



ABOUT YOU[®]

ANNUAL GENERAL MEETING 2023

SPEECH OF THE MANAGEMENT BOARD

June 23, 2023

It's ABOUT YOU | aboutyou.com

CONVENIENCE TRANSLATION

AGENDA

- 01 VISION AND STRATEGY
- 02 FINANCIAL PERFORMANCE FY 22/23
- 03 OUTLOOK AND PRIORITIES FY 23/24



A photograph of three women in a dark, possibly outdoor, setting at night. The woman in the foreground on the left has blonde, wavy hair and is smiling broadly, wearing a black blazer over a black top and a black skirt. The woman on the right has dark, curly hair and is wearing a black jacket over a gold chain top. A third woman in a red top is partially visible in the background on the left. The text "VISION AND STRATEGY" is overlaid in white, bold, sans-serif font across the center of the image.

VISION AND STRATEGY

WELCOME TO ABOUT YOU[®]



HANNES WIESE

Co-Founder and Co-CEO,
Operations and Finance



TAREK MÜLLER

Co-Founder and Co-CEO,
Marketing and Brand

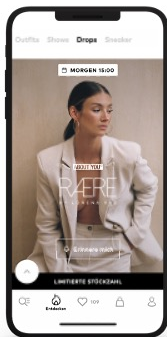


SEBASTIAN BETZ

Co-Founder and Co-CEO,
Tech and Product

**WE MADE IT OUR MISSION
TO DIGITIZE THE
OFFLINE SHOPPING STROLL
FOR GEN Y&Z**

OUR VISION: BECOME THE GLOBAL #1 FASHION PLATFORM



DIGITAL SHOPPING STROLL

Personalization and
inspiration as key
engagement driver



INCREMENTAL REVENUE

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

1 HUGE ONLINE
FASHION MARKET

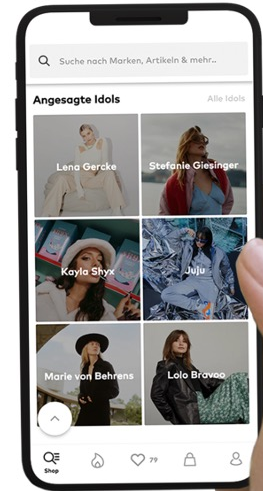
2 INFLUENCER-LED
DISCOVERY PROPOSITION

3 OUTSTANDING
COMPANY GROWTH

4 EXCEPTIONAL CUSTOMER
RETENTION

5 UNIQUE SAAS/B2B
BUSINESS

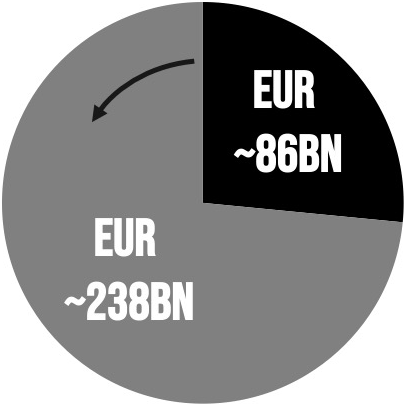
6 MULTIPLE FUTURE
GROWTH LEVERS



STILL EARLY DAYS: ONLINE FASHION REMAINS A HUGE OPPORTUNITY

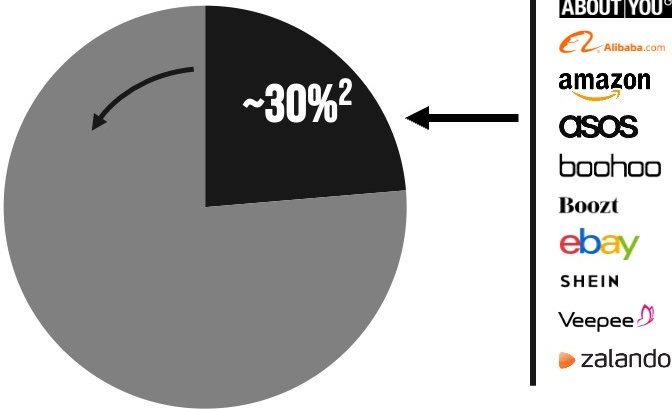
LARGE AND GROWING MARKET¹

European offline fashion
European online fashion



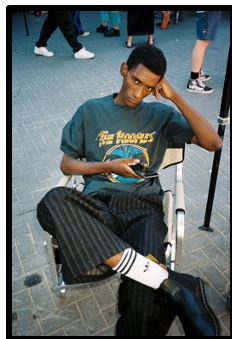
STILL FRAGMENTED AND CONSOLIDATING

Top 10³ online fashion players



1. Euromonitor, volumes as of 2022, annual growth 2021-2022, excl. Russia; 2. Based on European online fashion sales for online pure players, excl. Russia; 3. Other players (~70%) include generalists that also sell fashion; calculated by taking into account companies' European sales divided by 2022A market size (excl. VAT) provided by Euromonitor; ABOUT YOU, ASOS and boohoo calendarized to December 2022A; ABOUT YOU excl. TME revenue; Zalando revenue defined as GMV excluding VAT and excluding ZFS and ZMS revenue for market share calculation purposes, given sole focus on B2C fashion offering; Amazon based on European apparel and footwear e-commerce sales as per Euromonitor (excl. VAT)

