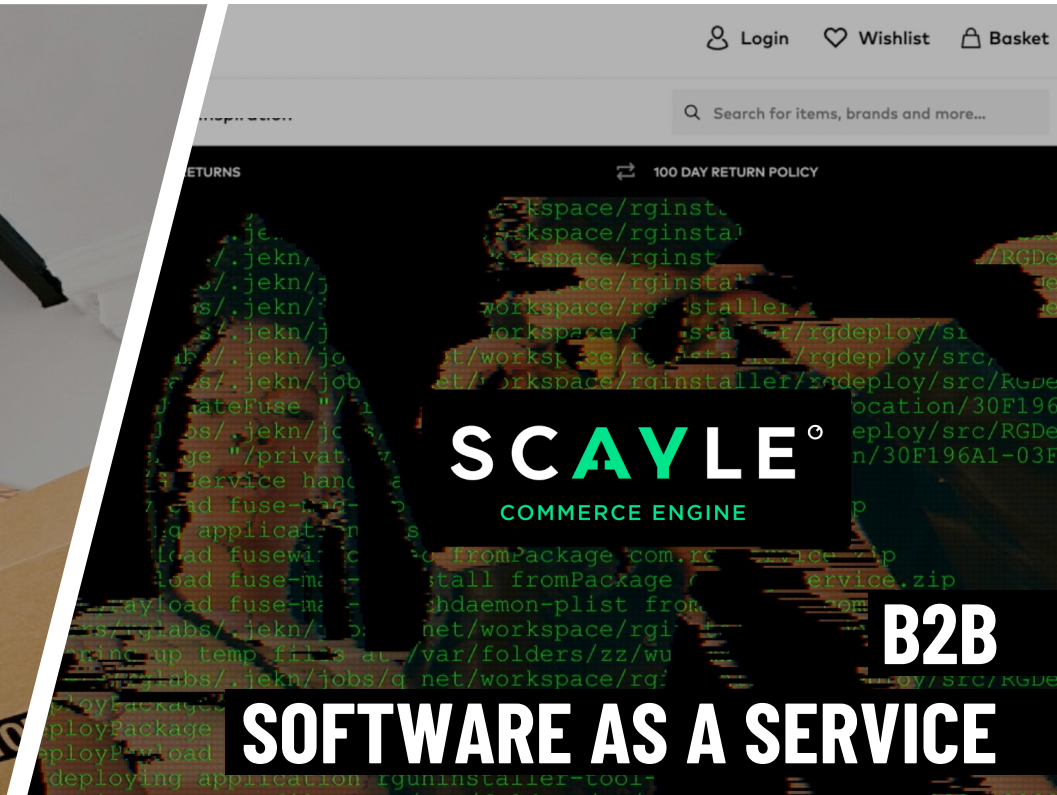
VISION TO BECOME THE GLOBAL #1 FASHION PLATFORM

B2C

ONLINE FASHION STORE



ABOUT YOU[®]



SCAYLE[®]
COMMERCE ENGINE

B2B

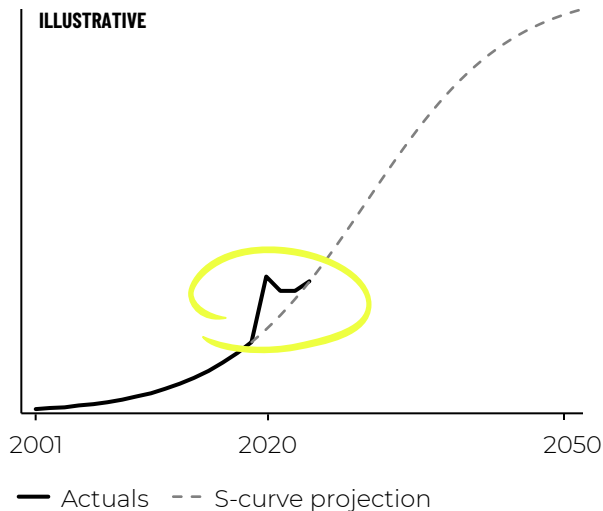
SOFTWARE AS A SERVICE



CHANNEL SHIFT TAILWINDS GET BACK INTO SHAPE

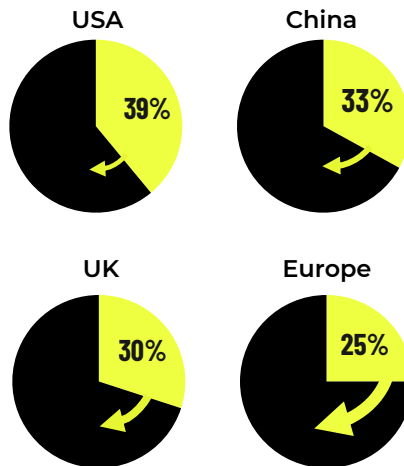
MARKET RETURNING TO GROWTH

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



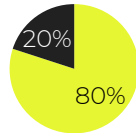
PUSHING FORWARD WITH OUR UNIQUE ASSETS

YOUNG CUSTOMER BASE

~12M

Active customers LTM

Customer age



INFLUENCER-LED DISCOVERY

>1,000

Collabs/month



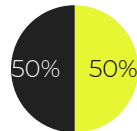
>25,000

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[®]

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



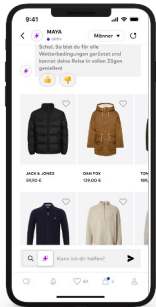
C OPERATING MODEL EXTENSION



BUILDING THE MOST COMPLETE FASHION PLATFORM IN EUROPE

2 A NEXT LEVEL ENGAGEMENT ENABLED BY AI

EXEMPLARY COMMERCE ENGAGEMENT INITIATIVES FOR FY 24/25

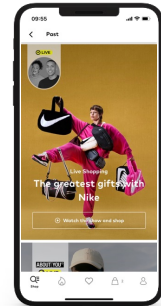


PERSONALIZED ACCESS

- AI shopping assistants
- 3D size & fit features

ENRICHED CONTENT

- GenAI editorials
- Live shopping

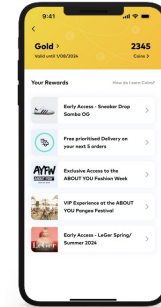


SMART PROMOTIONS

- 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	Grow 3P GMV shares
OWNERSHIP	ABOUT YOU ^o	ABOUT YOU ^o	Partner	Partner	Partner	Partner	Enable brand D2C
FULFILLMENT	ABOUT YOU ^o	ABOUT YOU ^o	ABOUT YOU ^o	Partner	ABOUT YOU ^o	Partner	Improve seller dynamics
SELLER	ABOUT YOU ^o	ABOUT YOU ^o	ABOUT YOU ^o	ABOUT YOU ^o	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	



STRENGTHENED DIFFERENTIATION FOR ABOUT YOU

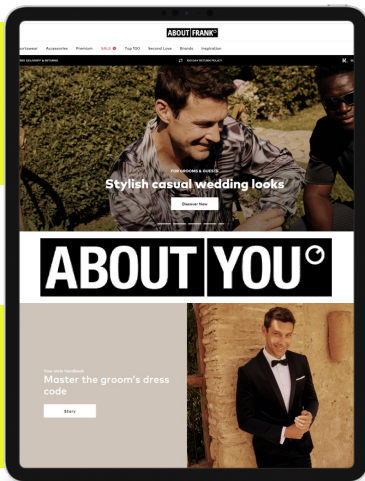
DIFFERENTIATION POTENTIAL - REASONS FOR CUSTOMERS TO SHOP ON ABOUT YOU[®]

