Agenda conference call Q1 22/23

7 July 2022

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<th>Highlights</th>
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<td>Financial update</td>
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Q&A

Today's speaker: Hannes Wiese

Co-Founder & Co-CEO, Operations & Finance
Q1 22/23 highlights

1. **Top-line growth of +19.4% YoY** to EUR 504.1m in Q1 22/23, against the backdrop of worsening macroeconomic conditions and consumer sentiment effects from the Russia-Ukraine conflict.

2. **Group adj. EBITDA\(^1\) of EUR -28.8m** (margin: -5.7%) caused by continued investments into strategic growth initiatives, negatively affected unit economics, and one-off effects.

3. **Growth in customers and frequency, normalising AOV. +27.7% YoY active customers to 11.8 million LTM\(^2\) in Q1 22/23, AOF\(^3\): 3.0x (+5.4% YoY) and AOV\(^4\): EUR 56.8 (-2.2% YoY), as normalisation of return rates is offsetting price increases.**

4. **Commerce segments with solid revenue growth** (DACH: +9.6% YoY, Rest of Europe: +23.3% YoY), but profitability under pressure – DACH adj. EBITDA margin decreased to 4.1% (-3.8pp YoY), RoE to -20.1% (-2.1%pp YoY).

5. **Segment Tech, Media, and Enabling (TME) with continued high revenue growth** (+45.2% YoY) regardless of tough comparatives, driven by expansion of SCAYLE – adj. EBITDA margin improved to 14.0% (+0.4pp YoY).

6. **Guidance for FY 22/23 reiterated:** +25.0 to 35.0% Group revenue growth YoY (EUR 2,165 to 2,338m), adj. EBITDA\(^5\) of EUR -70 to -50m (margin: -3.2 to -2.1%), supported by comprehensive bottom-line measures on path to profitability.

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1. EBITDA adjusted for (i) equity-settled share-based compensation expenses, (ii) restructuring costs, and (iii) one-time effects; 2. LTM: last twelve months; 3. AOF: average order frequency; 4. AOV: average order value; 5. Excluding potential M&A activities.
Continued market share gains in a volatile market

AY Group revenue growth (% YoY)

Mar 22 | Apr 22 | May 22
---|---|---

Q1 21/22 | Q1 22/23
---|---
65.5% | 19.4%

25 to 35% FY 22/23 guidance

CEE impacts
Russia-Ukraine conflict
High investments into our growth strategy as planned in Q1

AY growth levers

Selected growth investments Q1 22/23

1. ABOUT YOU Awards in Milan
2. Big Bang campaign in Norway
3. Branding campaign in Southern Europe
4. Range extension and availability measures
5. SCAYLE country launches and marketing

>10m extraordinary costs in Q1 22/23
Unit economics are worsening, but from a high base

Unit economics: contribution\(^1\)/transaction (EUR, Germany)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Q1 19/20</th>
<th>Q1 20/21</th>
<th>Q1 21/22</th>
<th>Q1 22/23</th>
</tr>
</thead>
</table>
| Normalisation of returns rate
| Moderately increased discount levels
| Lower top-seller availability
| Inflationary cost pressure in logistics
| DC network roll-out complexity

\(^1\) Defined as revenue less COGS less fulfilment costs, in Germany, based on predicted returns as per end of June 2022
Countermeasures in place to deliver on path to profitability

Path to profitability for the Group

Key measures

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

Effectiveness over time

#1 priority to achieve Group adjusted EBITDA break-even in FY 23/24
Strong growth in all segments despite market volatility