THE ABOUT YOU BRAND



MOBILE BORN

>85% mobile revenue share¹
≥4.7 app store rating²



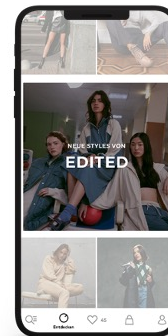
INFLUENCER DRIVEN

>1,000 collaborations /
 month³



VIBRANT COMMUNITY

>74% organic revenue⁴
>45m monthly users⁵



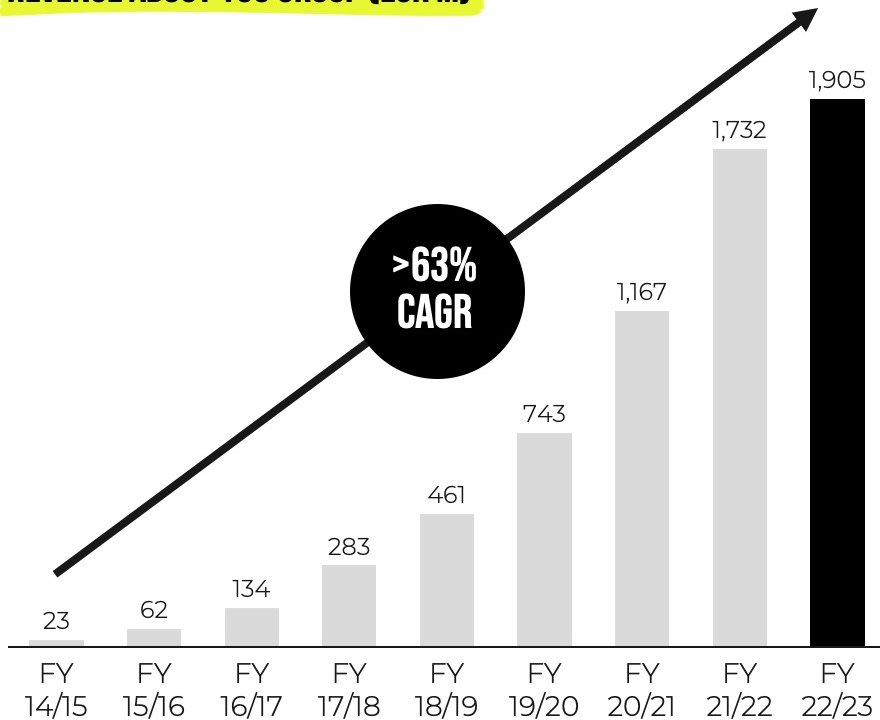
UNIQUE ASSORTMENT

~3,800 top brands⁶ and
 exclusive own labels and
 celebrity co-ops

1. As of FY 22/23 (March 1, 2022 – February 28, 2023), based on revenue share of all markets for app, mobile web, and tablet. Based on Google Analytics and Adjust; 2. As of March 29, 2023; 3. Monthly average in FY 22/23; 4. Refers to revenue from non-paid traffic sources, i.e., direct traffic, organic search, and referrals and CRM, per FY 22/23, all markets, based on Google Analytics and Adjust; 5. Refers to unique active users per month, accounting for cross-device usage, as per May 2022, all markets, all devices, based on Google Analytics & Adjust; 6. As of FY 22/23, excl. Second Love items

WE HAVE DELIVERED STRONG GROWTH SINCE LAUNCHING IN 2014

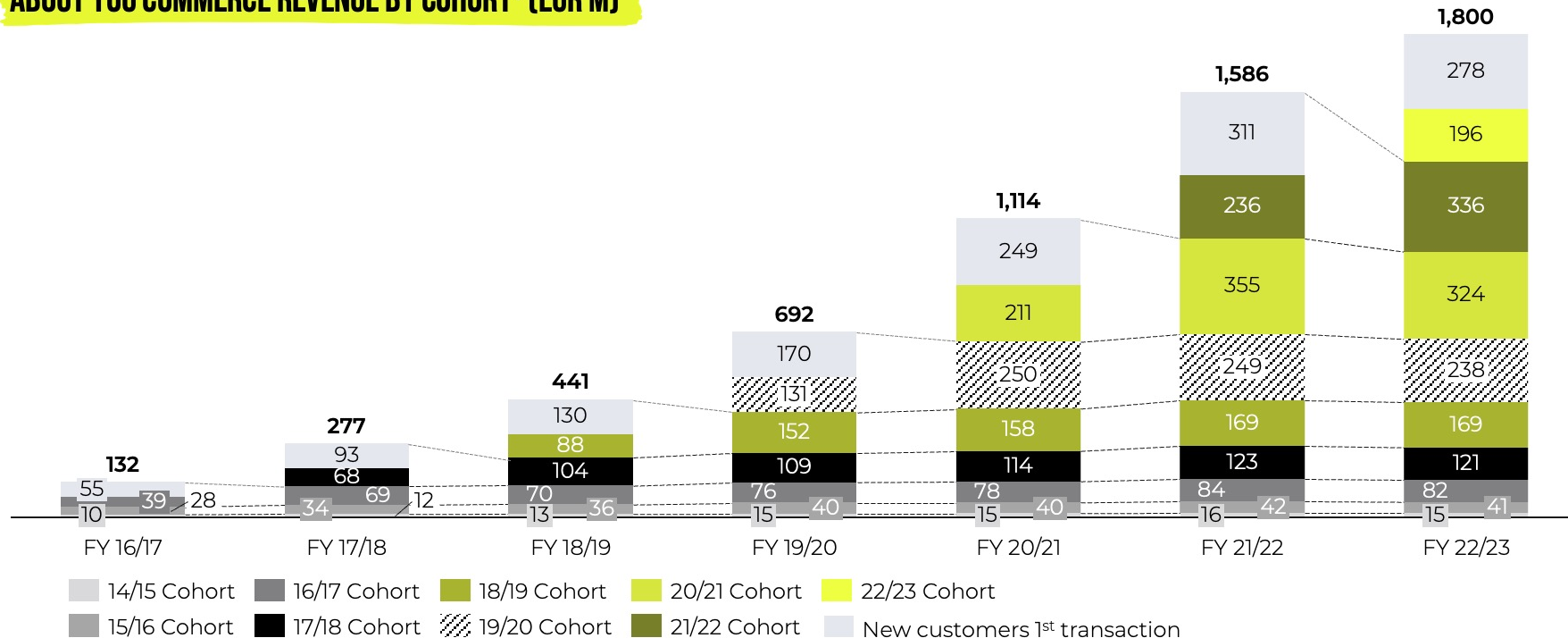
REVENUE ABOUT YOU GROUP (EUR M)



