

# ABOUT YOU<sup>®</sup>

Annual General Meeting  
23 August 2022

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# AGENDA

**1 INTRODUCTION**

**2 COMPANY HIGHLIGHTS**

**3 FINANCIAL RESULTS FY 21/22**

**4 OUTLOOK FY 22/23**

ABOUT YOU®



# FOUNDER-LED MANAGEMENT TEAM WITH STRONG TRACK RECORD

## HANNES WIESE

Operations & Finance



- >15 years of experience in management and finance
- Previously Senior Consultant at Roland Berger and Head of Strategy of the Otto Group

## TAREK MÜLLER

Marketing & Brands



- Serial entrepreneur in the e-commerce and marketing space
- Forbes 30 Under 30 and Chief Marketing Officer of the Year

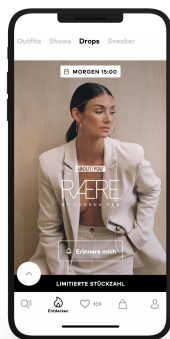
## SEBASTIAN BETZ

Tech & Product



- Serial entrepreneur in software as a service and technology companies
- Forbes 30 Under 30

# OUR VISION: BECOME THE GLOBAL #1 FASHION PLATFORM



## DIGITAL SHOPPING STROLL

Personalisation and inspiration as core differentiation



## INCREMENTAL REVENUES

Brand partners gain new customers and revenue through us



## SOFTWARE AS A SERVICE BUSINESS

Retailers and brands become more successful digitally with our software

# COMPANY HIGHLIGHTS

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# COMPANY HIGHLIGHTS

**1** HUGE ONLINE FASHION MARKET

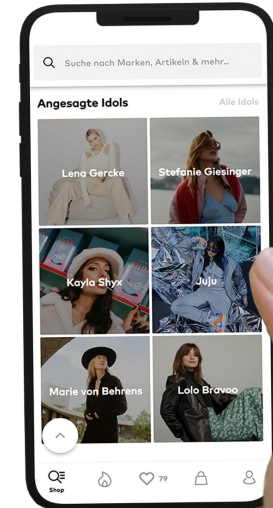
**3** OUTSTANDING COMPANY GROWTH

**5** UNIQUE SAAS/B2B BUSINESS

**2** INFLUENCER-LED DISCOVERY PROPOSITION

**4** SUPERIOR CUSTOMER LOYALTY & UNIT ECONOMICS

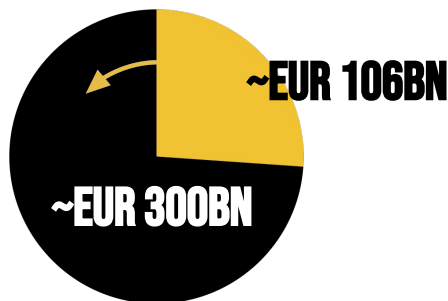
**6** MULTIPLE FUTURE GROWTH LEVERS



# ONLINE FASHION MARKET OFFERS HUGE GROWTH OPPORTUNITIES

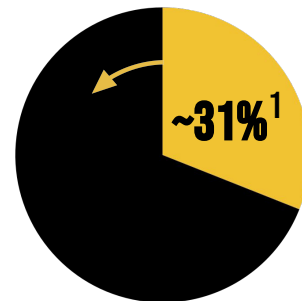
## LARGE AND GROWING MARKET<sup>1</sup>

- European offline fashion
- European online fashion



## STILL FRAGMENTED AND CONSOLIDATING

- Top 10<sup>1</sup> online fashion players



European online  
fashion

ABOUT YOU®

amazon

asos

boohoo

Boozt

ebay

FARFETCH

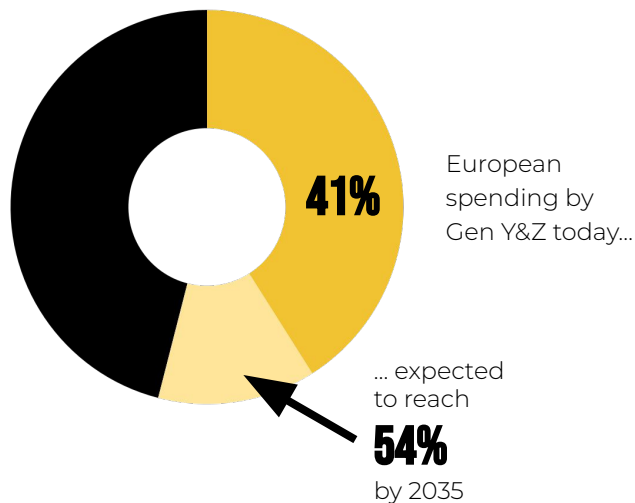
next

Veepee

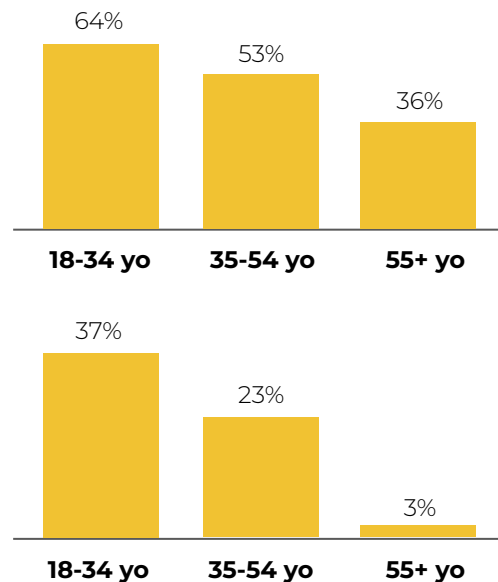
zalando

# GEN Y&Z DRIVE A TECTONIC SHIFT IN SPENDING PATTERNS

GEN Y&Z EXPECTED TO SOON REPRESENT THE  
MAJORITY OF SPENDING IN EUROPE<sup>1</sup> ...