Revenue¹ (EUR m) – % growth YoY

<table>
<thead>
<tr>
<th>AY Group</th>
<th>DACH</th>
<th>RoE</th>
<th>TME</th>
</tr>
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<tbody>
<tr>
<td>Q1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21/22</td>
<td>422,1</td>
<td>218,2</td>
<td>186,1</td>
</tr>
<tr>
<td>22/23</td>
<td>504,1</td>
<td>239,0</td>
<td>229,5</td>
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<table>
<thead>
<tr>
<th>% growth YoY</th>
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<tbody>
<tr>
<td>65.5%</td>
</tr>
<tr>
<td>19.4%</td>
</tr>
<tr>
<td>27.2%</td>
</tr>
<tr>
<td>9.6%</td>
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<tr>
<td>119.1%</td>
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<tr>
<td>23.3%</td>
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<tr>
<td>135.8%</td>
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<tr>
<td>45.2%</td>
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</tbody>
</table>

Note: Q1 22/23 ending in May; 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.
Strong customer metrics drive commerce revenues

AY Commerce (AY DACH+AY RoE), Q1 22/23 Last Twelve Months (LTM)

<table>
<thead>
<tr>
<th>Total active customers¹ (m)</th>
<th>Average order frequency² (#)</th>
<th>Average order value³ (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 21/22: 9.2</td>
<td>Q1 21/22: 2.8</td>
<td>Q1 21/22: 58.1</td>
</tr>
<tr>
<td>Q1 22/23: 11.8</td>
<td>Q1 22/23: 3.0</td>
<td>Q1 22/23: 56.8</td>
</tr>
</tbody>
</table>

% growth YoY

- Total active customers: 41.3% to 27.7%
- Average order frequency: 6.6% to 5.4%
- Average order value: 4.1% to (2.2)%

1. Defined as customers who made at least one purchase through our apps and websites within the last 12 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.
Commerce EBITDA under pressure, TME with further uplift

Adj. EBITDA⁴ (EUR m) – % margin

<table>
<thead>
<tr>
<th></th>
<th>AY Group</th>
<th>DACH</th>
<th>RoE</th>
<th>TME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>(12,3)</td>
<td>(28,8)</td>
<td>17,3</td>
<td>9,9</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(33,3)</td>
</tr>
<tr>
<td>21/22</td>
<td>(2.9)%</td>
<td>(5.7)%</td>
<td>7.9%</td>
<td>4.1%</td>
</tr>
<tr>
<td>22/23</td>
<td>(4.7)%</td>
<td>(6.0)%</td>
<td>(17.9)%</td>
<td>(20.1)%</td>
</tr>
</tbody>
</table>

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

1. Reconciliation from segment to Group adj. EBITDA of EUR 0.4m for Q1 22/23, and EUR -1.0m for Q1 21/22; EBITDA adjusted for (i) equity-settled share-based compensation expenses (Q1 22/23: EUR 2.5m; Q1 21/22: EUR 1.6m) (ii) restructuring costs and one-time effects (Q1 22/23: EUR 0.0m; Q1 21/22: EUR 4.7m)
Fulfilment and marketing costs put pressure on profitability

Key margin and cost lines AY Group

<table>
<thead>
<tr>
<th>% of revenue</th>
<th>21/22</th>
<th>22/23</th>
<th>YoY Delta</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross margin¹</td>
<td>41.8%</td>
<td>42.6%</td>
<td>0.9pp</td>
</tr>
<tr>
<td>(-) Fulfilment costs¹</td>
<td>19.2%</td>
<td>21.9%</td>
<td>2.7pp</td>
</tr>
<tr>
<td>(-) Marketing costs¹</td>
<td>19.8%</td>
<td>20.8%</td>
<td>1.0pp</td>
</tr>
<tr>
<td>(-) Admin &amp; other costs¹</td>
<td>5.6%</td>
<td>5.7%</td>
<td>0.0pp</td>
</tr>
<tr>
<td>Adj. EBITDA margin</td>
<td>(2.9)%</td>
<td>(5.7)%</td>
<td>(2.8)pp</td>
</tr>
</tbody>
</table>

¹. Defined as Alternative Performance Measures (APM) and not recognised under IFRS
# Negative NWC and limited CAPEX in Q1 22/23