MULTI-CATEGORY UNIVERSALIST

- Fashion credibility
- Discovery elements

CROSS-BORDER SPECIALISTS

- Branded fashion offering
- Sustainable convenience



- Complete fashion offering
- Engagement drivers

- Multi-brand experience
- Engagement drivers

MULTI-BRAND FASHION PLATFORMS

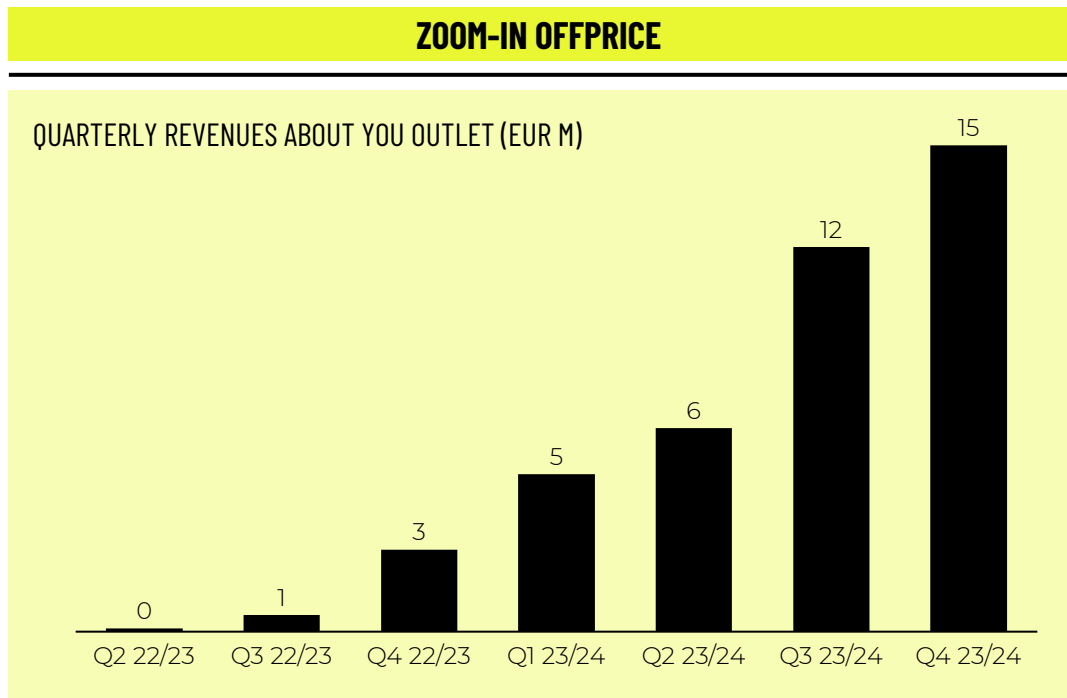
VERTICAL MULTI-CHANNEL BRANDS



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>

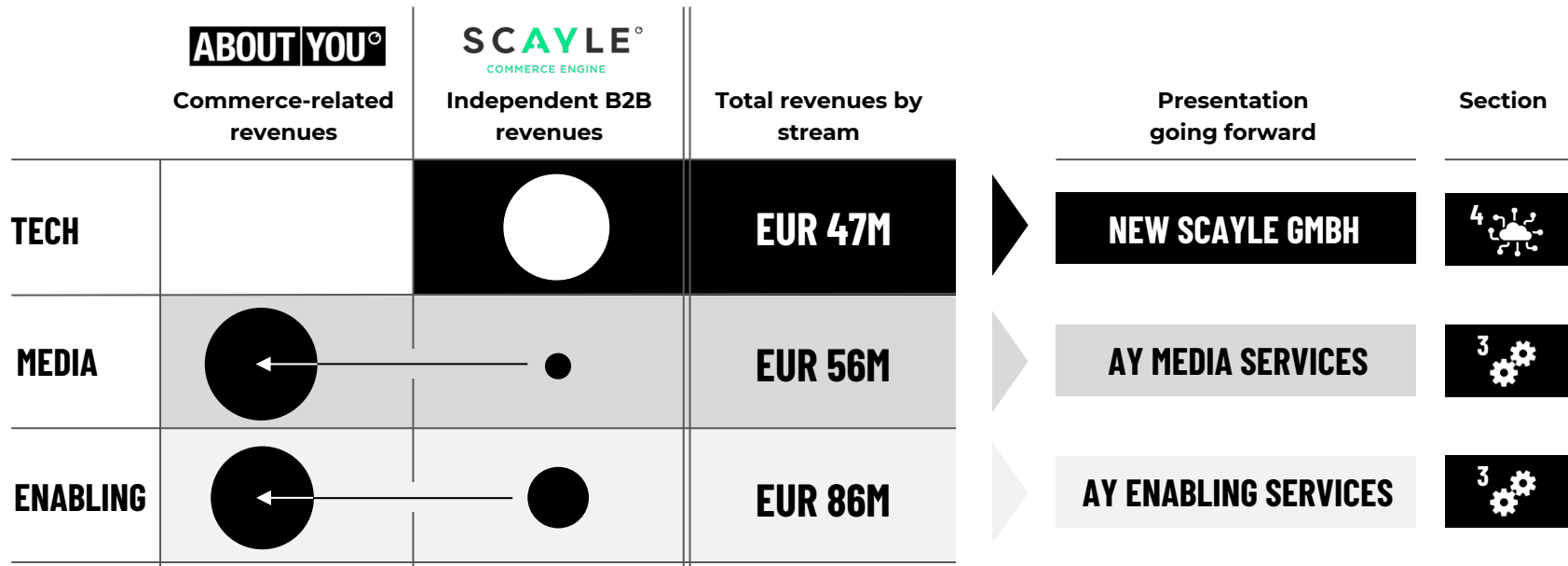




SCAYLE SPIN-OFF IMPLIES A NEW SPLIT FOR TME

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

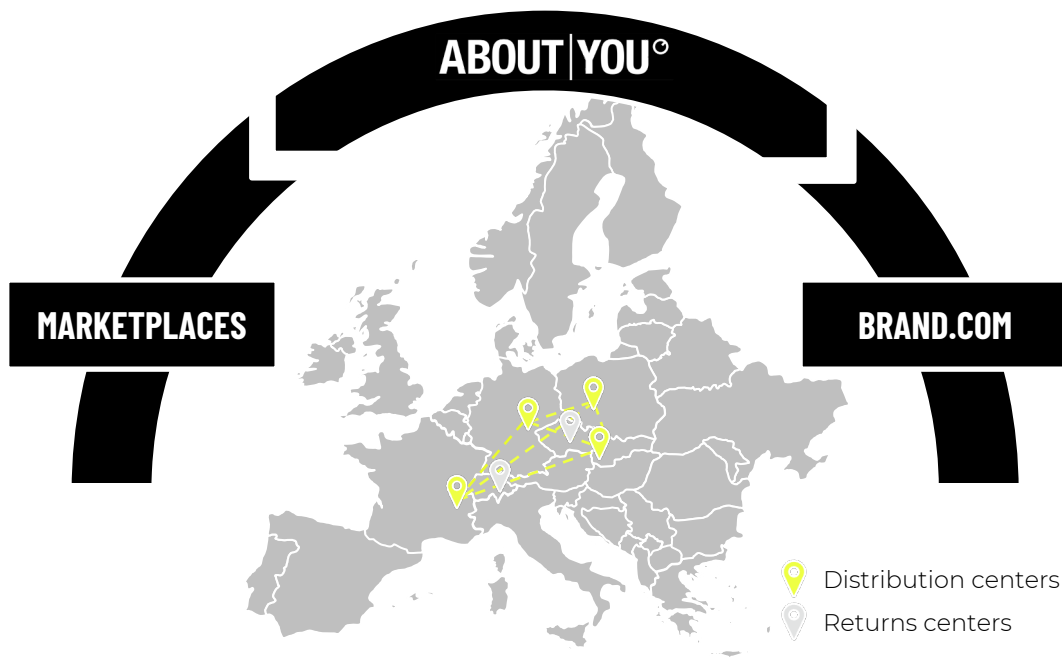


MORE CLIENTS	HIGHER CLIENT-ENGAGEMENT	ENHANCED AD-INVENTORY
OPERATING MODEL EXTENSION	HIGHER 3P SHARE	NEW PRODUCTS
FOOTPRINT EXPANSION	IMPROVED TOOLINGS	MORE TARGETED PLACEMENTS
SALES INITIATIVES	ADVANCED CRM	NEW CHANNELS



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

The collage displays various SCAYLE interfaces:

- Mobile App (Left):** Shows a product page for a 'SCRYLE' jersey with a 'Find the sphere?' search bar and a 'Purchase' button.
- Mobile App (Top Left):** Shows a 'Sphere (SPH)' search results page with a magnifying glass icon.
- Desktop Dashboard (Center):** Titled 'Checkout Insights' for 'ACME Corp.', it features a 'Conversion Funnel' 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

Below the funnel are charts for 'Top Product Categories' (T-shirts, Pants) and 'Payment Method Split'. A 'Conversion Rate' line chart shows a peak of 11.5% on January 5th. At the bottom, summary cards show: Revenue 380K €, Total Orders 21,2K, and Avg. Order Value 18 €.
- Mobile App (Bottom Left):** Shows an 'Active Promotions By Type' donut chart with 417 total promotions and a list of categories like 'Automatic Discounts' (23%), 'Gift Cards' (23%), 'New Arrivals' (20%), 'Flash Sales' (10%), 'Personalized Offers' (10%), and 'Special Offers' (10%).
- Mobile App (Bottom Right):** Shows an 'Order Overview' screen with a 'Store Pickup' map and a 'Pay Now' button.
- Code Snippet (Right):** A snippet of JavaScript code for product management:

```
t = new Product();
t.referenceKey = 'myReferenceKey';
t.name = [
  '_DE' => 'Mein Produkt',
  '_EN' => 'My Product'
];
t.state = 'draft';
t.categories = [
  'shion', 'Women', 'Shirts'
];
t.productId = $
t.product
```

