



ABOUT YOU[®]

**ANNUAL GENERAL MEETING 2024
SPEECH OF THE MANAGEMENT BOARD**

June 28, 2024

It's ABOUT YOU | aboutyou.com

CONVENIENCE TRANSLATION

AGENDA

01

STRATEGY AND HIGHLIGHTS

02

FINANCIAL PERFORMANCE FY 23/24

03

OUTLOOK AND PRIORITIES FY 24/25





STRATEGY AND HIGHLIGHTS

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



PLANET: DOING BUSINESS WHILE REDUCING NEGATIVE ENVIRONMENTAL AND SOCIAL IMPACTS

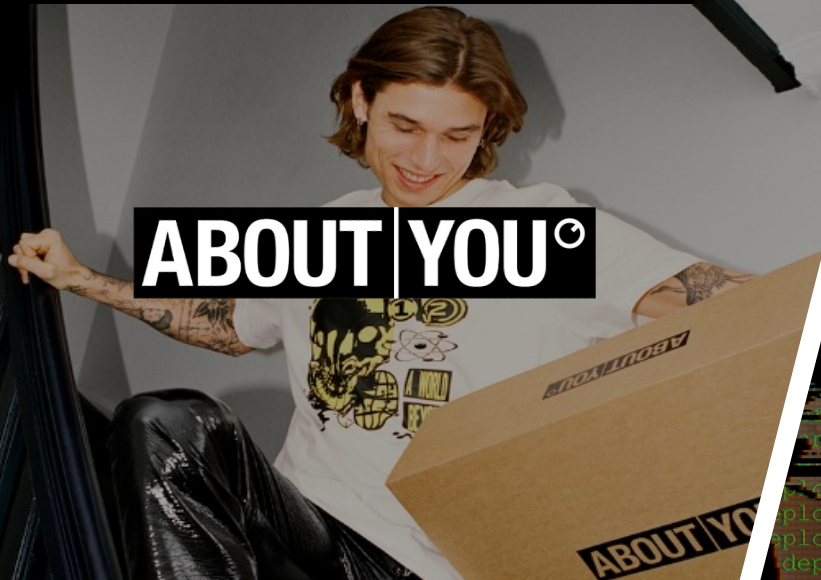
Further progress towards achieving our science-based targets



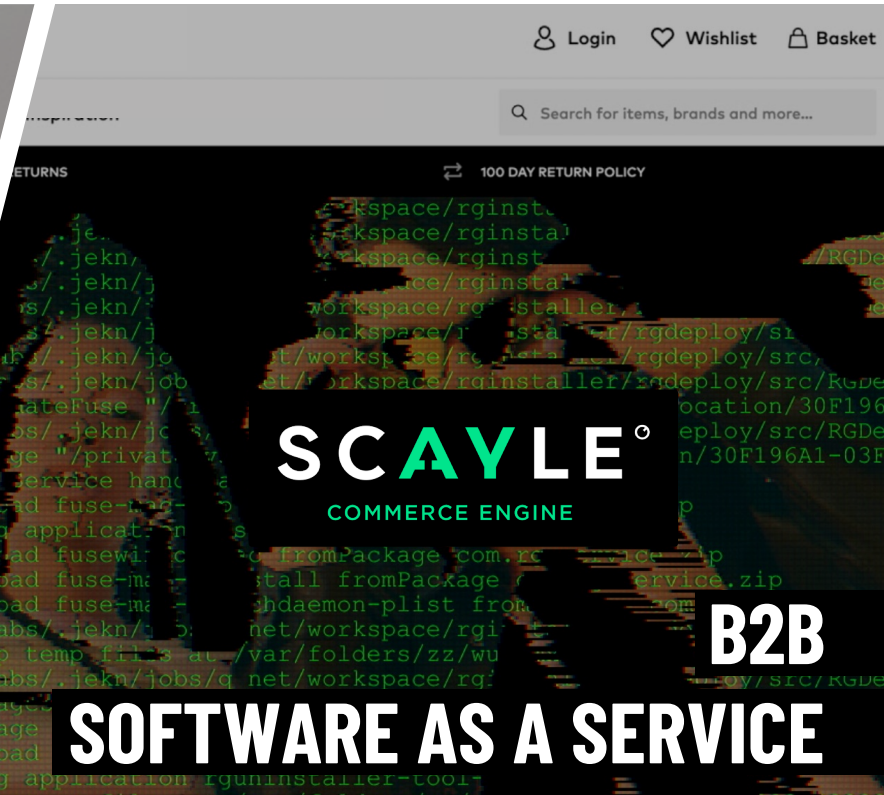
VISION TO BECOME THE GLOBAL #1 FASHION PLATFORM