... AND THEY DO THINGS DIFFERENTLY<sup>2</sup>



OFTEN MAKE IMPULSE  
PURCHASES<sup>3</sup>

ARE INFLUENCED BY  
INFLUENCERS MORE THAN  
BY TRADITIONAL ADS<sup>4</sup>

1. Source: World Data Lab, with Gen Y&Z referring to people born after 1980; spending is defined by household final consumption expenditure which accounts for the market value of all goods and services purchased by households 2. Source: 5WPR consumer survey, study represents US sample only; 3. % of respective age group often making impulse purchases

4. Source: 5WPR 2020 Consumer Culture Report - % impact uplift compared to traditional advertising



# THE ABOUT YOU BRAND



## MOBILE-BORN

>80% mobile revenue share<sup>1</sup>  
≥4.6 app store rating<sup>2</sup>



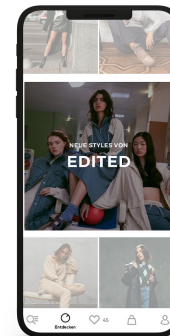
## INFLUENCER-DRIVEN

>2,500 collaborations /  
month<sup>4</sup>



## VIBRANT COMMUNITY

>75% organic  
revenue<sup>3</sup>  
>45m monthly  
active users<sup>6</sup>



## UNIQUE ASSORTMENT

>3,500 top brands<sup>5</sup>,  
exclusive own labels &  
celebrity COOPs

1. As of FY 21/22, based on gross sales in all markets;; 2. As of 28 March 2022; 3. Refers to revenue from non-paid traffic sources, i.e. direct traffic, organic search and referrals and CRM, per FY 21/22 (1 March 2021-28 February 2022); 4. In October 2021 and November 2021; 5. As of FY 21/22; 6. Refers to all markets in November 2021

# OUR FOCUS IS ON ENABLING DISCOVERY FASHION USE-CASES ONLINE



**“I need the  
Levi’s 501 in size 27/30.”**

Online retailer with a wide  
range of products



**“I am looking for the  
perfect pair of jeans.”**

Traditional online fashion  
platform

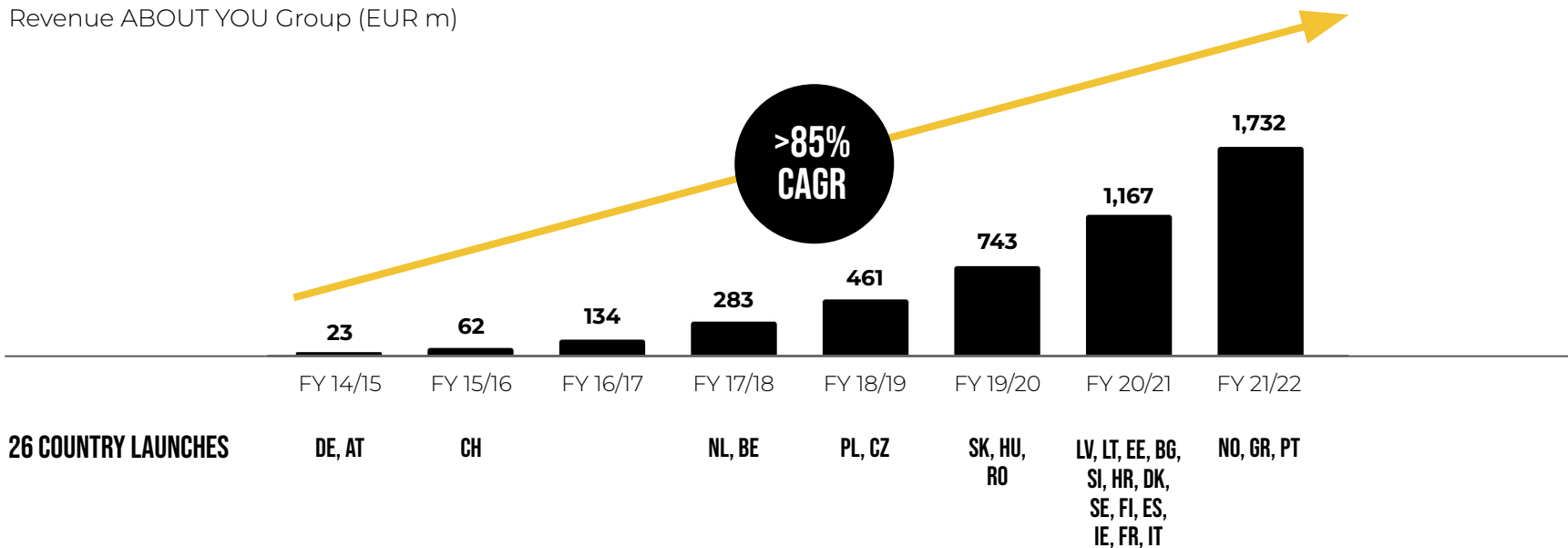


**“I want to discover  
outfits, brands & trends.”**

**ABOUT YOU<sup>®</sup>**

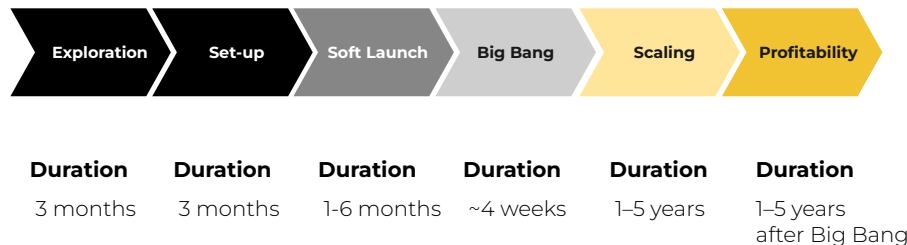
# WE HAVE DELIVERED STRONG GROWTH SINCE LAUNCH IN 2014

Revenue ABOUT YOU Group (EUR m)