➤ Owned by the ABOUT YOU Holding SE

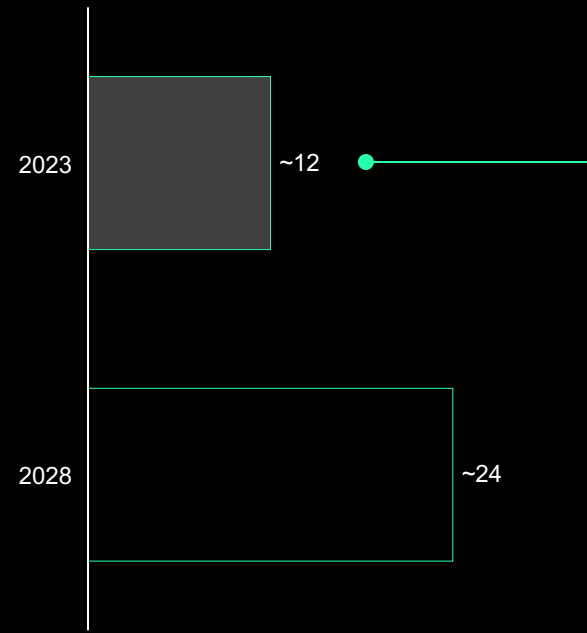
➤ ~300 employees

➤ Headquartered in Hamburg

4 LARGE AND EXPANDING TAM FOR SCAYLE

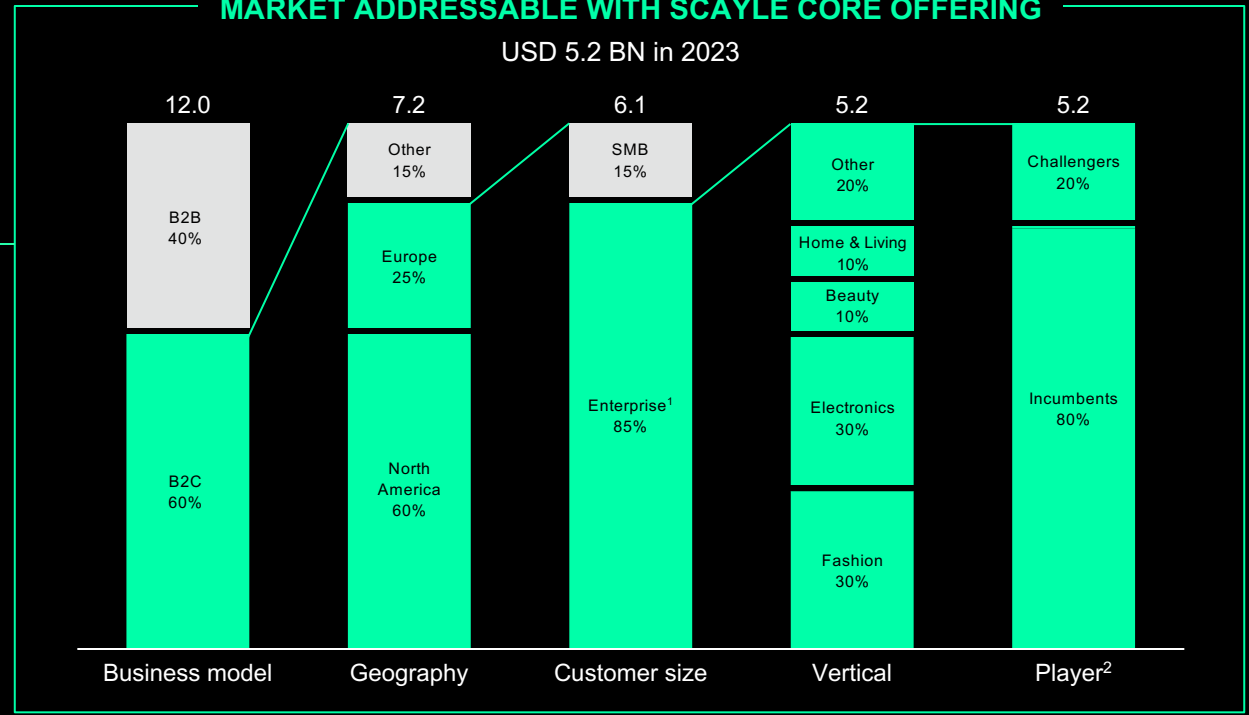
GLOBAL ANNUAL DIGITAL COMMERCE PLATFORM SPEND, USD BN

MARKET GROWTH
~15% CAGR 2023-2028



MARKET ADDRESSABLE WITH SCAYLE CORE OFFERING

USD 5.2 BN in 2023

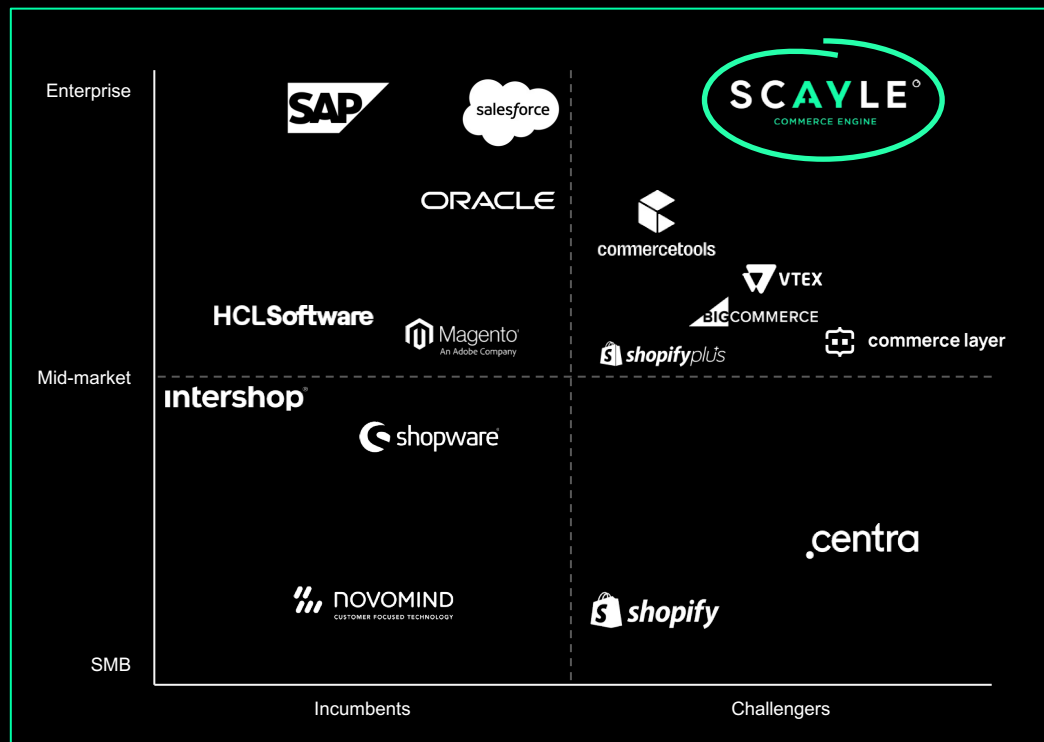


1. Defined as e-commerce revenues larger than EUR 30 million; 2. Incumbents: Platform development started before 2005 | Challengers: Platform development started after 2005; Source: SCAYLE Market Model



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 ON MODERN ARCHITECTURE

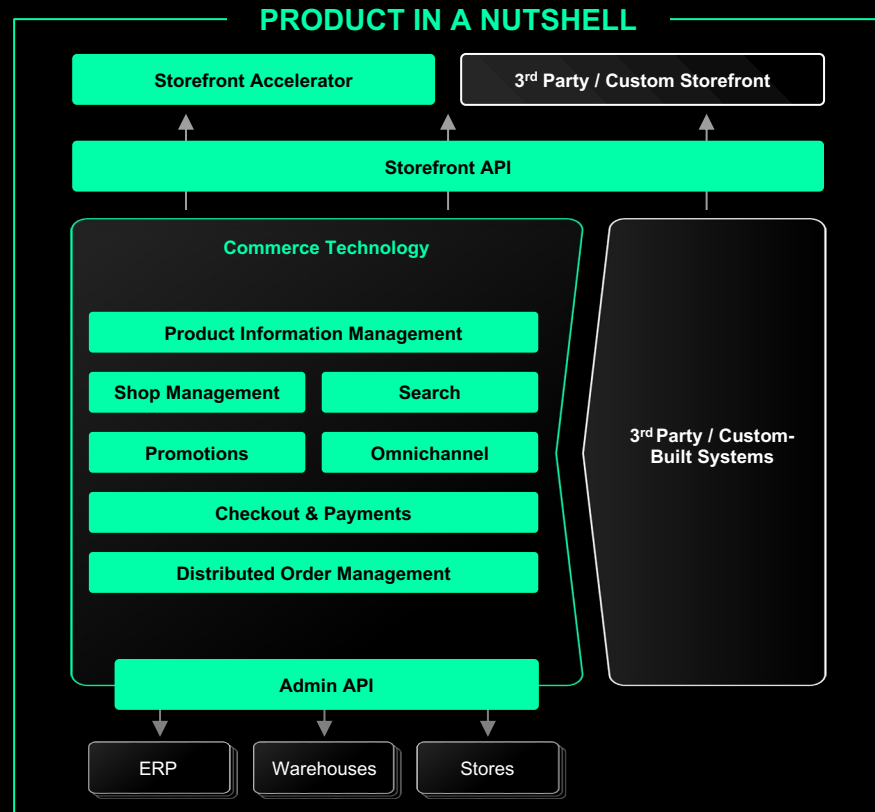
Extensive capabilities to manage complexity