B2C

ONLINE FASHION STORE



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SCAYLE[®]
COMMERCE ENGINE

B2B

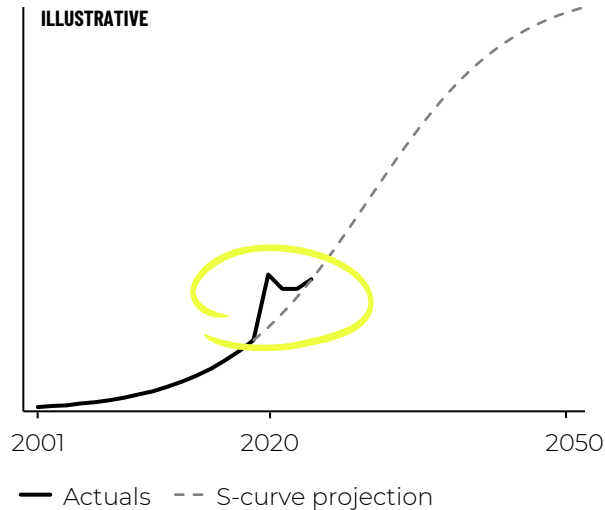
SOFTWARE AS A SERVICE



CHANNEL SHIFT TAILWINDS GET BACK INTO SHAPE

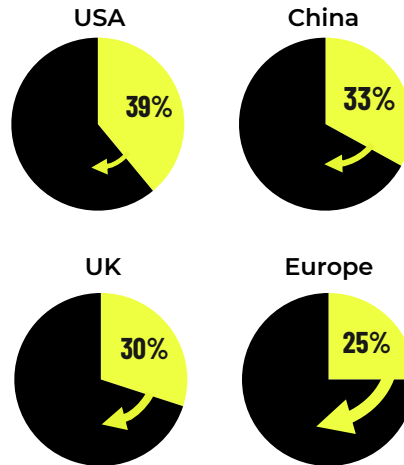
MARKET RETURNING TO GROWTH

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



THREE INITIATIVES UNLOCK THE NEXT GROWTH WAVE

KEY COMMERCE GROWTH INITIATIVES FOR FY 24/25

A CUSTOMER ENGAGEMENT DRIVERS



B FASHION ASSORTMENT EXPANSION



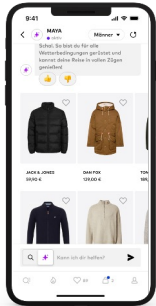
C OPERATING MODEL EXTENSION



BUILDING THE MOST COMPLETE FASHION PLATFORM IN EUROPE

A NEXT LEVEL ENGAGEMENT ENABLED BY AI

EXEMPLARY COMMERCE ENGAGEMENT INITIATIVES FOR FY 24/25

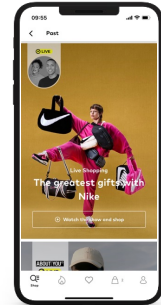


PERSONALIZED ACCESS

- AI shopping assistants
- 3D size & fit features

ENRICHED CONTENT

- GenAI editorials
- Live shopping



ABOUT YOU^o

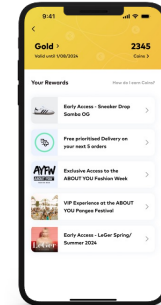


SMART PROMOTIONS

- Personalized coupons
- Personalized campaigns

GAMIFICATION

- Reward program
- Collection mechanisms



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

C EXTENDING CAPABILITIES TO GROW 3P SHARES

PLATFORM EXTENSION OF COMMERCE 3P MODELS

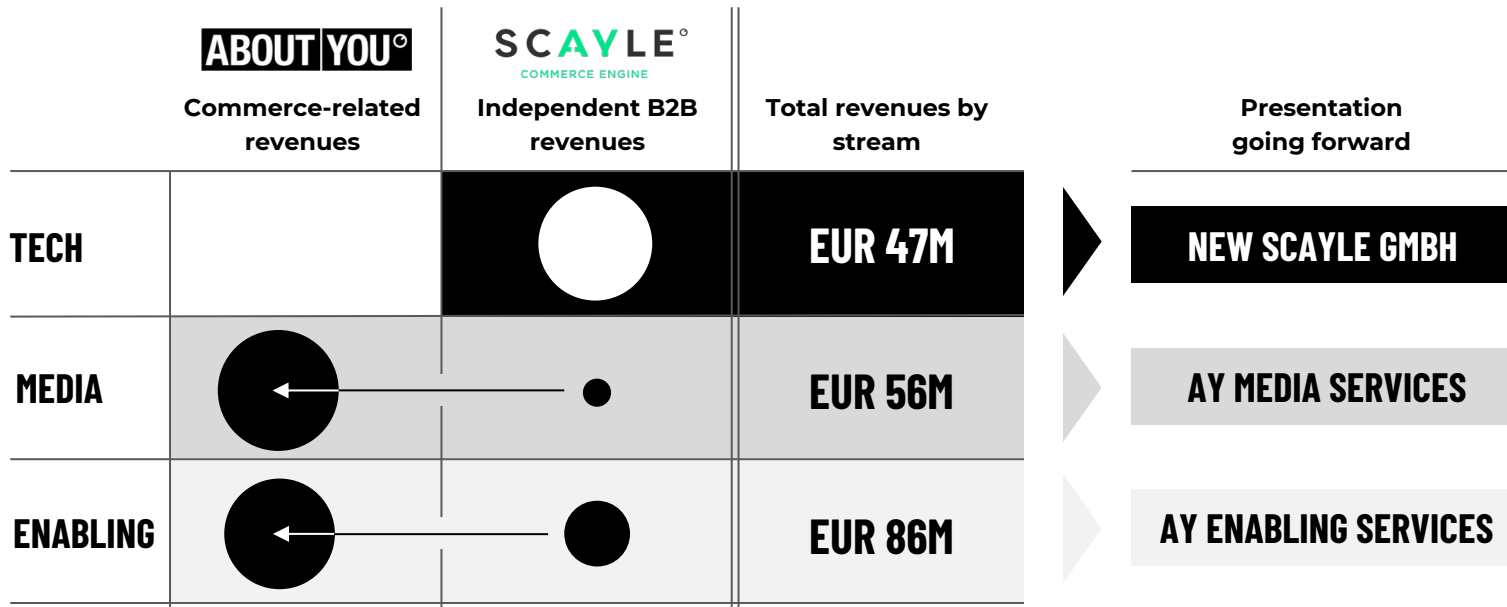
	1P (OWN INVENTORY)		3P (EXTERNAL INVENTORY)				RATIONALE TO EXTEND 3P MODELS
	Own Labels 	3rd Party Brands 	FbAY 	Drop Shipping 	FbAY 	Drop Shipping 	
NEW IN FY 24/25							
SOURCING	ABOUT YOU ^o	Partner	Partner	Partner	Partner	Partner	Grow 3P GMV shares
OWNERSHIP	ABOUT YOU ^o	ABOUT YOU ^o	Partner	Partner	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	



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)



SCAYLE provides a digital commerce platform as software as a service for B2C enterprise brands and retailers

The collage illustrates the SCAYLE platform's capabilities across different devices and user roles. It includes:

- Mobile Shopping Cart:** A smartphone screen showing a shopping cart with a red and white soccer jersey, a total of €30.00, and a 'Checkout' button.
- Desktop Dashboard:** A comprehensive analytics dashboard for 'ACME Corp.' featuring:
 - Checkout Insights:** A conversion funnel showing the progression from 203,313 All Checkout Sessions to 21,199 Orders placed.
 - Active Promotions By Type:** A donut chart showing 417 active promotions across categories like automatic discounts, gift cards, and more.
 - Conversion Rate:** A line chart showing a conversion rate of 11.5% on January 5th.
 - Summary Metrics:** Revenue of 380K €, Total Orders of 21.2K, and an Avg. Order Value of 18 €.
- Mobile Checkout Flow:** A sequence of mobile screens showing the checkout process, including 'Store Pickup' options and a final 'Pay Now' button.

```

t = new Product();
t.referenceKey = 'myReferenceKey';
t.name = [
  '_DE' => 'Mein Produkt',
  '_EN' => 'My Product'
];

t.state = 'draft';
t.categories = [
  'Fashion', 'Women', 'Shirts'
];

t.productId = '1234567890';
  