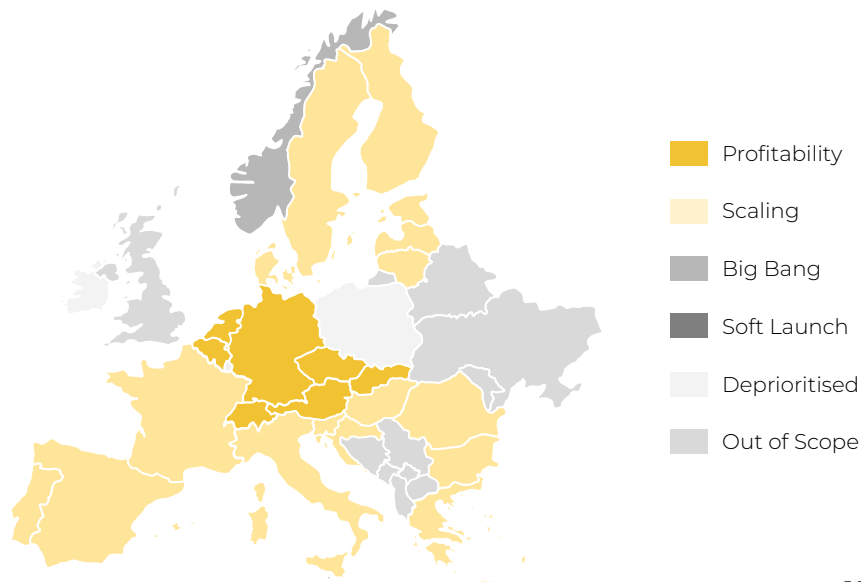


# RAPID INTERNATIONALISATION ENABLED BY MARKET ENTRY PLAYBOOK

## GO-TO-MARKET PLAYBOOK



## ROLL-OUT BY COUNTRY<sup>1</sup>

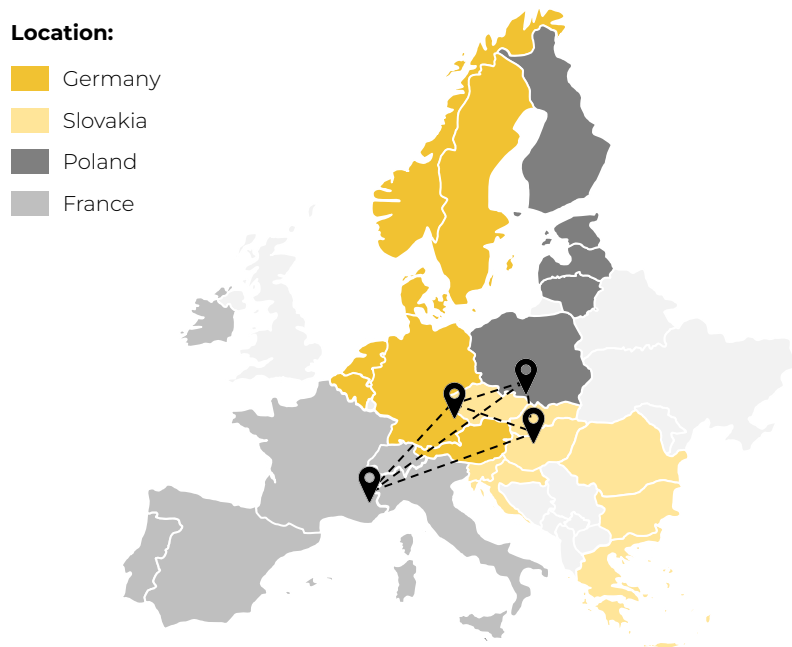


1. As per May 2022

# BUILDING A EUROPEAN DISTRIBUTION CENTRE NETWORK TO ENABLE SCALING

## DISTRIBUTION CENTRE NETWORK PLAN 2023

### Location:

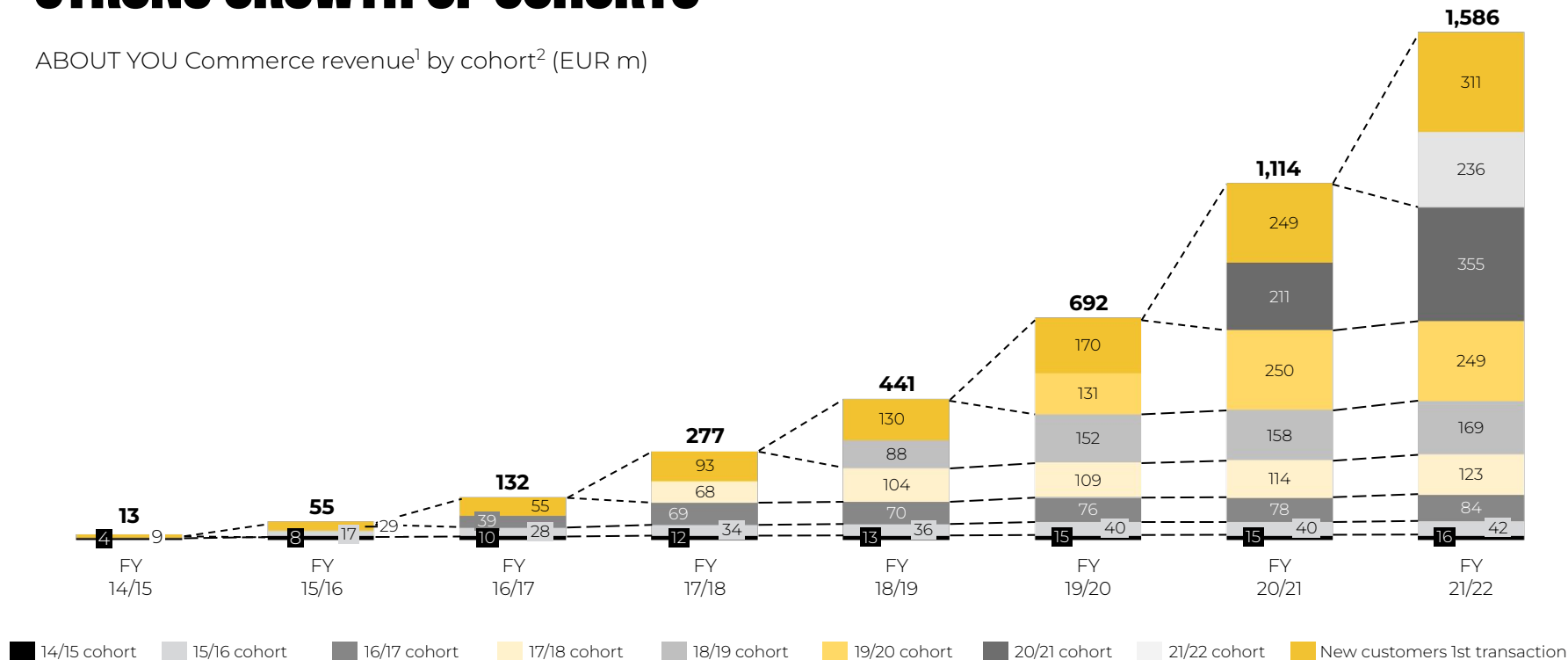


## RAMP-UP TIMELINE (CALENDAR YEARS)

	2020	2021	2022	2023
<b>Location</b>	Germany	Slovakia	Poland	France
<b>Current status</b>	Live	Live	Construction	Preparation
<b>Productive area (sqm)</b>	>100k	>100k	>100k	>100k
<b>Cumulative capacity vs. 2020</b>	1x	~2x	~3x	~4x

# STRONG GROWTH OF COHORTS

ABOUT YOU Commerce revenue<sup>1</sup> by cohort<sup>2</sup> (EUR m)



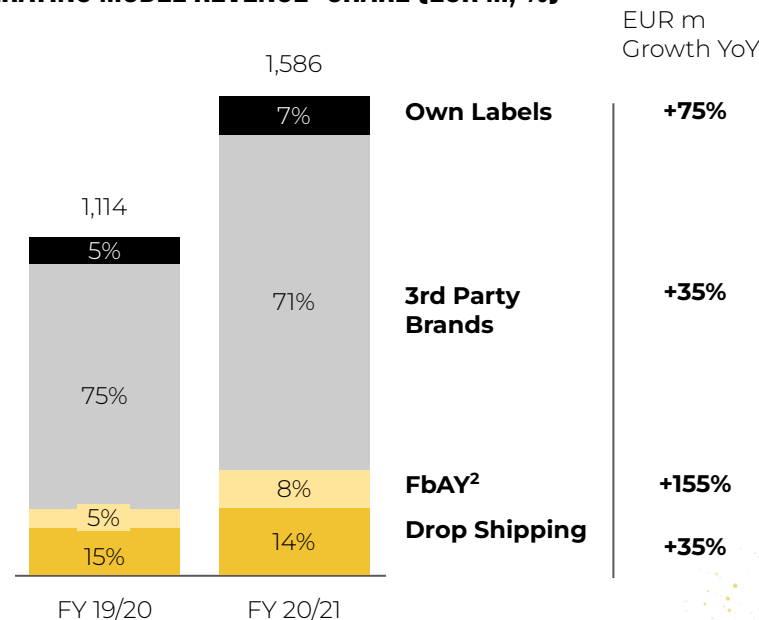
1. All ABOUT YOU Commerce DACH and RoE countries, transactional revenues only, i.e. excluding internal and other revenues; 2. Including transactional revenue from ABOUT YOU employee cohorts

# HYBRID 1P/3P MODEL FOR OPTIMISED UNIT ECONOMICS

## ABOUT YOU OPERATING MODELS

	1P (OWN INVENTORY)		3P (EXTERNAL INVENTORY)	
	Own Labels	3rd Party Brands	FbAY <sup>2</sup>	Drop Shipping
Sourcing	ABOUT YOU®	Partner	Partner	Partner