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

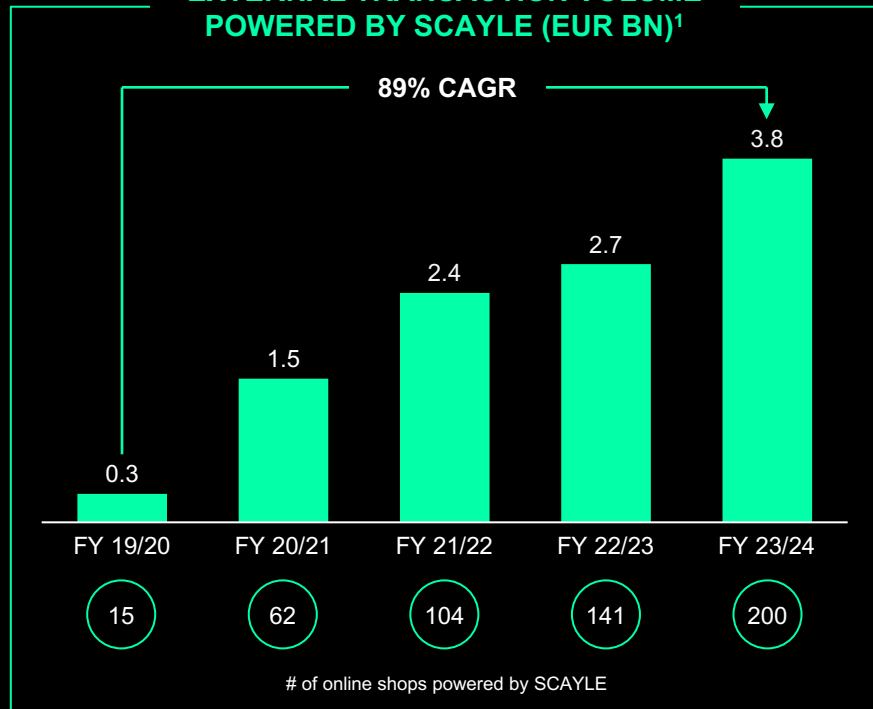




SCAYLE TECH WITH INDUSTRY LEADING KPIS

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

EXTERNAL TRANSACTION VOLUME POWERED BY SCAYLE (EUR BN)¹



CUSTOMER KPIS

0%
Customer churn

~1.6m
Average client SaaS
product ARR²

OPERATIONAL KPIS

~70%
Win rate in competitive
enterprise deals

~80%
ARR² share of total
revenue

85%
Gross margin
of product revenue

FINANCIAL KPIS

>30%
ARR² growth
FY 23/24

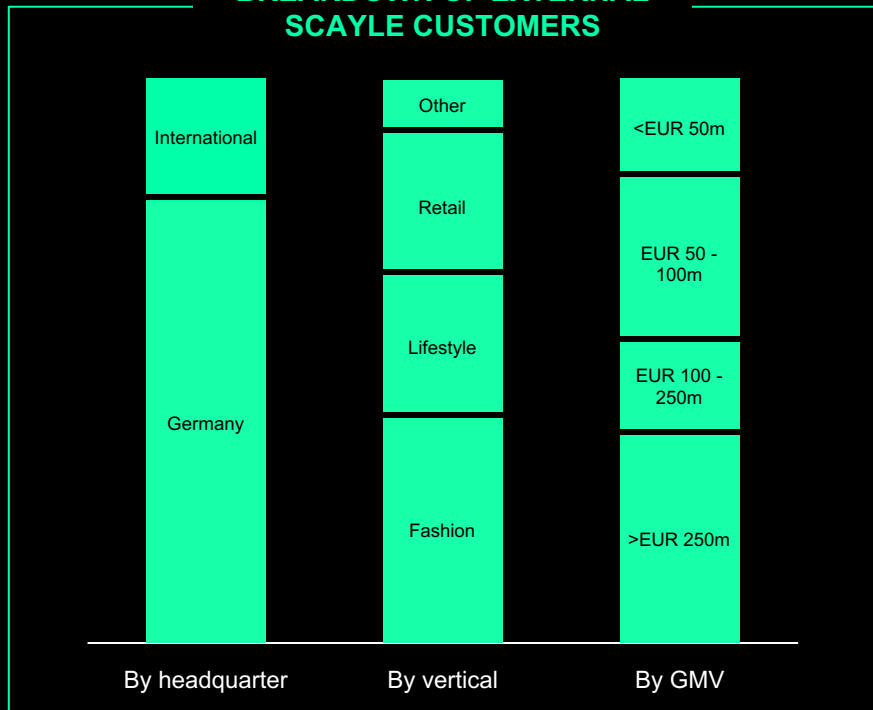
>50%
Adjusted EBITDA margin
FY 23/24

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

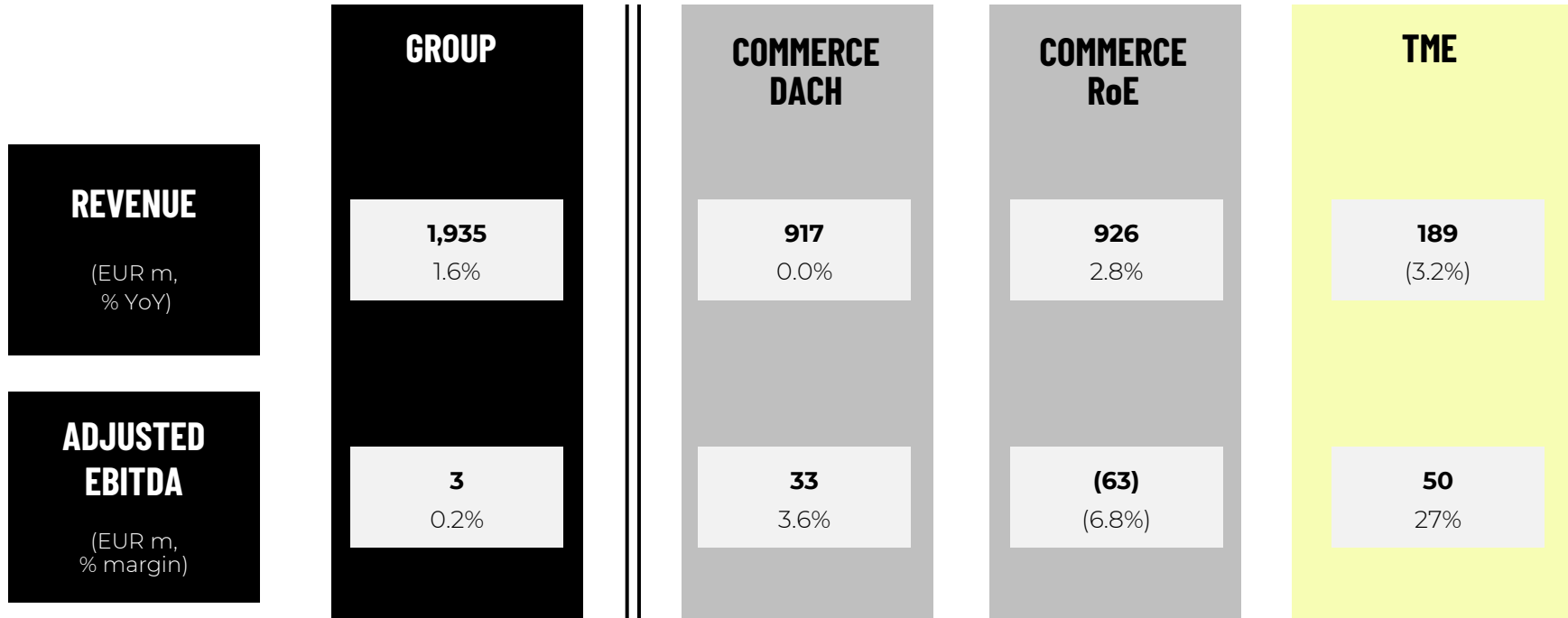


EXPAND THE SAAS PRODUCT

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

PROFITABLE GROUP GROWTH ACHIEVED IN FY 23/24

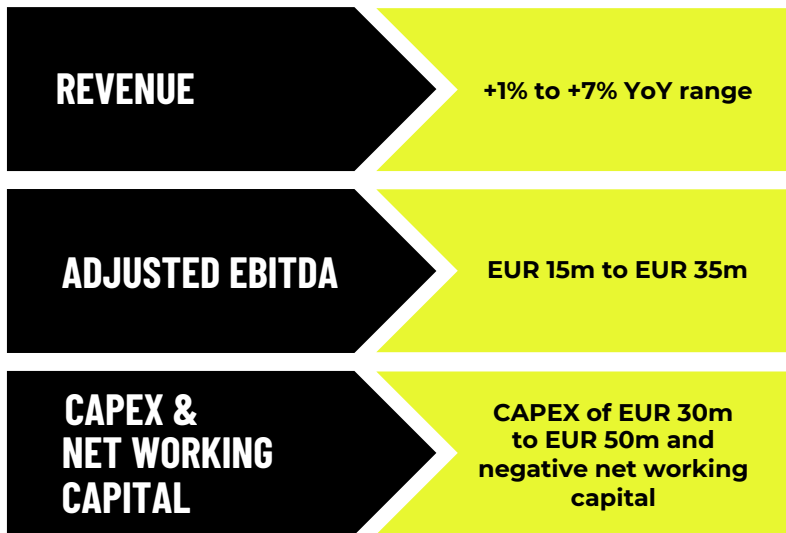
SEGMENT REPORTING AY GROUP¹ - FY 23/24



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

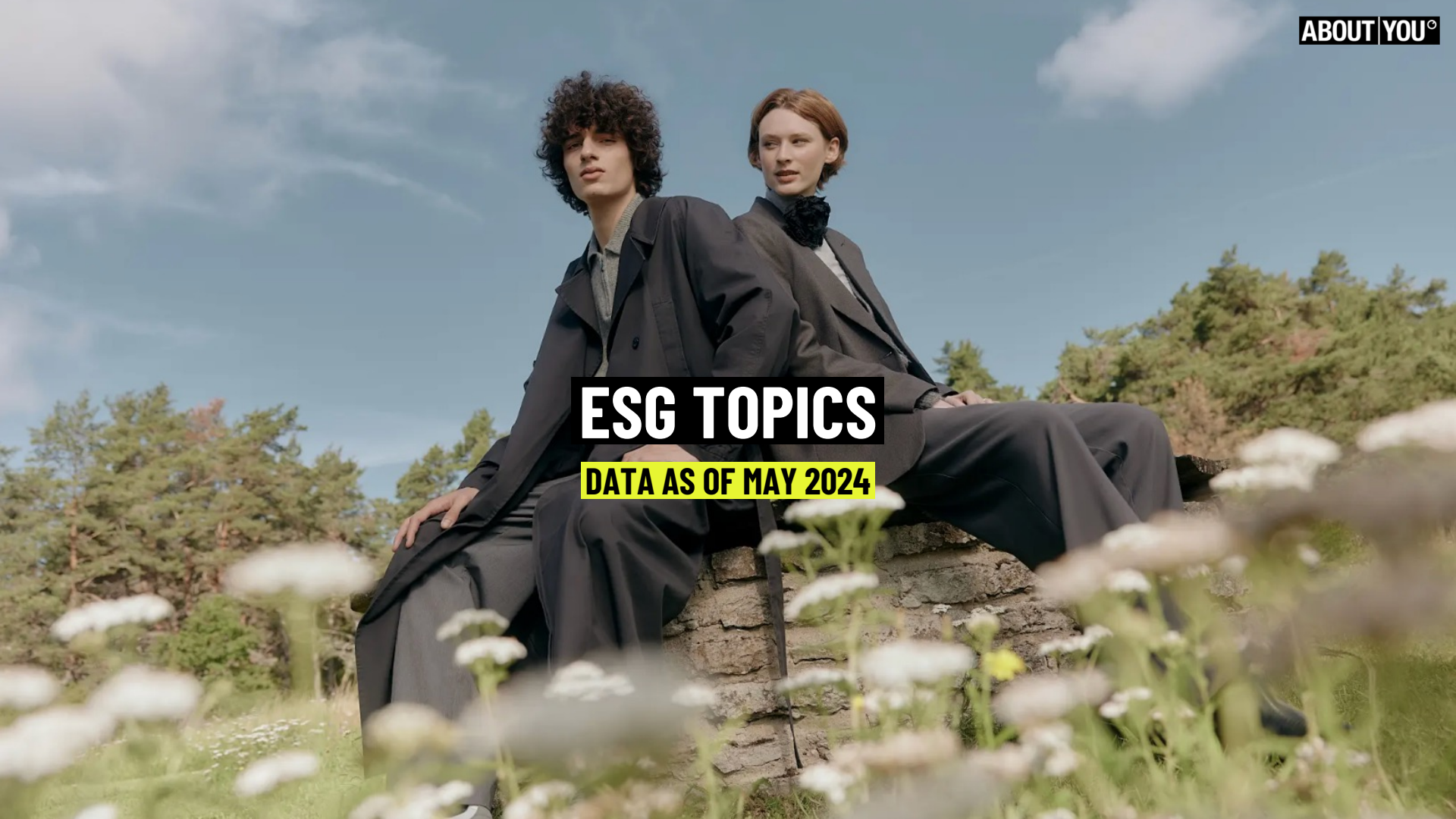
EFFICIENCY MEASURES

**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

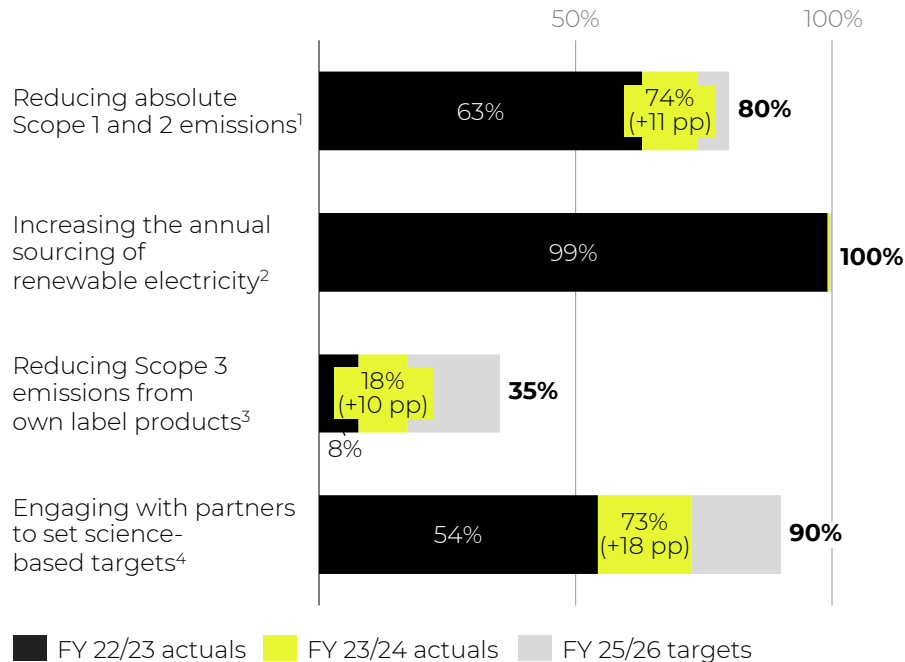