```

➤ Owned by the ABOUT YOU Holding SE

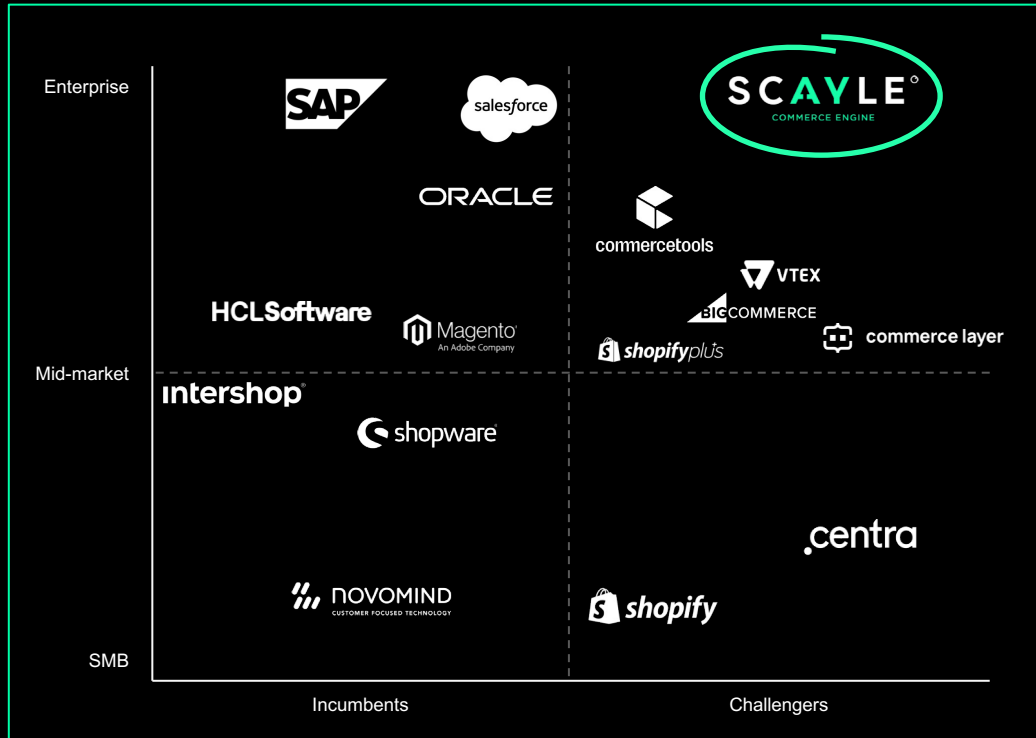
➤ ~300 employees

➤ Headquartered in Hamburg



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

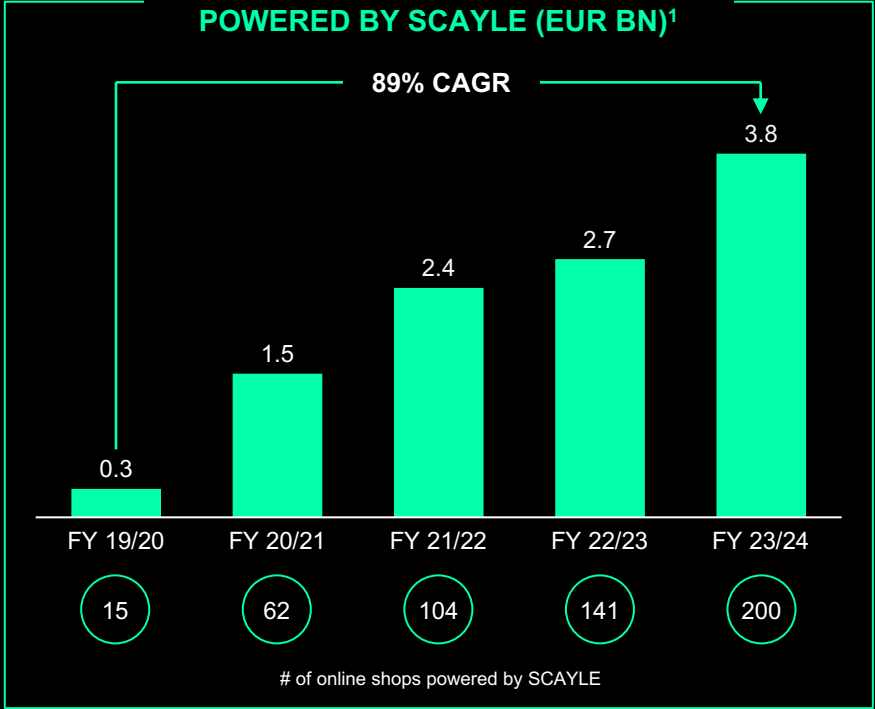
- Breadth and depth of feature set
- Unified UI across entire commerce capabilities
- Demonstrated track record with enterprise customers