**ABOUT YOU IS ACTIVE IN
ALL KEY MARKETS IN CONTINENTAL
EUROPE AND IN TOTAL SHIPS TO
AROUND 100 COUNTRIES**

COHORT REVENUES REMAIN ABOVE PRE-PANDEMIC LEVELS

ABOUT YOU COMMERCE REVENUE BY COHORT¹ (EUR M)



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

OUR TME SEGMENT GENERATES HIGH-MARGIN B2B REVENUE

B2B RATIONALE TRANSLATING INTO TME SEGMENT

- **ABOUT YOU Commerce** business **creates unique assets** (software, reach, and 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 ABOUT YOU Commerce ecosystem (commerce-adjacent)
 - Stand-alone SaaS/B2B products to external enterprise customers (SCAYLE branded)

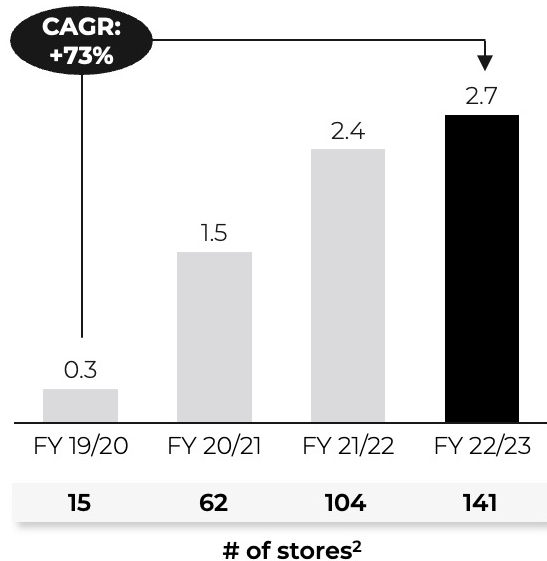
TME REVENUE BY STREAM AND BRAND

(LTM, illustrative)

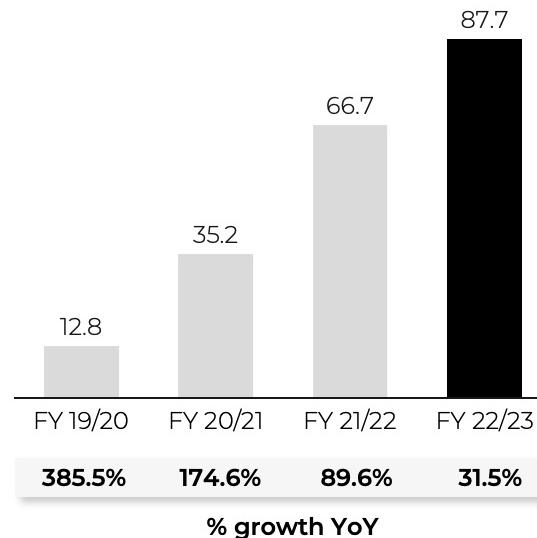
	ABOUT YOU[®] Commerce-related revenue	SCAYLE[®] <small>COMMERCE ENGINE</small> Independent B2B revenue
TECH		
MEDIA		
ENABLING		

TME GROWTH FUELED BY PROFITABLE SCAYLE BUSINESS

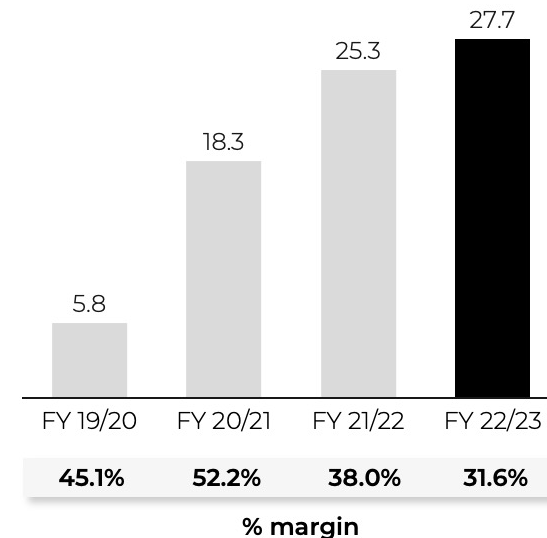
EXT. TRANSACTION VOLUME¹ POWERED BY SCAYLE (EUR BN)