Ownership	ABOUT YOU®	ABOUT YOU®	Partner	Partner
Fulfilment	ABOUT YOU®	ABOUT YOU®	ABOUT YOU®	Partner
Selling	ABOUT YOU®	ABOUT YOU®	ABOUT YOU®	ABOUT YOU®

## OPERATING MODEL REVENUE<sup>1</sup> SHARE (EUR M, %)



1. All ABOUT YOU Commerce DACH and RoE countries, transactional revenues only, i.e. excluding internal and other revenues; 2. FbAY : Fulfilled by ABOUT YOU; includes consignment and other operating models where ABOUT YOU assumes responsibility for logistics

# OUR TME SEGMENT GENERATES HIGH MARGIN B2B REVENUES

## B2B RATIONALE TRANSLATING INTO TME SEGMENT



## TME REVENUES BY STREAM AND BRAND

(last twelve months, illustrative)

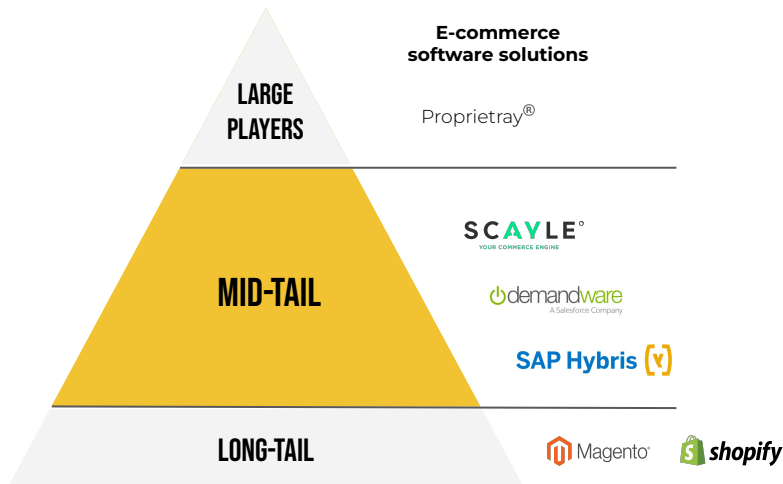
- ABOUT YOU Commerce business creates unique assets (Software, Reach, Infrastructure)
- Assets can be monetized in B2B with Tech, Media and Enabling (TME) products
- Resulting revenue streams are high margin, incremental, and defensible
  - Supplier services from AY Commerce ecosystem (commerce adjacent)
  - Stand-alone SaaS/B2B products to external clients (SCAYLE branded)

	<b>ABOUT YOU®</b> Commerce-related revenues	<b>SCAYLE®</b> COMMERCE ENGINE Independent B2B revenues
Tech		
Media		
Enabling		