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

EUR ~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

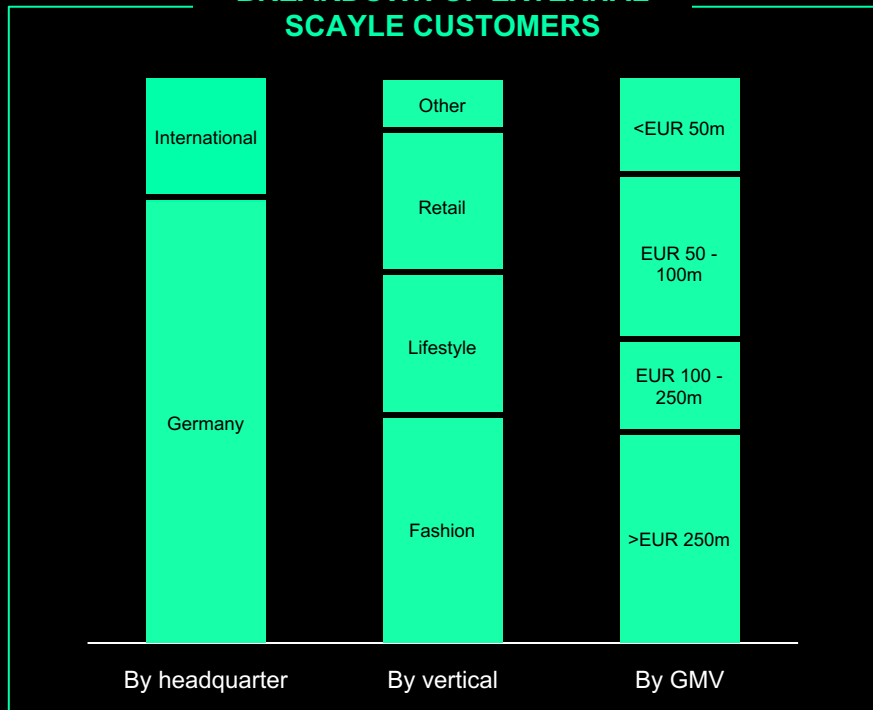
>50%
Adjusted EBITDA margin FY 23/24

1. Gross transaction volume, i.e. before returns and including VAT; 2. ARR = Annual Recurring Revenues (with SaaS products)