## Net working capital

<table>
<thead>
<tr>
<th>Net working capital (EUR m)</th>
<th>% of revenue LTM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 21/22 (48,1)</td>
<td></td>
</tr>
<tr>
<td>Q1 22/23 (19,4)</td>
<td></td>
</tr>
</tbody>
</table>

1. Net working capital defined as: inventories plus receivables (includes trade receivables and other current assets) minus liabilities (includes trade payables, other payables and provisions for returns)

## Capital expenditure

<table>
<thead>
<tr>
<th>Capital expenditure (EUR m)</th>
<th>% of revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 21/22 (11,0)</td>
<td>2.6%</td>
</tr>
<tr>
<td>Q1 22/23 (13,1)</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

2. Includes acquisition of intangible assets and PPE (Q1 22/23 EUR 8.4m; Q1 21/22 EUR 4.4m), acquisition of company shares (Q1 22/23 EUR 0.0m; Q1 21/22 EUR 0.5m) and working capital loans for holdings in influencer brands and incubators (Q1 22/23 EUR 4.7m; Q1 21/22 EUR 6m)
Solid cash position to execute on path to profitability

Liquidity position, 31 May 2022
(EUR m)

Free cash flow
Q1 22/23: (24.4)m\(^1\)

Cash & Cash Equivalents
28 February 2022
496.2

Operating CF\(^1\)
(11.3)

Investing CF
(13.1)

Financing CF
(6.6)

Cash & Cash Equivalents
31 May 2022
465.2

1. Not adjusted for private placement expenses
Guidance for FY 22/23 and medium-term goals confirmed

<table>
<thead>
<tr>
<th>AY Group guidance, FY 22/23</th>
<th>Medium-term priorities</th>
</tr>
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<tr>
<td><strong>Revenue</strong></td>
<td><strong>#1</strong> Execute on path to profitability for the Group (Group adjusted EBITDA break-even FY 23/24)</td>
</tr>
<tr>
<td>25 to 35% YoY</td>
<td></td>
</tr>
<tr>
<td>EUR 2,165 to 2,338m</td>
<td></td>
</tr>
<tr>
<td><strong>Adj. EBITDA¹</strong></td>
<td><strong>#2</strong> Reach medium-term top-line targets (EUR 5bn Group revenue FY 25/26)</td>
</tr>
<tr>
<td>EUR -70 to -50m</td>
<td></td>
</tr>
<tr>
<td>(margin -3.2 to -2.1%)</td>
<td></td>
</tr>
<tr>
<td><strong>CAPEX &amp; net working capital</strong></td>
<td></td>
</tr>
<tr>
<td>CAPEX of EUR 60 to 80m¹ and neutral net working capital</td>
<td></td>
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1. Excluding potential M&A activities
APPENDIX
Check out the ABOUT YOU app experience via our product demo
Stay up-to-date with the AY Media Board
### Group key performance metrics