- The Co-CEO Operations and Finance oversees the execution of our ESG strategy
- Sustainability capacities are integrated into process-owning business units in our matrix organization
- The Corporate Sustainability team is responsible for topics spanning multiple teams as well as guidance and structure

THE ESG DUE DILIGENCE FRAMEWORK OFFERS A STRUCTURED ESG RISK APPROACH



PLANET: PROGRESS IN MANAGING ENVIRONMENTAL IMPACT

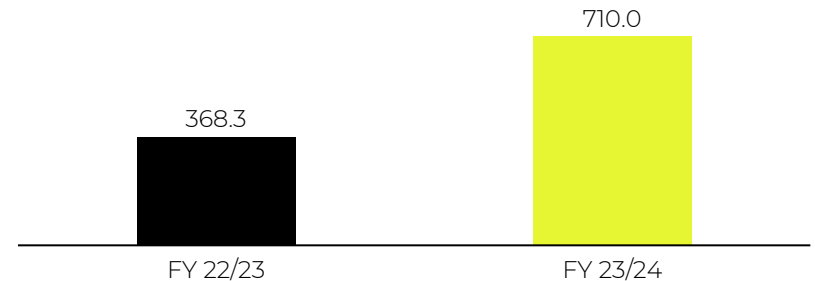
ADVANCES IN OUR SCIENCE-BASED TARGETS



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

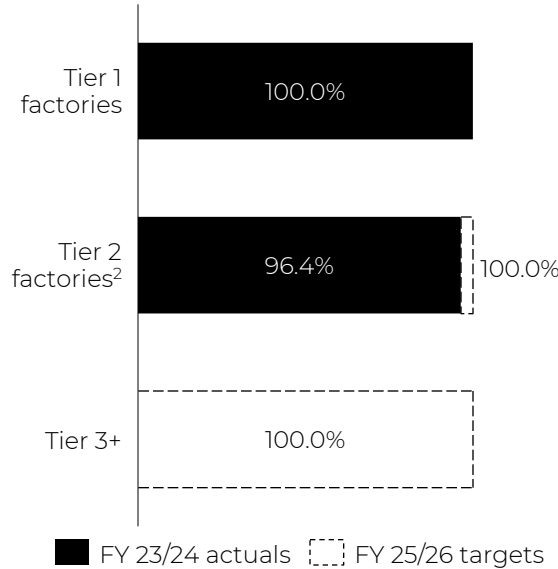
STRONG DE&I¹ METRICS FOR ABOUT YOU EMPLOYEES

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

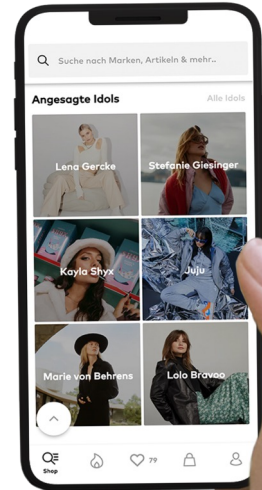
1. DE&I stands for diversity, equity and inclusion; 2. The internal tier 2 factory transparency is 100.0% by total procurement costs via the respective direct supplier. 96.4% of tier 2 factories were published on the Open Supply Hub. Some of the direct suppliers vetoed the publishing of their upstream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