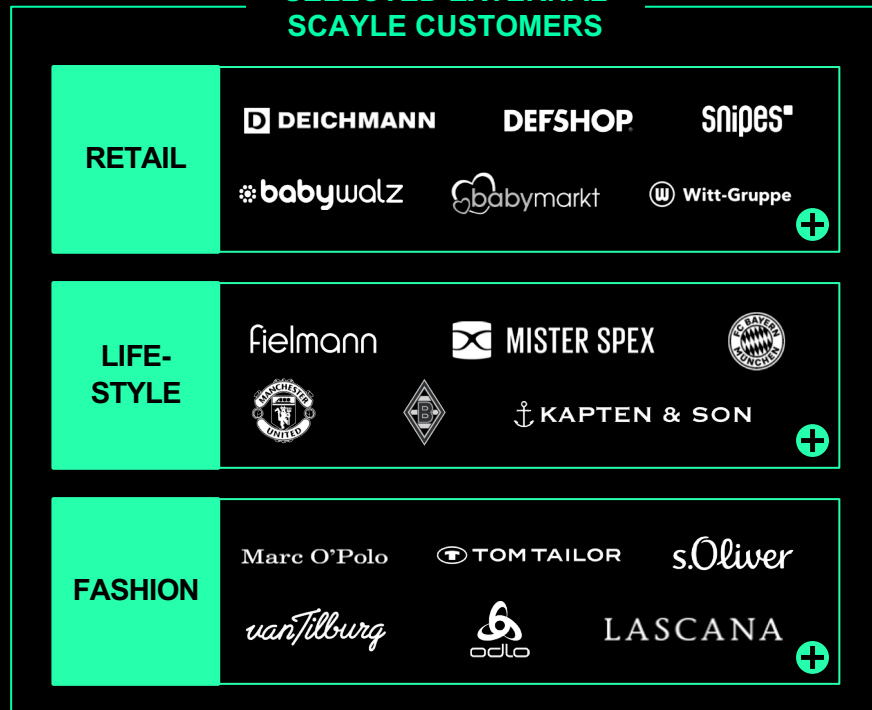


EXPANDING ACROSS GEOGRAPHIES AND VERTICALS WHILE MAINTAINING A STRONG ENTERPRISE FOCUS

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

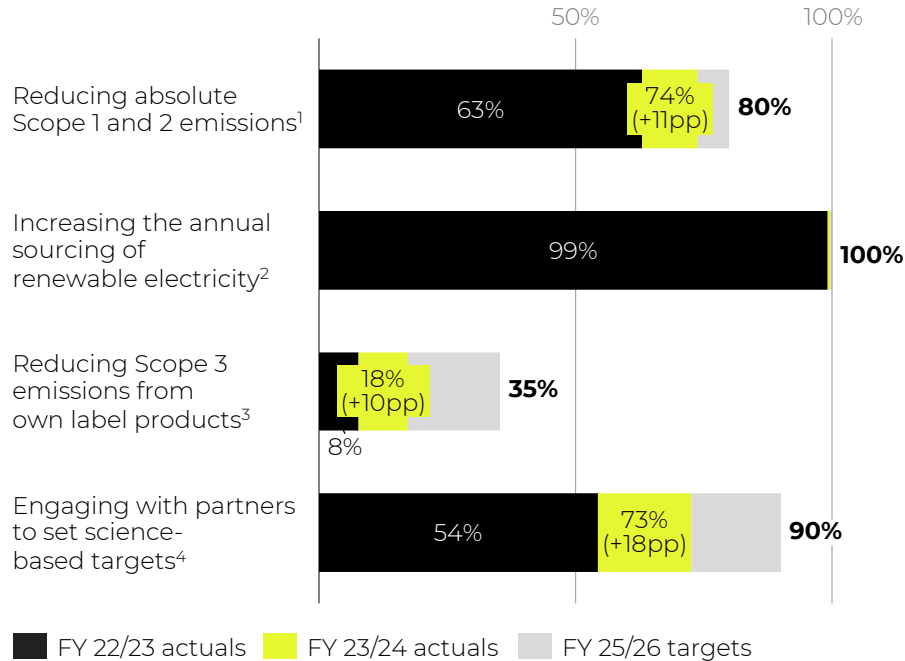


EXPAND THE SAAS PRODUCT

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

PLANET: PROGRESS IN MANAGING ENVIRONMENTAL IMPACT

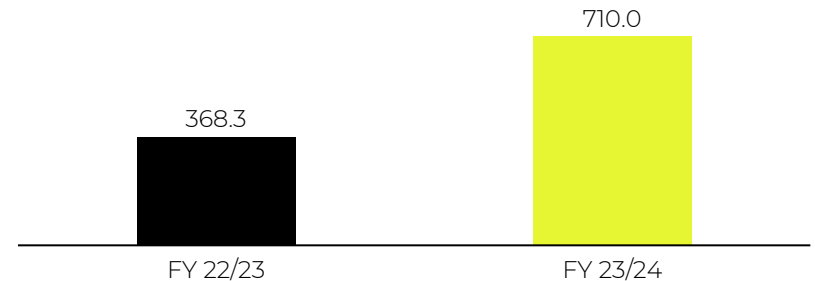
ADVANCES IN OUR SCIENCE-BASED TARGETS