SCAYLE REVENUE³ (EUR M)



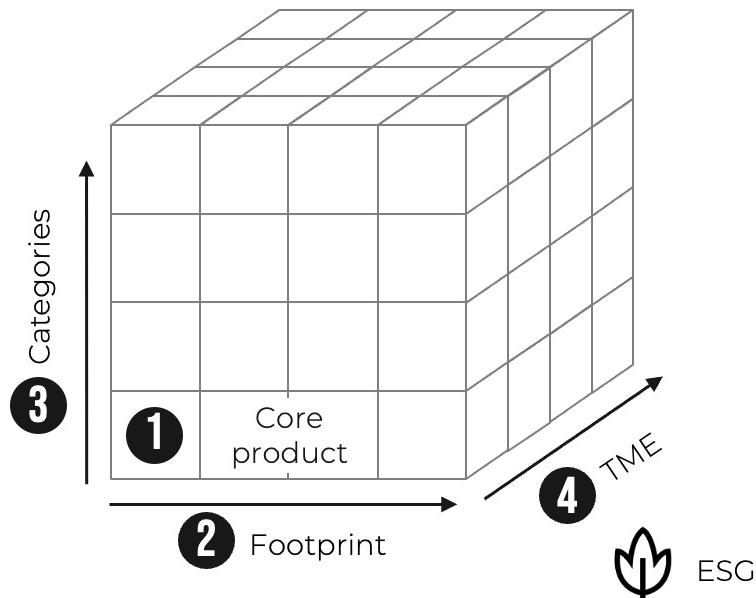
SCAYLE ADJUSTED EBITDA³ (EUR M)



1. SCAYLE enterprise customer gross transaction volume, i.e. before returns and including VAT; 2. Domains powered by SCAYLE live per end of the respective period; 3. Tech and operations services for external customers (rendered independent of ABOUT YOU Commerce);