Q3 24/25 BUSINESS AND FINANCIAL UPDATE

DATA AS OF JANUARY 2025

Q3 24/25 KEY TAKEAWAYS

- 01** Zalando announced a public tender offer of EUR 6.50 per share to acquire up to 100% of ABOUT YOU – the public takeover is currently being executed in line with the process outlined in the analyst call on December 11, 2024
- 02** Q3 24/25 Group revenue increased by 1.3% to EUR 558.9m (Q3 23/24: EUR 551.9m), adjusted EBITDA came in at EUR 20.1m (Q3 23/24: EUR 19.8m) – despite Black Weekend peak revenue being shifted to Q4 24/25 under IFRS²
- 03** Commerce LTM¹ active customers returned to growth and increased by 3.0% to 12.8m driven by improved retention and new customer acquisition – the LTM average order value increased further to EUR 59.3 (Q3 23/24: 56.0)
- 04** SCAYLE delivers another successful Q3 24/25 with ARR growth of >30%, continued high profitability levels and strong traction in acquiring new clients internationally
- 05** Strong free cash flow generation for the Group of EUR 123.9m due to improved EBITDA and reduced inventory levels resulting in solid cash balance of EUR 255.9m per end of Q3 24/25 (Q3 23/24: EUR 229.6m)
- 06** Guidance for FY 24/25 confirmed: Expected to grow Group revenue between +1% and +7% YoY and increase adjusted EBITDA² to a range of EUR 15m 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

2. Due to the timing of Black Friday on November 29th, 2024, peak revenues from the Black Weekend will be accounted in Q4 24/25 under IFRS, where revenues are recognized only upon delivery to the customer (impact from elevated shifted revenues into Q4 24/25 is estimated at EUR ~25m IFRS revenues)

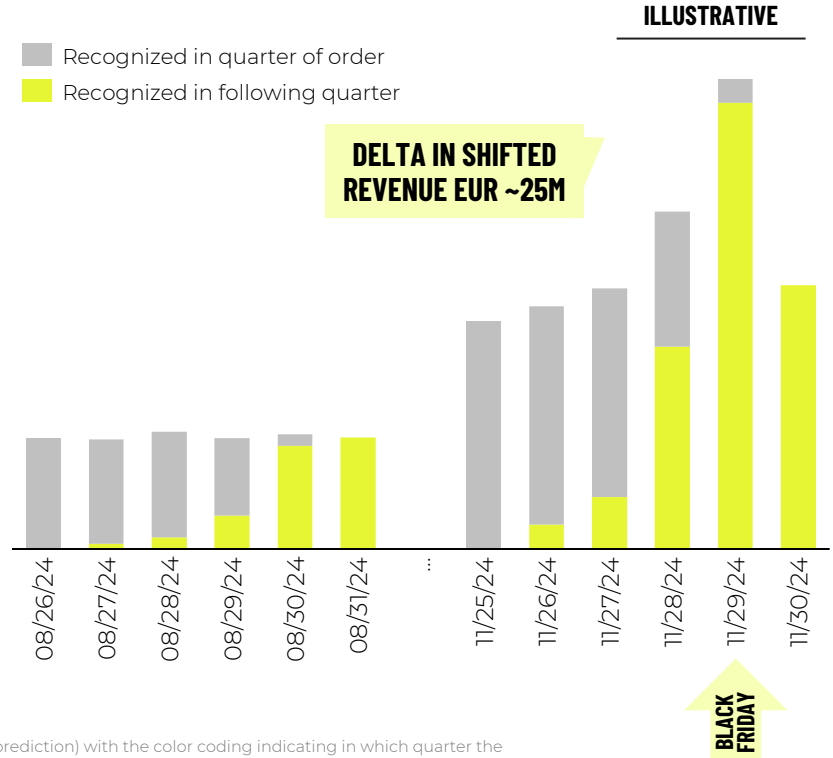
zalando x ABOUT YOU[®]

**ZALANDO ANNOUNCED A
PUBLIC TENDER OFFER OF EUR 6.50 PER SHARE
TO ACQUIRE UP TO 100% OF ABOUT YOU**

BLACK WEEKS CAMPAIGN WITH STRONG PERFORMANCE



GMV PER DAY AND IFRS REVENUE RECOGNITION¹



¹. Chart indicated the GMV per day in all ABOUT YOU shops (i.e. after returns based on management accounts returns prediction) with the color coding indicating in which quarter the respective revenue will be recognized in IFRS (as GMV is recognized upon order whereas IFRS revenue is recognized only upon delivery to the customer)

ABOUT YOU[®]

NETFLIX

ABOUT YOU AND NETFLIX
LAUNCHED A JOINT FASHION BRAND

SCAYLE delivers strong financials and is again recognized by Gartner®

SCAYLE GmbH update - Q3 24/25

~30%

ARR¹ growth
in Q3 24/25 YoY

~85%

Gross margin on ARR¹

~50%

Adjusted EBITDA margin
in Q3 24/25



1. ARR = Annual Recurring Revenues (with SaaS products)

WORLD'S LEADING
LUXURY DEPARTMENT STORE

Harrods

Expansion on track with two lighthouse
enterprise customers going live in record time

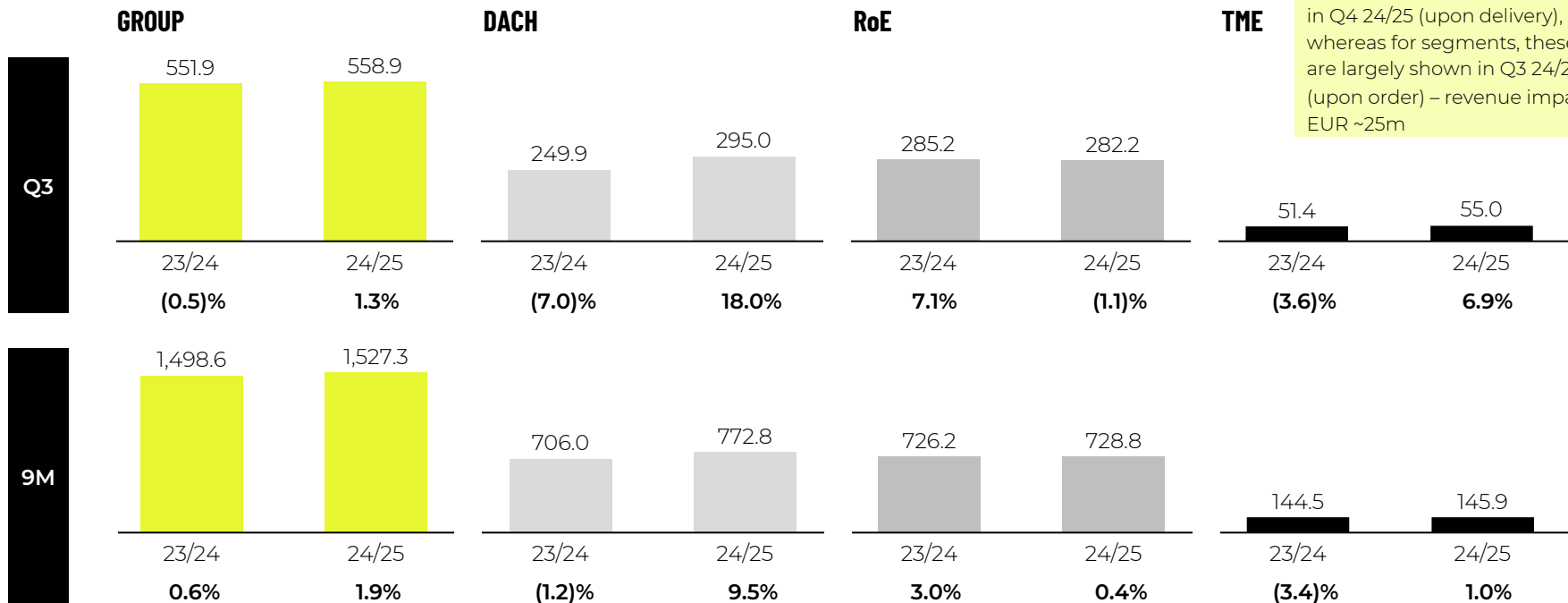
WORLD'S LARGEST
FOOTBALL CLUB



SCAYLE[®]
COMMERCE ENGINE

GROUP REVENUE GROWTH FUELED BY DACH SEGMENT

REVENUE¹ (EUR M) - % GROWTH YOY



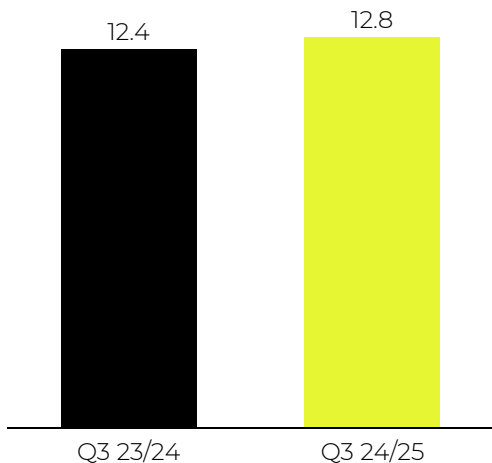
Note:
 For IFRS Group, Black Weekend revenues are shown in Q4 24/25 (upon delivery), whereas for segments, these are largely shown in Q3 24/25 (upon order) – revenue impact EUR ~25m