MORE SUSTAINABLE PRODUCT REVENUE⁵ (%)



SECOND-HAND ITEMS AVAILABLE ONLINE (#K)



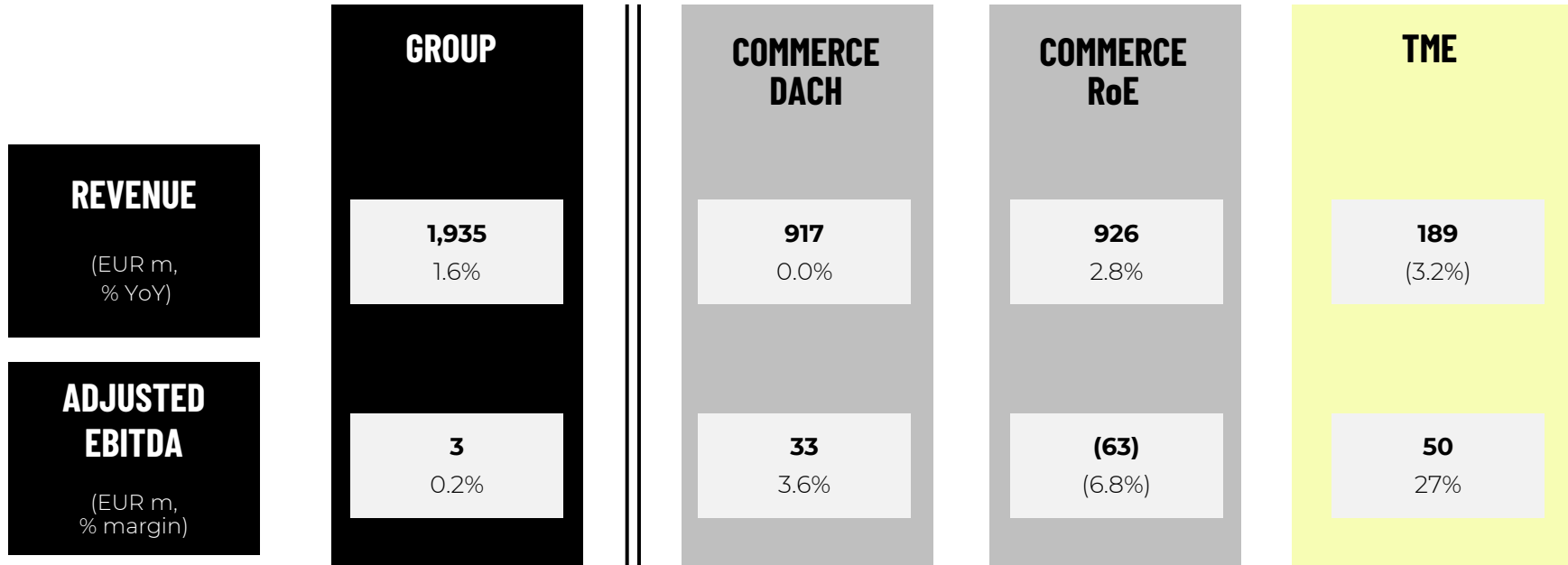
1. From a FY 19/20 base year; 2. As a percentage of total electricity sourced; 3. Per unit of value-added from a FY 19/20 base year; 4. In % by GHG emissions, covering purchased goods & services and transportation & distribution; 5. In core assortment which excludes home, living, accessories, and beauty.