GROWTH STRATEGY TARGETS MASSIVE OPPORTUNITIES

OUR GROWTH CUBE



OUR GROWTH STRATEGY



Core product improvement



Footprint expansion



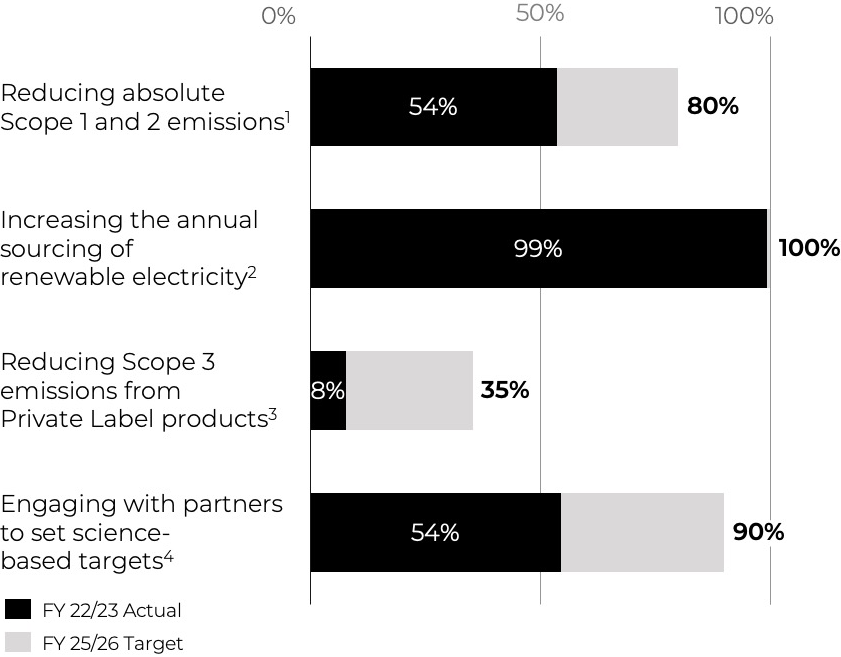
Category optimization



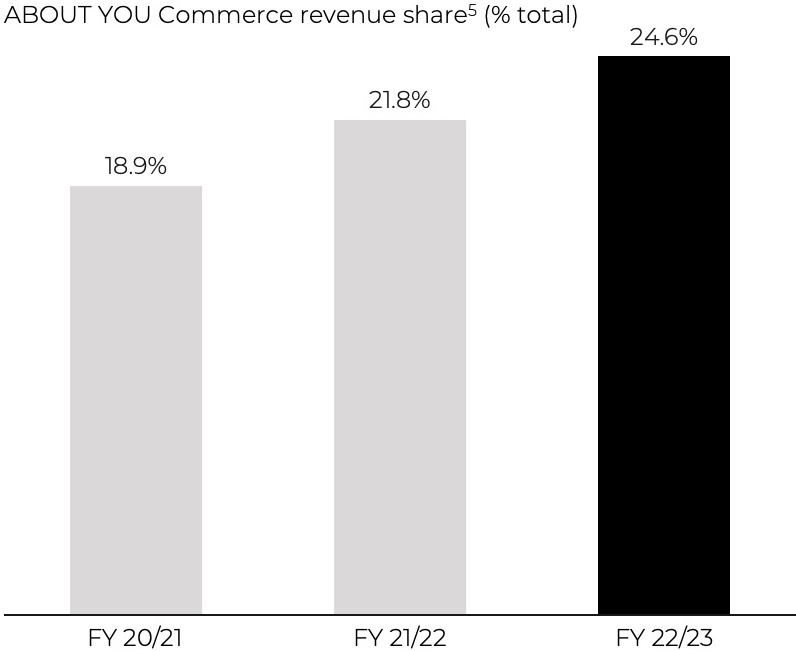
Scaling TME

FURTHER PROGRESS ACROSS MAIN SUSTAINABILITY KPIS

ADVANCES IN OUR SCIENCE-BASED TARGETS