# SCAYLE EXPLOITS A HUGE SAAS/B2B OPPORTUNITY

## SCAYLE ONLINE MARKET STRUCTURE



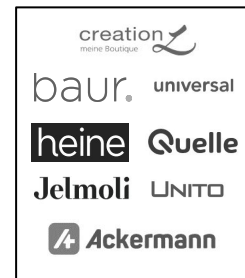
## SCAYLE CLIENTS<sup>1</sup> (SELECTION)



Fashion D2C



Fashion Multi-brand



Multi-category



Lifestyle

1. Includes clients which are signed but still in implementation stage

# HUGE GROWTH OPPORTUNITIES FOR SCAYLE

## SCAYLE GROWTH LEVERS FOR FY 22/23



**PENETRATE LARGE  
SCALE FASHION  
ACCOUNTS IN DACH**



**EXECUTE GO-TO MARKET  
IN NEW REGIONS  
(CURRENT FOCUS: BENE  
& UK)**



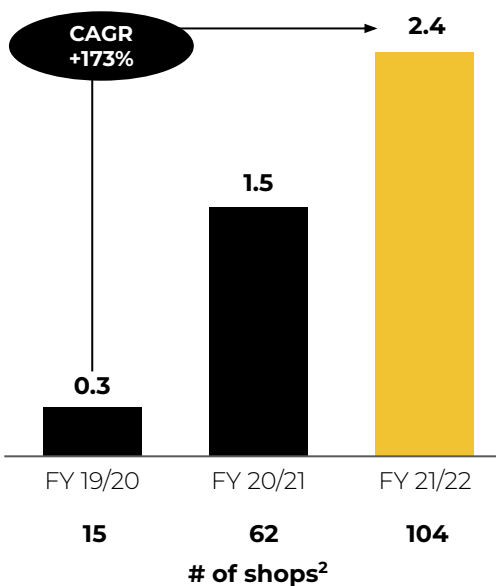
**UPSELL EXISTING CLIENT  
BASE TO OTHER SCAYLE  
PRODUCTS**



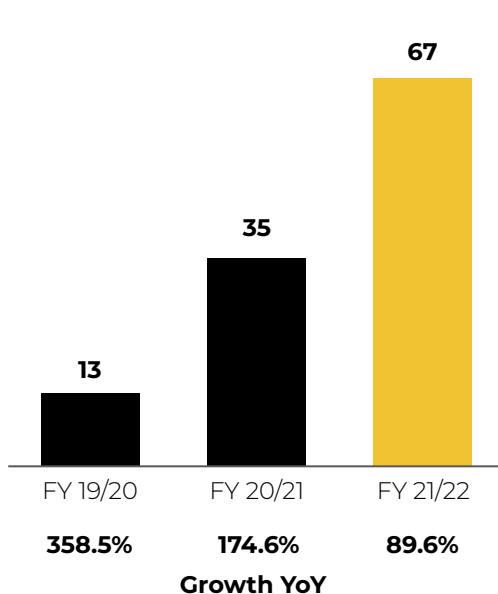
**EXPAND INTO NON-FASHION /  
LIFESTYLE VERTICALS**

# SCAYLE IS RAPIDLY BUILDING UP SCALE AND PROFITABILITY

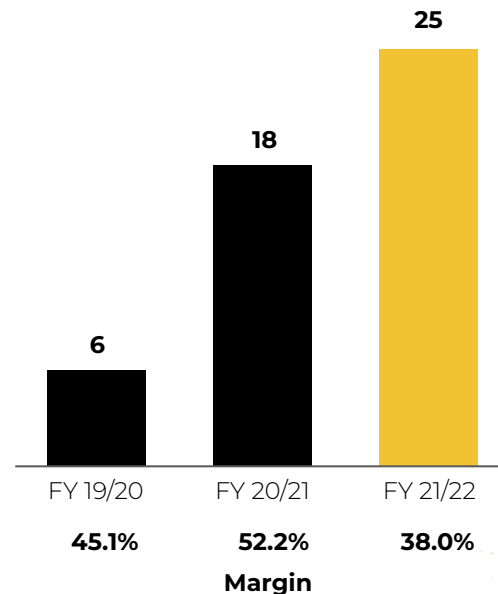
EXT. TRANSACTION VOLUME<sup>1</sup>  
POWERED BY SCAYLE (EUR BN)



SCAYLE REVENUE  
(EUR M)



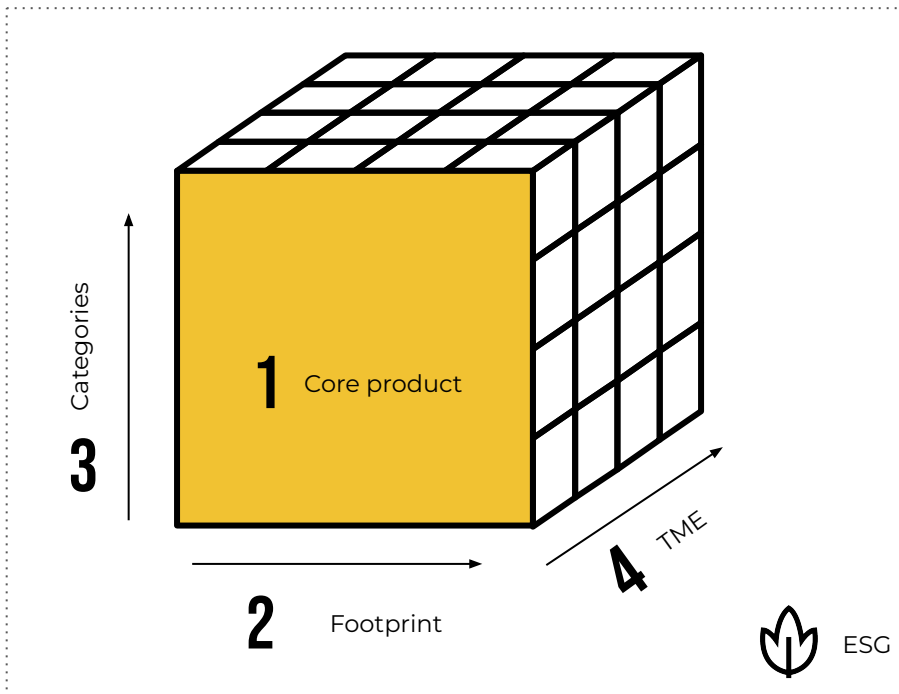
SCAYLE ADJ. EBITDA  
(EUR M)