FINANCIAL PERFORMANCE FY 23/24



GROUP GROWTH AND MARGIN IMPROVEMENT ACHIEVED IN FY 23/24

SEGMENT REPORTING BY GROUP¹ - FY 23/24

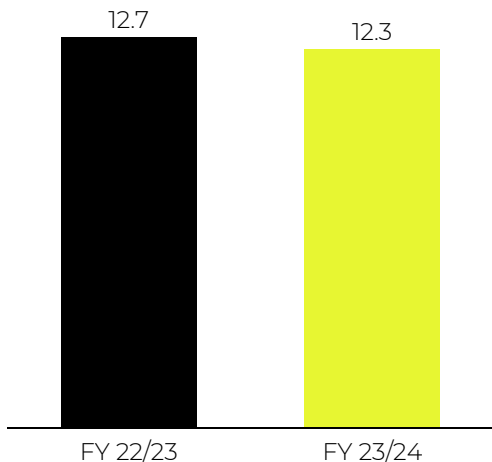


1. Includes internal revenues and reconciliation from segment to group

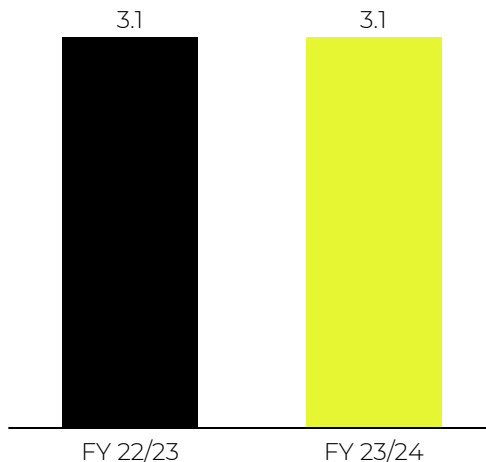
INCREASE IN AOV DRIVES REVENUE GROWTH

ABOUT YOU COMMERCE (ABOUT YOU DACH + ROE) - FY 23/24 (LTM)

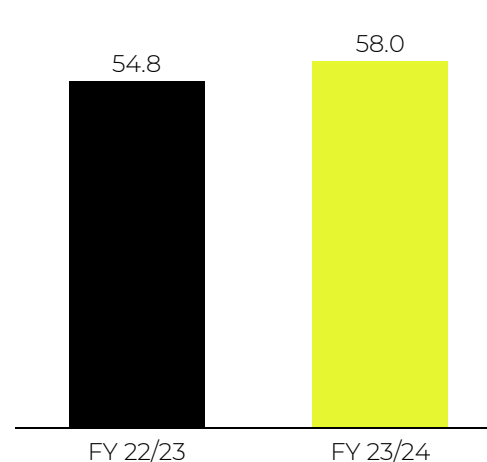
TOTAL ACTIVE CUSTOMERS¹
(M)



AVERAGE ORDER FREQUENCY²
(#)



AVERAGE ORDER VALUE³
(EUR)