GROWING MORE SUSTAINABLE PRODUCT REVENUE SHARE



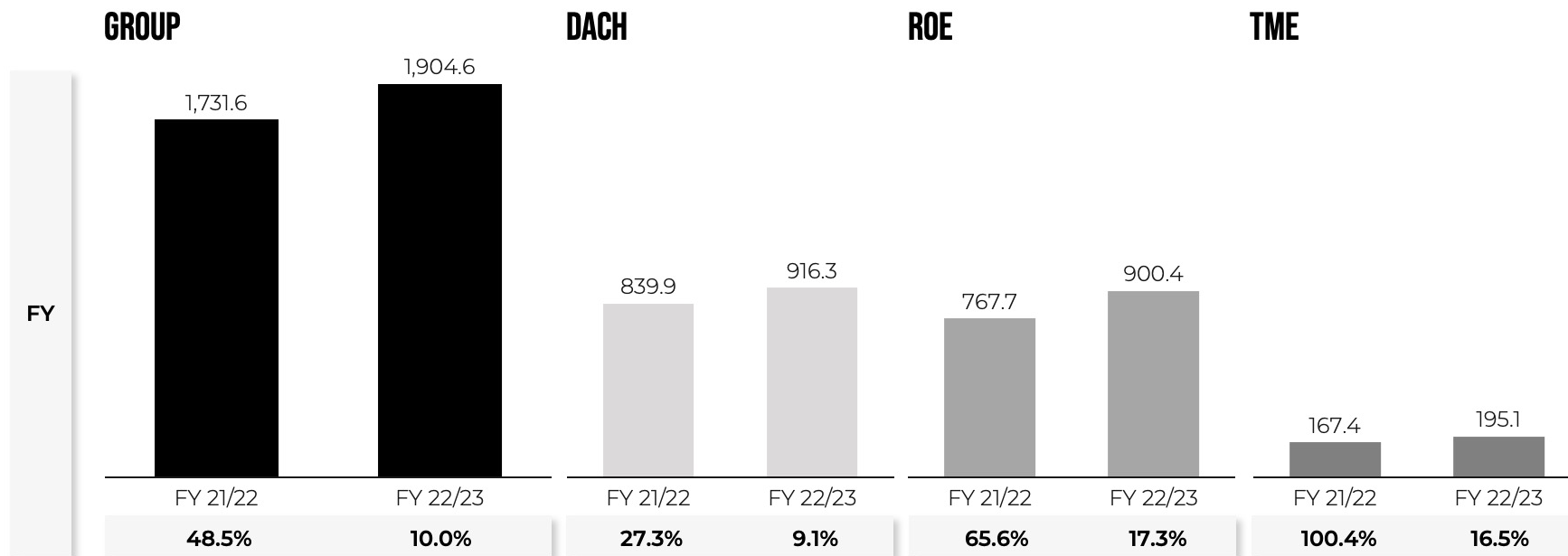
1. From a FY 19/20 base year; 2. As a percentage of total electricity sourced; 3. Per unit of value-added from a FY 19/20 base year; 4. In % by GHG emissions, covering purchased goods & services and transportation & distribution; 5. In core assortment which excludes home, living, accessories, and beauty

