

ABOUT YOU Q1 21/22 Factsheet

22nd of July 2021

ABOUT YOU[®]

Highlights

- **Strong group trading:** group net revenue grew 65.5% YoY as markets are transitioning out of lockdown
- **Solid improvement in customer experience leading to growth in LTM¹ customer metrics:** active customers 9.2m, average order frequency 2.8x, average order value €58.1
- **Sound growth in TME +135.8% YoY:** media and enabling showed strong post COVID momentum
- **Progressed on international rollout:** 3 new markets launched, now present in 26² markets across Europe
- **Improved group profitability, Adj. EBITDA margin at (2.9)%:** supported by 7.9% DACH and 13.6% TME margins
- **Reiterated full-year guidance, but now believe it is realistic to reach the upper half of the guided net revenue range** (+40-50% YoY area; €1,630-1,750m), **Adj. EBITDA full-year guidance** (c. €(70)m) **unchanged**

Figures

<i>(€m, unless otherwise stated)</i>	Q1 20/21	Q1 21/22	YoYΔ
Group Key Customer Metrics			
Customer reach metrics			
User sessions per month (in million)	64.0	102.1	59.5%
Mobile sessions (in % of user sessions)	82.9%	83.6%	0.7pp
Customer engagement metrics LTM¹			
Active customers (in million)	6.5	9.2	41.3%
Average order frequency (#)	2.6	2.8	6.6%
Total number of orders (in million)	17.2	25.9	50.6%
Average order value (€)	55.8	58.1	4.1%
Financial segment Information			
Group net revenue			
DACH	255.1	422.1	65.5%
RoE	171.6	218.2	27.2%
TME	85.0	186.1	119.1%
Reconciliation	14.6	34.5	135.8%
	(16.1)	(16.7)	(3.8)%
Adjusted EBITDA			
DACH	(10.7)	(12.3)	(14.7)%
RoE	7.4	17.3	132.8%
TME	(17.7)	(33.3)	(87.9)%
Reconciliation	0.6	4.7	641.2%
	(1.1)	(1.0)	(7.8)%
Adjusted EBITDA margin			
DACH	(4.2)%	(2.9)%	1.3p.p.
RoE	4.3%	7.9%	3.6pp
TME	(20.9)%	(17.9)%	3.0pp
	4.3%	13.6%	9.2pp
Group key financial metrics			
Gross profit			
Gross margin	104.2	176.3	69.1%
	40.9%	41.8%	0.9pp
Net working capital			
	(26.1)	(48.1)	(84.4)%
% of net revenue	(10.2)%	(11.4)%	(1.2)pp
Capex			
	(2.2)	(11.0)	(400.6)%
% of net revenue	(0.9)%	(2.6)%	(1.7)pp
Net Income			
	(14.1)	(23.5)	(66.4)%
Free Cash Flow			
	24.7	7.1	(71.1)%

Definitions are available in the financial reports

FY 21/22 Outlook

- Net revenues guidance remains unchanged, expecting group revenue to grow by 40-50% (to €1,630-1,750m), but now believe it is realistic to reach the upper half of the guided net revenue range
- Adjusted EBITDA guidance remains unchanged, expecting to arrive at a similar level as recorded in the fiscal year ended February 29, 2020, c. €(70)m
- For the fiscal year ending 28 February 2022, estimated a total capital expenditure of approximately €34m and continue to expect net working capital to remain negative in a low single digit area as a percentage of revenue

1. LTM: last twelve months

2. As of 22 July 2021, Norway launched in June 2021

Disclaimer

This publication constitutes neither an offer to sell nor a solicitation to buy securities. The securities placed in connection with the IPO of ABOUT YOU Holding AG have already been sold as part of a private placement.

Certain statements contained in this release may constitute "forward-looking statements" that involve a number of risks and uncertainties. Forward-looking statements are generally identifiable by the use of the words "may", "will", "should", "plan", "expect", "anticipate", "estimate", "believe", "intend", "project", "goal" or "target" or the negative of these words or other variations on these words or comparable terminology. Forward-looking statements are based on assumptions, forecasts, estimates, projections, opinions or plans that are inherently subject to significant risks, as well as uncertainties and contingencies that are subject to change. No representation is made or will be made by ABOUT YOU Holding AG that any forward-looking statement will be achieved or will prove to be correct. The actual future business, financial position, results of operations and prospects may differ materially from those projected or forecast in the forward-looking statements. Neither ABOUT YOU Holding AG nor any of their respective affiliates assume any obligation to update, and do not expect to publicly update, or publicly revise, any forward-looking statements or other information contained in this release, whether as a result of new information, future events or otherwise, except as otherwise required by law.