1. SCAYLE client gross transaction volume, i.e. before returns and including VAT; 2. Domains powered by SCAYLE which were live per end of the respective period; one client can have more than one shop

# GROWTH STRATEGY TARGETS MASSIVE OPPORTUNITIES

## OUR KEY GROWTH LEVERS



# WE STRIVE FOR OUR STRONG CURRENT AND FUTURE ESG COMMITMENTS



## PLANET

- Deliver on science-based targets (FY 25/26)
- Grow more sustainable product revenue share to >25% (FY 23/24)
- 75% of private label apparel products must meet more sustainable criteria (FY 25/26)
- Grow circular assortment to >1m items online (FY 25/26)

## PEOPLE

- 100% tier-1&2 supplier transparency (FY 23/24)
- 40/60/\* gender corridor in management positions
- Adhere to high data security standards
- Embrace DE&I within and outside ABOUT YOU

## PROGRESS

- Ambitious ESG strategy and targets
- C-level oversight and commitment
- Set standards and embrace frameworks
- Establish strong partnerships and collaborations

1. \* refers to non-binary genders

# FINANCIAL RESULTS FY 21/22

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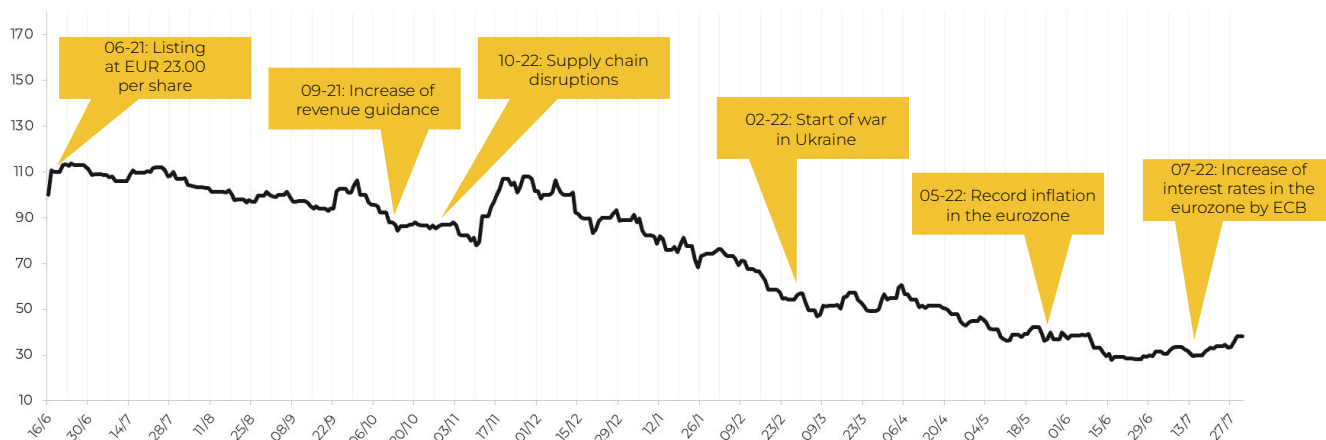
# WE HAVE FULFILLED OUR PROMISES SINCE LISTING

- ✓ EXCEEDED ORIGINAL GUIDANCE IN FY 21/22
- ✓ SUCCESSFUL MARKET ENTRY CAMPAIGNS IN SOUTHERN AND NORTHERN EUROPE
- ✓ EXPANSION OF SCAYLE CUSTOMER BASE
- ✓ EXPANSION OF DISTRIBUTION CENTRE NETWORK CAPACITIES
- ✓ PROGRESS TOWARDS OUR ESG GOALS



# SHARE PRICE DEVELOPMENT AFFECTED BY EXTERNAL FACTORS SINCE LISTING

## SHARE PRICE DEVELOPMENT<sup>1</sup>:



WITH A  
PERFORMANCE OF  
-62%, ABOUT YOU  
OUTREACHED  
PEER GROUP<sup>2</sup>  
IN E-COMMERCE  
VERTICAL  
WITH - 80%.

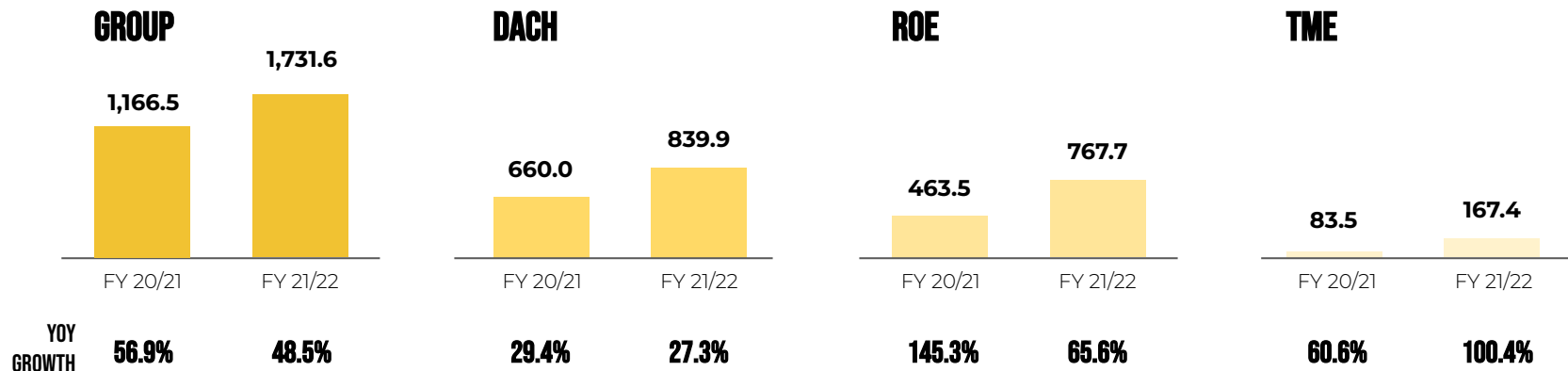
1. Indexed development from 16 June 2022 to 31 July 2022, source: Factset, based on XETRA