A group of models is walking on a dark runway. The background is filled with a complex network of metal scaffolding, creating a grid-like pattern. The models are wearing various styles of clothing, including a black leather jacket, a long beige coat, a long black dress, a grey coat, a light grey suit, a black sequined dress, and a black dress. The lighting is dramatic, highlighting the models against the dark background.

FINANCIAL PERFORMANCE FY 22/23

REVENUE GROWTH IN ALL SEGMENTS IN A DIFFICULT MARKET

REVENUE¹ (EUR M) – % GROWTH YOY



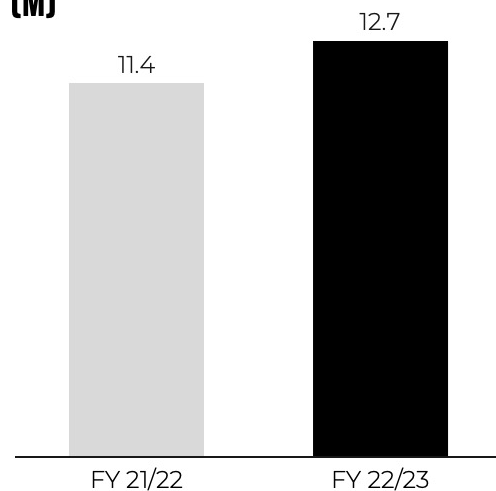
Note: FY 22/23 ending on February 28, 2023; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR -107.1m for FY 22/23 and EUR -43.4m for FY 21/22

UPTICK IN ACTIVE CUSTOMERS AND AVERAGE ORDER FREQUENCY

ABOUT YOU COMMERCE (ABOUT YOU DACH + ROE), FY 22/23 (LTM)

TOTAL ACTIVE CUSTOMERS¹ (M)