Note: Q3 24/25 ending on November 30, 2024; financials based on IFRS accounting with reconciliation from segment to Group
 1. Reconciliation from segment to Group revenue of EUR -34.7m for Q3 23/24 and EUR -73.2m for Q3 24/25; EUR -78.0m for 9M 23/24 and EUR -120.1m for 9M 24/25

ACTIVE CUSTOMERS AND AOV DRIVE LTM GMV GROWTH

ABOUT YOU COMMERCE (ABOUT YOU DACH + ROE), Q3 24/25 (LTM)

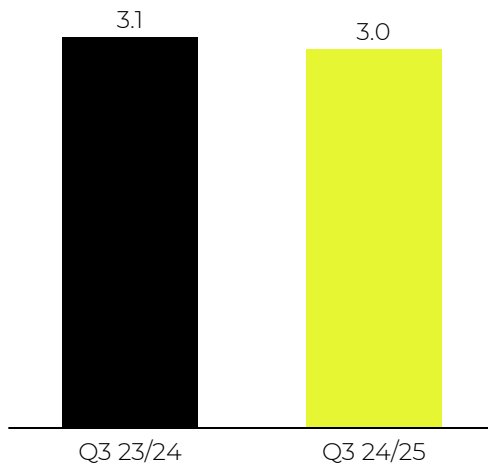
TOTAL ACTIVE CUSTOMERS¹
(M)



% growth YoY
(0.9)%

3.0%

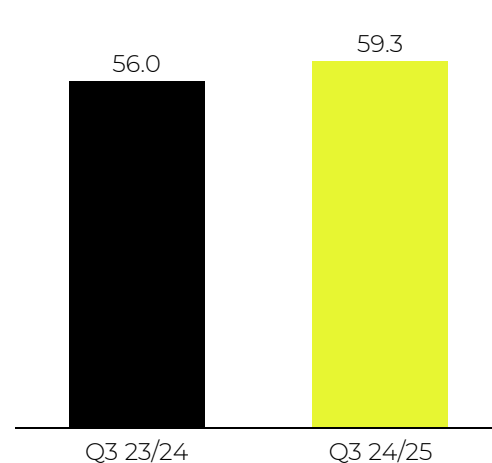
AVERAGE ORDER FREQUENCY²
(#)



1.6%

(2.8)%

AVERAGE ORDER VALUE³
(EUR)



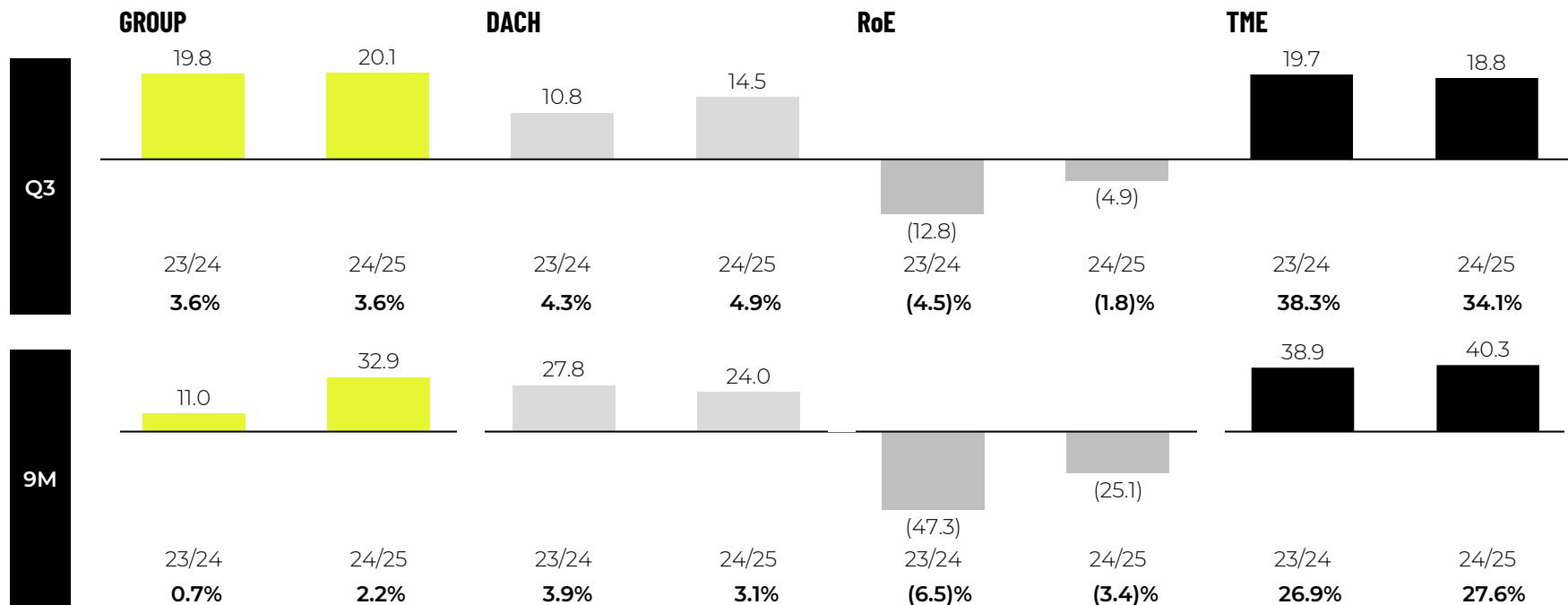
1.2%

5.8%

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

GROUP Q3 24/25 AEBITDA CAME IN AT EUR 20.1M

ADJUSTED EBITDA¹ (EUR M) - % MARGIN



Note Q3 24/25 ending on November 30, 2024; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group adjusted EBITDA of EUR 2.0m for Q3 23/24 and EUR -8.2m for Q3 24/25; EUR -8.4m for 9M 23/24 and EUR -6.3m for 9M 24/25; EBITDA adjusted for (i) equity-settled share-based compensation expenses (Q3 24/25: EUR -2.7m) and (ii) one-time effects (Q3 24/25: EUR -0.4m)

GROSS MARGIN INCREASE AND LOWER ADMIN COSTS COMPENSATE HIGHER FULFILLMENT COSTS

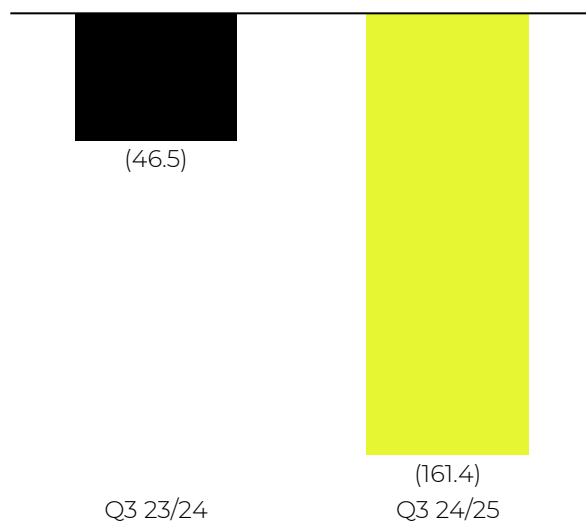
ABOUT YOU GROUP'S KEY MARGIN AND COST LINES

% of revenue	Q3			9M		
	23/24	24/25	YoY delta	23/24	24/25	YoY delta
Gross margin¹	40.3%	42.0%	1.7pp	38.5%	41.2%	2.7pp
(-) Fulfillment costs¹	20.4%	22.6%	2.3pp	22.5%	23.3%	0.8pp
(-) Marketing costs¹	12.4%	12.2%	(0.2)pp	10.6%	11.7%	1.0pp
(-) Admin. expenses¹	4.0%	3.6%	(0.4)pp	4.6%	4.1%	(0.5)pp
Adjusted EBITDA margin	3.6%	3.6%	0.0pp	0.7%	2.2%	1.4pp

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

STRONG IMPROVEMENT IN NWC DUE TO LOWER INVENTORY POSITION AND CUT-OFF EFFECTS

NET WORKING CAPITAL¹ (EUR M)

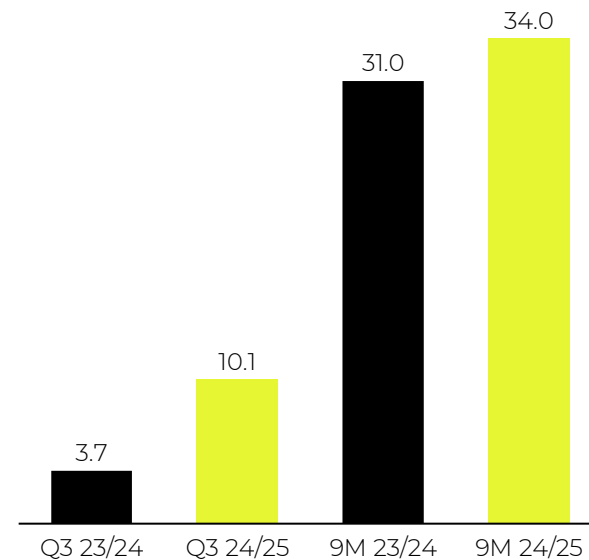


% of revenue LTM

(2.4)%

(8.2)%

CAPITAL EXPENDITURES² (EUR M)