<table>
<thead>
<tr>
<th>EUR m / %</th>
<th>Q1 19/20</th>
<th>Q2 19/20</th>
<th>Q3 19/20</th>
<th>Q4 19/20</th>
<th>FY 19/20</th>
<th>Q1 20/21</th>
<th>Q2 20/21</th>
<th>Q3 20/21</th>
<th>Q4 20/21</th>
<th>FY 20/21</th>
<th>Q1 21/22</th>
<th>Q2 21/22</th>
<th>Q3 21/22</th>
<th>Q4 21/22</th>
<th>FY 21/22</th>
<th>Q1 22/23</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong>¹</td>
<td>153.0</td>
<td>154.3</td>
<td>228.0</td>
<td>208.1</td>
<td>743.4</td>
<td>255.1</td>
<td>258.0</td>
<td>346.2</td>
<td>307.1</td>
<td>1,166.5</td>
<td>422.1</td>
<td>395.6</td>
<td>512.5</td>
<td>401.4</td>
<td>1,731.6</td>
<td>504.1</td>
</tr>
<tr>
<td><strong>% growth y-o-y</strong></td>
<td>66.5%</td>
<td>67.2%</td>
<td>54.6%</td>
<td>60.6%</td>
<td>61.2%</td>
<td>66.6%</td>
<td>67.2%</td>
<td>51.9%</td>
<td>47.6%</td>
<td>56.9%</td>
<td>65.5%</td>
<td>53.3%</td>
<td>48.0%</td>
<td>32.7%</td>
<td>48.5%</td>
<td>19.4%</td>
</tr>
<tr>
<td><strong>Cost of sales</strong>²</td>
<td>(88.6)</td>
<td>(96.4)</td>
<td>(126.8)</td>
<td>(113.2)</td>
<td>(425.0)</td>
<td>(150.9)</td>
<td>(169.4)</td>
<td>(205.3)</td>
<td>(167.8)</td>
<td>(693.3)</td>
<td>(245.8)</td>
<td>(241.4)</td>
<td>(313.2)</td>
<td>(227.5)</td>
<td>(1,028.0)</td>
<td>(289.3)</td>
</tr>
<tr>
<td><strong>Gross profit</strong></td>
<td>64.3</td>
<td>57.9</td>
<td>101.1</td>
<td>96.0</td>
<td>318.4</td>
<td>104.2</td>
<td>88.7</td>
<td>140.9</td>
<td>139.3</td>
<td>473.1</td>
<td>176.3</td>
<td>154.2</td>
<td>199.3</td>
<td>173.9</td>
<td>703.7</td>
<td>214.8</td>
</tr>
<tr>
<td><strong>% margin</strong></td>
<td>42.1%</td>
<td>37.5%</td>
<td>44.4%</td>
<td>45.6%</td>
<td>42.8%</td>
<td>40.9%</td>
<td>34.4%</td>
<td>40.7%</td>
<td>45.4%</td>
<td>40.6%</td>
<td>41.6%</td>
<td>39.0%</td>
<td>38.9%</td>
<td>43.3%</td>
<td>40.6%</td>
<td>42.6%</td>
</tr>
<tr>
<td><strong>Fulfilment costs</strong>³</td>
<td>(52.8)</td>
<td>(31.9)</td>
<td>(43.4)</td>
<td>(48.9)</td>
<td>(157.0)</td>
<td>(53.9)</td>
<td>(53.6)</td>
<td>(66.0)</td>
<td>(60.2)</td>
<td>(233.7)</td>
<td>(81.1)</td>
<td>(80.4)</td>
<td>(96.3)</td>
<td>(89.6)</td>
<td>(347.4)</td>
<td>(110.2)</td>
</tr>
<tr>
<td><strong>% of revenue</strong></td>
<td>(21.4)%</td>
<td>(20.7)%</td>
<td>(19.0)%</td>
<td>(23.5)%</td>
<td>(21.1)%</td>
<td>(21.1)%</td>
<td>(20.6)%</td>
<td>(19.1)%</td>
<td>(19.6)%</td>
<td>(20.0)%</td>
<td>(19.2)%</td>
<td>(20.3)%</td>
<td>(18.6)%</td>
<td>(22.3)%</td>
<td>(20.1)%</td>
<td>(21.9)%</td>
</tr>
<tr>
<td><strong>Marketing costs</strong>²</td>
<td>(39.6)</td>
<td>(40.2)</td>
<td>(54.3)</td>
<td>(32.6)</td>
<td>(166.7)</td>
<td>(44.5)</td>
<td>(33.9)</td>
<td>(66.9)</td>
<td>(45.1)</td>
<td>(190.3)</td>
<td>(83.7)</td>
<td>(67.0)</td>
<td>(108.7)</td>