2. Peer Group: Zalando, The Hut Group, Global Fashion Group, Fashionette, Farfetch, Boohoo, Asos, and Boozt



# HIGH REVENUE GROWTH RATES ACROSS ALL OUR SEGMENTS IN FY 21/22

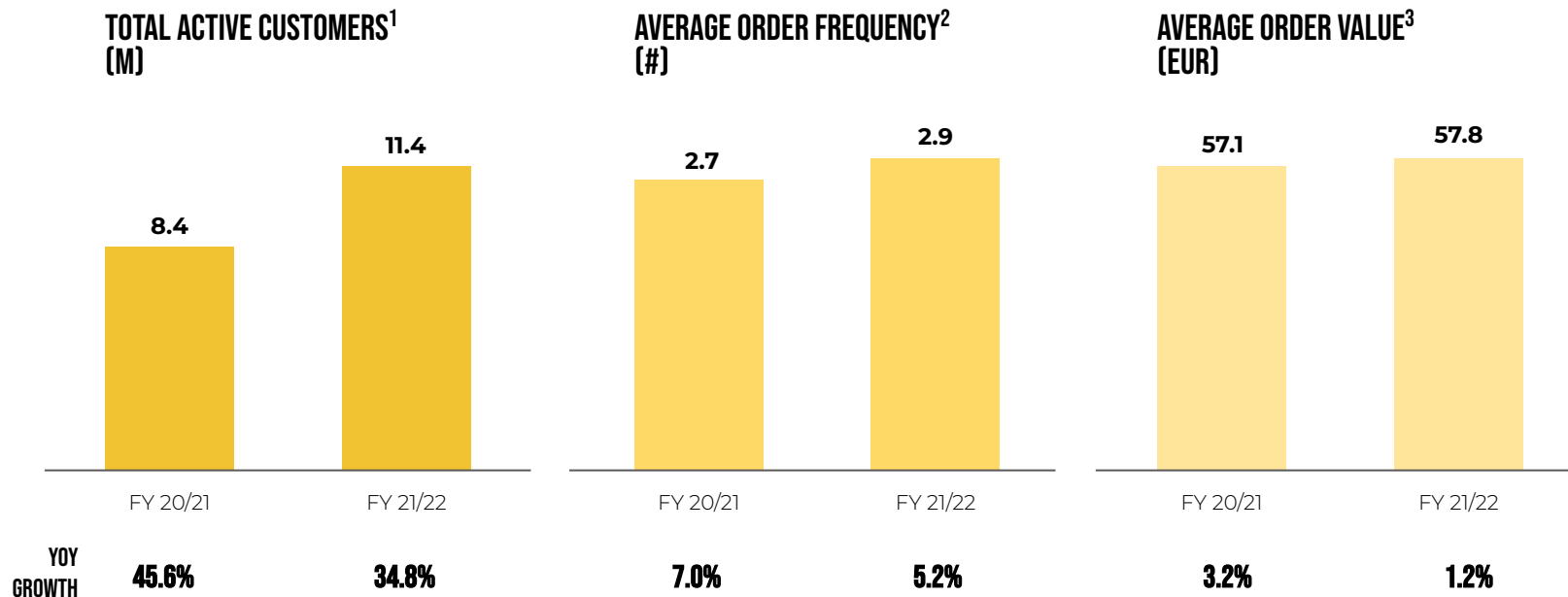
Revenue<sup>1</sup> (in EUR m)



Note: FY 21/22 ended in February 2022; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR 1.8m for Q4 21/22, EUR -5.7m for Q4 20/21, EUR -43.3m for FY 21/22, and EUR -40.6m for FY 20/21

# STRONG CUSTOMER METRICS DRIVE COMMERCE REVENUE



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

# DACH AND TME SEGMENTS CROSS-FINANCE GROWTH INVESTMENTS

FY 21/22

COMMERCE

B2B

	Group	DACH	RoE	TME
Revenue <sup>1</sup> (in EUR m)	1,732	840	768	167
Adjusted EBITDA <sup>2</sup> (in EUR m)	-67	55	-145	29
Adjusted EBITDA margin	-4%	7%	19%	17%

Note: FY 21/22 ended in February 2022; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR -43.3m for FY 21/22; 2. Reconciliation from segment to Group adj. EBITDA of EUR -6.3m for FY 21/22; EBITDA adjusted for (i) equity-settled share-based compensation expenses (FY 21/22: EUR 14.8m), (ii) restructuring costs, and one-time effects (FY 21/22: EUR 13.2m)