% of revenue

0.7%

1.8%

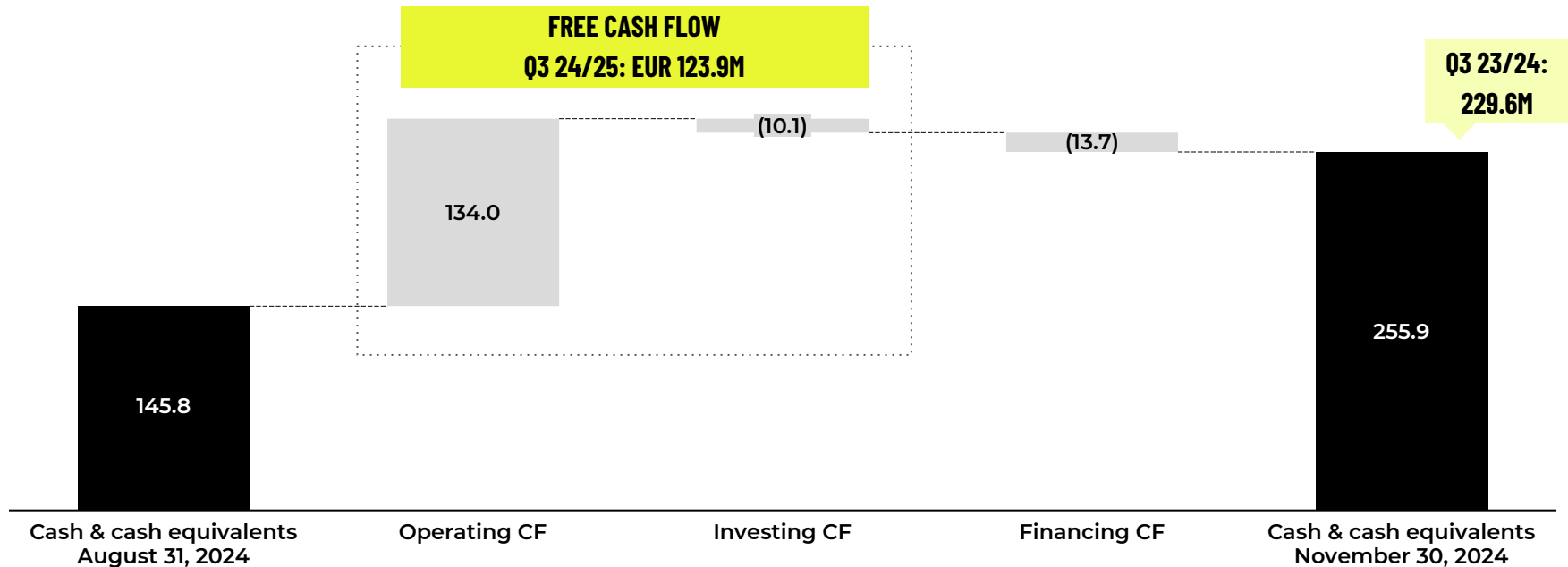
2.1%

2.2%

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 (Q3 23/24: EUR 8.6m; Q3 24/25: EUR 8.8m), acquisition of company shares (Q3 23/24: EUR 0.0m; Q3 24/25: EUR 0.0m), working capital loans for holdings in influencer brands and incubators (Q3 23/24: EUR -4.4m; Q3 24/25: EUR 1.8m), and interest received (Q3 23/24: EUR -0.6m; Q3 24/25: EUR -0.5m)

STRONG FREE CASHFLOW GENERATION RESULTS IN SOLID CASH POSITION

LIQUIDITY POSITION - NOVEMBER 30, 2024 (EUR M)



FY 24/25 GUIDANCE CONFIRMED

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

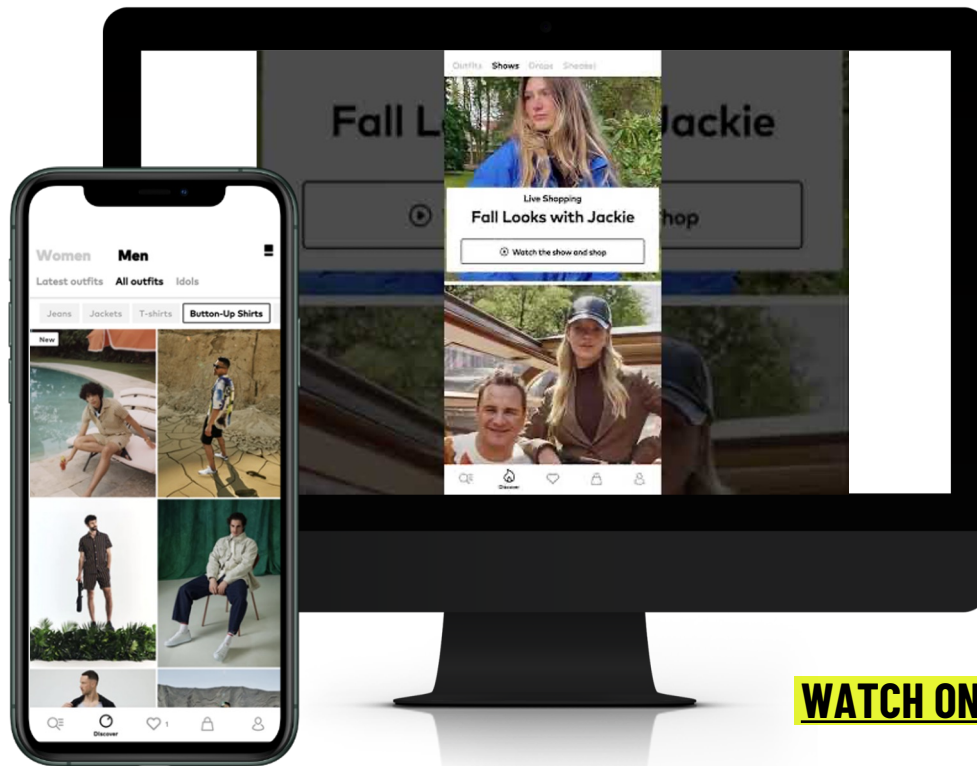
The current guidance is partially dependent on the duration, intensity, and outcome of external events.

1. Excluding potential M&A activities

A man with short hair, wearing a light blue button-down jacket over a patterned shirt and dark pants, 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. The word "APPENDIX" is overlaid in a black box with white text across the man's chest.

APPENDIX

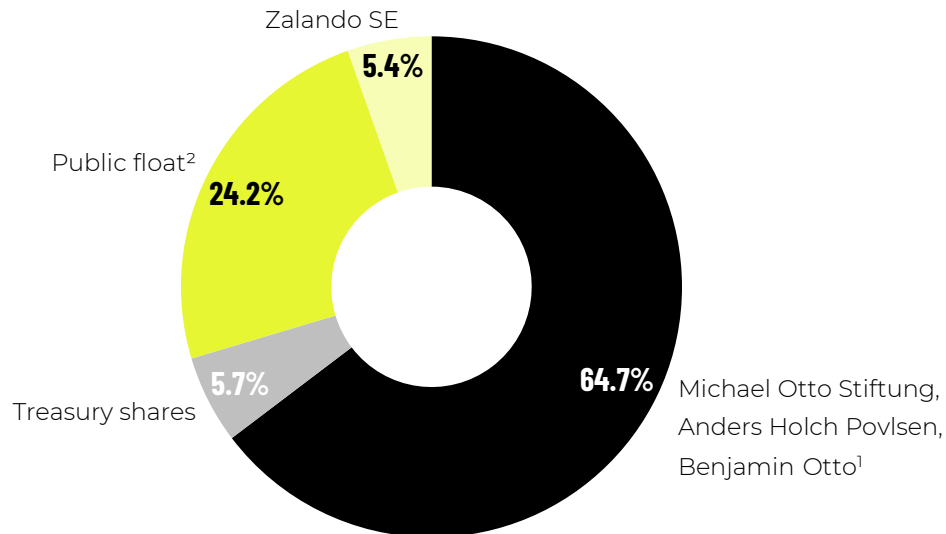
THE ABOUT YOU APP DEMO



WATCH ON YOUTUBE

THE ABOUT YOU SHARE

SHAREHOLDER STRUCTURE



Note: Structure as of December 18, 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%; This overview reflects the voting rights notifications pursuant to §§ 33ff of the German Securities Trading Act (Wertpapierhandelsgesetz - WpHG) - the individual notifications can be found on the Investor Relations website.

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	175,470,407
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

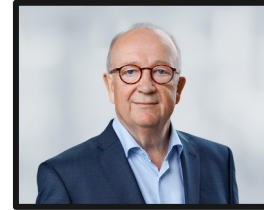
Chairperson
(Casting vote)

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)

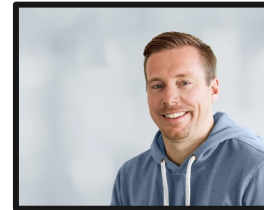
Member of the
administrative council
at Emmi and Optikart



Christian Leybold

(Otto Group nominee)

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



André Schwämmlein

(Jointly nominated by
shareholders)

CEO at FlixBus
Supervisory board
member at Scout24

Member of the Otto Group Executive Board

Independent member

UPCOMING EVENTS

MAY 8, 2025
ANNUAL REPORT FY 24/25

JUNE 18, 2025
ANNUAL GENERAL MEETING 2025



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