% growth YoY

11.8%

(3.2)%

7.1%

(1.0)%

(5.2)%

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

IMPROVEMENTS IN ALL COST LINES IN FY 23/24

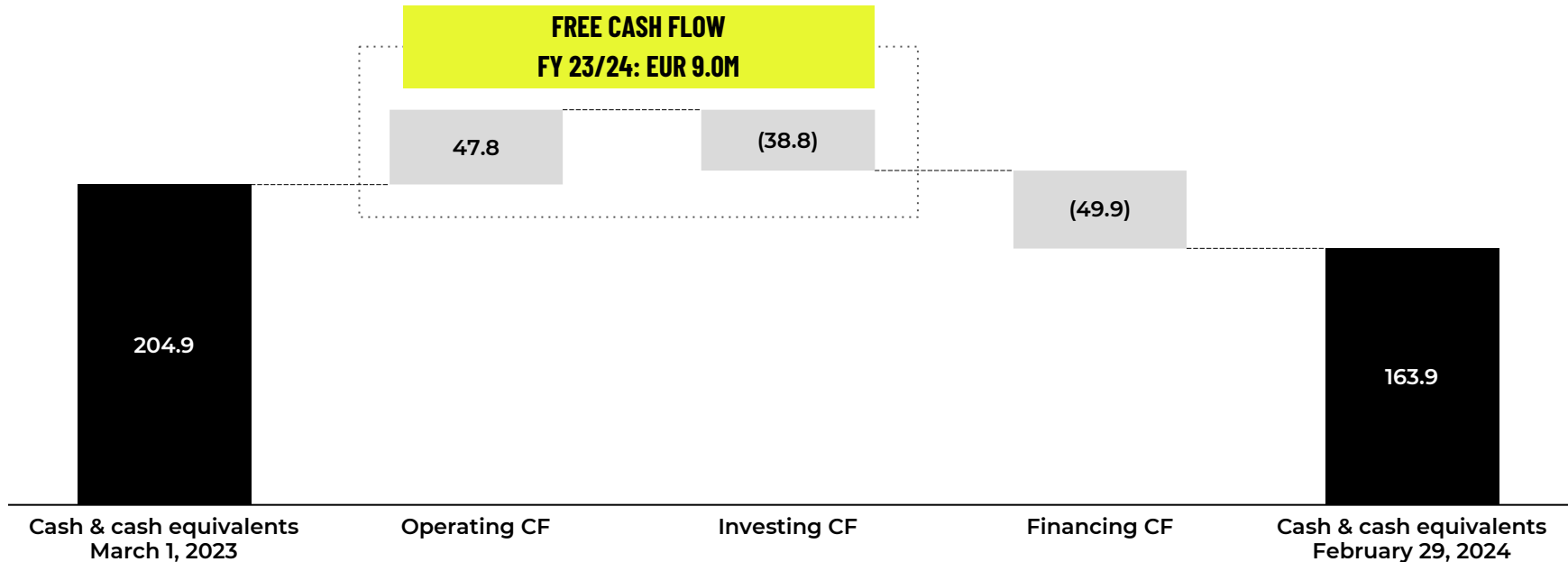
ABOUT YOU GROUP'S KEY MARGIN AND COST LINES

% of revenue	FY		
	22/23	23/24	YoY delta
Gross margin¹	37.8%	38.7%	0.8pp
(-) Fulfillment costs¹	24.5%	23.0%	(1.5)pp
(-) Marketing costs¹	15.9%	10.9%	(5.0)pp
(-) Admin. expenses¹	4.7%	4.6%	(0.1)pp
Adjusted EBITDA margin	(7.2)%	0.2%	7.4pp

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

SOLID CASH BUFFER TO MANAGE THE BUSINESS IN THE CURRENT MARKET ENVIRONMENT

LIQUIDITY POSITION (EUR M) - FEBRUARY 29, 2024

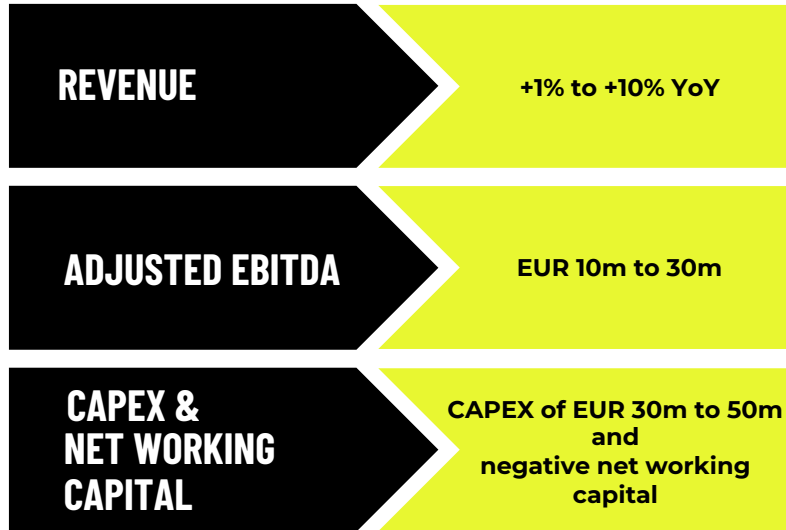


A man with short brown hair, wearing a light blue button-down jacket over a patterned shirt and dark trousers, stands in the center of a flower market stall. The stall is filled with various flowers, including white and yellow roses, pink and red roses, and white chrysanthemums. The stall is covered with a large, light-colored tarp. The background shows other stalls and a building with a clock tower in the distance.

OUTLOOK AND PRIORITIES FY 24/25

ACCELERATED GROWTH AND MARGIN IMPROVEMENT 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**



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