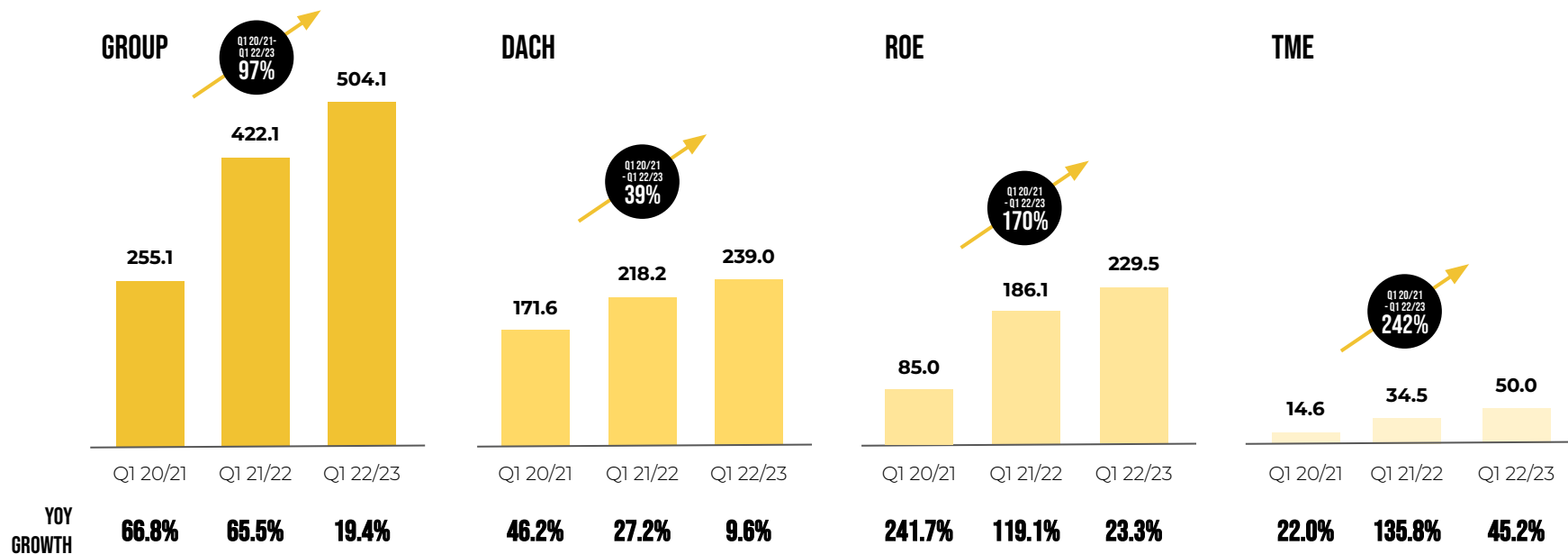
**SOLID CASH POSITION ALLOWS  
GROWTH INVESTMENTS  
EUR 496M<sup>1</sup>**

# OUTLOOK FY 22/23

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# SLOWER BUT STILL STRONG GROWTH IN Q1 22/23

Revenue<sup>1</sup> (in EUR m)



Note: Q1 22/23 ended in May 2022; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR -14.5m for Q1 22/23, EUR -16.7m for Q1 21/22, and EUR -16.1m for Q1 20/21

# GROWTH INVESTMENTS AFFECT GROUP PROFITABILITY IN Q1 22/23

		Q1	
	21/22	22/23	YoY
<b>Revenue<sup>1</sup></b> <b>(in EUR m)</b>	422	504	19.4%
<b>Gross margin</b>	41.8%	42.6%	90 bps
<b>Adjusted EBITDA margin</b>	-2.9%	-5.7%	-280 bps

Note: Q1 22/23 ended in May 2022; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR -14.5m for Q1 22/23, and EUR -16.7m for Q1 21/22

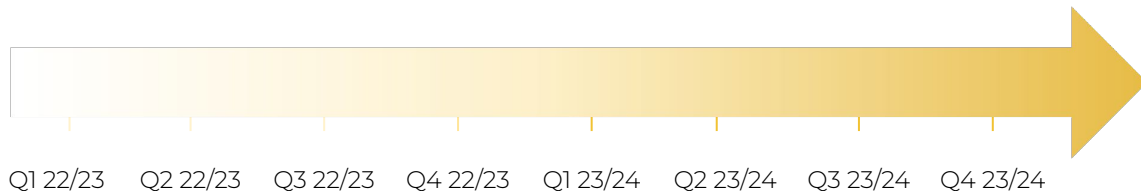
# COUNTERMEASURES IN PLACE TO DELIVER ON PATH TO PROFITABILITY

Path to profitability for ABOUT YOU:

## KEY MEASURES

- Adjusted marketing steering (increased ROI targets)
- Reduced growth investments into new markets
- Operating efficiency programs

## EFFECTIVENESS OVER TIME



**#1 PRIORITY  
TO ACHIEVE  
GROUP  
ADJUSTED  
EBITDA  
BREAK-EVEN  
IN FY 23/24**

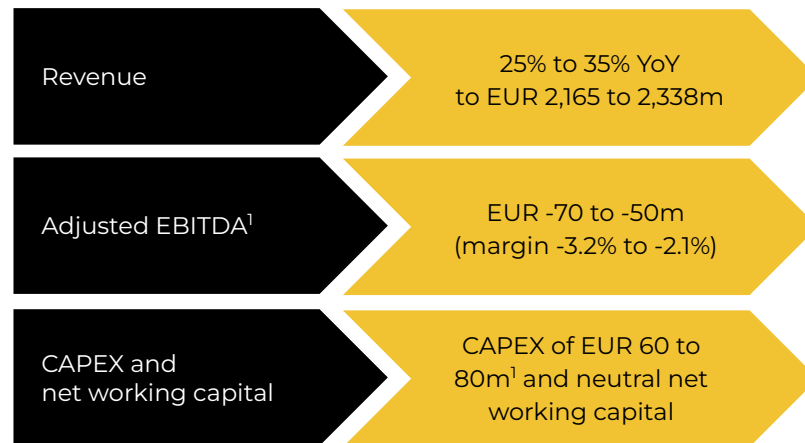


# GUIDANCE FOR FY 22/23 IN LIGHT OF EXTERNAL UNCERTAINTIES

## EXTERNAL IMPACT ASSUMPTIONS FY 22/23

- Russia-Ukraine conflict  
(Direct demand impact)
- Sentiment  
(Lasting confidence effects)
- Inflation  
(Consumer wallet effects)
- Supply  
(Delays and cancellations)
- Covid-19  
(Reopenings and restrictions)

## GUIDANCE FOR FY 22/23



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

1. Excluding potential M&A activities

# KEY MESSAGES

- **WE ARE THE ONLY ONLINE FASHION PLATFORM THAT DIGITISES THE TRADITIONAL SHOPPING EXPERIENCE FOR CUSTOMERS**
- **WE ARE FACING ENORMOUS GROWTH OPPORTUNITIES AND HAVE THE RIGHT STRATEGY TO EXPLOIT THEM**
- **WE HAVE FULFILLED OUR PROMISES SINCE THE LISTING AND CONTINUE TO SET OURSELVES AMBITIOUS GOALS**
- **OUR TOP PRIORITY IS TO ACHIEVE PROFITABILITY AT GROUP LEVEL IN FY 23/24**
- **WE RUN THE BUSINESS FOR THE LONG-TERM TO GENERATE SUSTAINABLE SHAREHOLDER VALUE**

**#AYINMOTION**

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