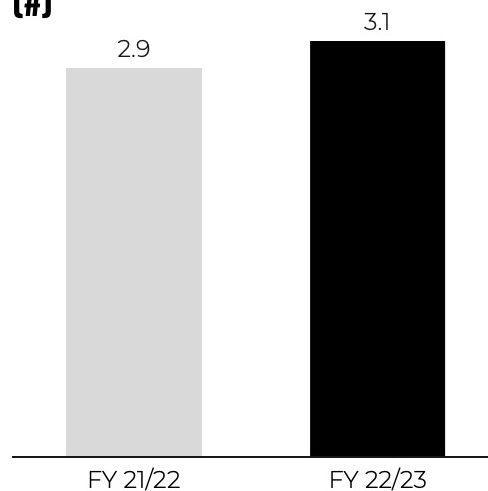


% growth YoY

34.8%

11.8%

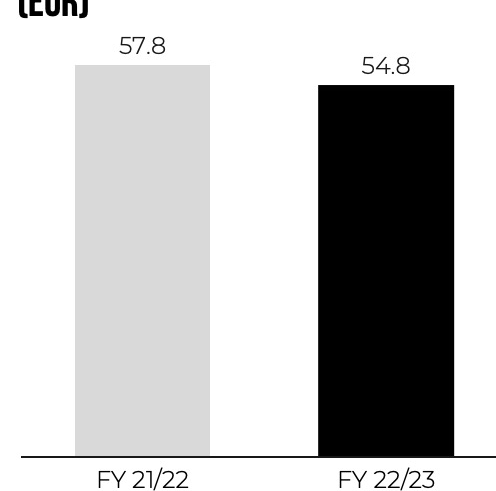
AVERAGE ORDER FREQUENCY² (#)



5.2%

7.1%

AVERAGE ORDER VALUE³ (EUR)



1.2%

(5.2)%

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 22/23

	GROUP	COMMERCE		B2B
		DACH	ROE	TME
Revenue ¹ (EUR m)	1,905	916	900	195
Adjusted EBITDA ² (EUR m)	-137	14	-169	31
Adjusted EBITDA margin	-7%	2%	-19%	16%

Note: FY 22/23 ending on February 28, 2023; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR -107.1m for FY 22/23; 2. Reconciliation from segment to Group adjusted EBITDA of EUR -13.2m for FY 22/23; EBITDA adjusted for (i) equity-settled share-based compensation expenses (FY 22/23: EUR -12.4m) (ii) one-time effects (FY 22/23: EUR -2.1m)

SOLID CASH BUFFER TO NAVIGATE CURRENT MARKET ENVIRONMENT

CASH POSITION OF EUR 205M¹
AND BACK-UP LOAN
OF UP TO EUR 97.5M

1. As of February 28, 2023

A woman with dark hair pulled back, wearing a bright blue ribbed long-sleeved top with cutouts at the shoulders, a gold chain necklace, and large blue earrings. She is sitting on a black leather tufted chair against a solid red background. The text "OUTLOOK AND PRIORITIES" and "FY 23/24" is overlaid in white on the left side of the image.

OUTLOOK AND PRIORITIES

FY 23/24

GUIDANCE FOR FY 23/24 REFLECTS FOCUS ON PROFITABILITY

GUIDANCE FOR FY 23/24

REVENUE

+1% to +11% YoY range

ADJUSTED EBITDA

Break-even

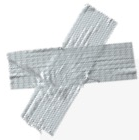
**CAPEX¹ &
NET WORKING CAPITAL**

**CAPEX of EUR 30m to 50m and
net working capital around FY 22/23 levels**

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

HIGH LEVEL OF CONTROL OVER PROFITABILITY LEVERS

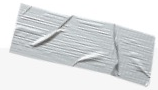
SELECTED PROFITABILITY MEASURES FY 23/24



**GROSS
MARGIN**

**FULLFILLMENT
COSTS**

**MARKETING
COSTS**



**ADMINISTRATIVE
EXPENSES**

GROWTH ACCELERATION EXPECTED FOLLOWING BREAK-EVEN

ABOUT YOU ROADMAP AND PRIORITIES

2020-2021 GROWTH FOCUS

EXTERNAL ENVIRONMENT

- Strong consumer
- E-commerce tailwinds from Covid-19

2022-2023 TRANSITION PHASE

- Consumer sentiment on historic lows
- Promotional environment

2024+ GROWTH & PROFITABILITY

- Improving consumer sentiment
- Normalizing environment

ABOUT YOU FOCUS AND PRIORITIES

- Market expansion
- Top-line growth

- Navigate through unexpected crisis (FY 22/23)
- Adjusted EBITDA break-even (FY 23/24)

- Acceleration in top-line growth
- Positive adjusted EBITDA-development



ABOUT YOU[©]

PUSHING FORWARD

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