<td>(69.1)</td>
<td>(328.5)</td>
<td>(104.9)</td>
</tr>
<tr>
<td><strong>% of revenue</strong></td>
<td>(25.9)%</td>
<td>(26.0)%</td>
<td>(23.8)%</td>
<td>(15.7)%</td>
<td>(22.4)%</td>
<td>(17.4)%</td>
<td>(15.1)%</td>
<td>(19.3)%</td>
<td>(14.7)%</td>
<td>(16.3)%</td>
<td>(19.8)%</td>
<td>(16.9)%</td>
<td>(21.2)%</td>
<td>(17.2)%</td>
<td>(19.0)%</td>
<td>(20.8)%</td>
</tr>
<tr>
<td><strong>Admin &amp; other costs</strong>²</td>
<td>(13.2)</td>
<td>(16.5)</td>
<td>(15.6)</td>
<td>(19.2)</td>
<td>(64.6)</td>
<td>(16.6)</td>
<td>(14.0)</td>
<td>(22.3)</td>
<td>(31.6)</td>
<td>(84.6)</td>
<td>(23.8)</td>
<td>(20.0)</td>
<td>(24.7)</td>
<td>(26.2)</td>
<td>(94.7)</td>
<td>(28.5)</td>
</tr>
<tr>
<td><strong>% of revenue</strong></td>
<td>(8.7)%</td>
<td>(10.7)%</td>
<td>(6.8)%</td>
<td>(9.2)%</td>
<td>(8.7)%</td>
<td>(6.5)%</td>
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<td>(10.3)%</td>
<td>(7.3)%</td>
<td>(5.6)%</td>
<td>(5.0)%</td>
<td>(4.8)%</td>
<td>(6.5)%</td>
<td>(5.5)%</td>
<td>(5.7)%</td>
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<tr>
<td><strong>Adj. EBITDA</strong>³</td>
<td>(21.3)</td>
<td>(30.7)</td>
<td>(12.2)</td>
<td>(5.7)</td>
<td>(69.9)</td>
<td>(10.7)</td>
<td>(12.9)</td>
<td>(14.3)</td>
<td>2.4</td>
<td>(35.5)</td>
<td>(12.3)</td>
<td>(13.1)</td>
<td>(30.5)</td>
<td>(11.0)</td>
<td>(66.9)</td>
<td>(28.8)</td>
</tr>
<tr>
<td><strong>% margin</strong></td>
<td>(13.9)%</td>
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<td>(5.3)%</td>
<td>(2.7)%</td>
<td>(9.4)%</td>
<td>(4.2)%</td>
<td>(5.0)%</td>
<td>(4.1)%</td>
<td>0.8%</td>
<td>(3.0)%</td>
<td>(2.9)%</td>
<td>(3.3)%</td>
<td>(6.0)%</td>
<td>(2.7)%</td>
<td>(3.9)%</td>
<td>(5.7)%</td>
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<td><strong>Adjustments</strong></td>
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<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
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<tr>
<td><strong>EBITDA</strong></td>
<td>(21.3)</td>
<td>(30.7)</td>
<td>(12.2)</td>
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<td>(69.9)</td>
<td>(10.7)</td>
<td>(12.9)</td>
<td>(14.3)</td>
<td>6.1</td>
<td>(44.0)</td>
<td>(18.6)</td>
<td>(29.8)</td>
<td>(30.7)</td>
<td>(15.8)</td>
<td>(95.0)</td>
<td>(31.3)</td>
</tr>
<tr>
<td><strong>% margin</strong></td>
<td>(13.9)%</td>
<td>(19.9)%</td>
<td>(5.3)%</td>
<td>(2.7)%</td>
<td>(9.4)%</td>
<td>(4.2)%</td>
<td>(5.0)%</td>
<td>(4.1)%</td>
<td>2.0%</td>
<td>(3.8)%</td>
<td>(4.4)%</td>
<td>(7.5)%</td>
<td>(6.0)%</td>
<td>(5.9)%</td>
<td>(5.5)%</td>
<td>(6.2)%</td>
</tr>
<tr>
<td><strong>Depreciation &amp; amortisation</strong></td>
<td>(2.3)</td>
<td>(2.1)</td>
<td>(1.9)</td>
<td>(3.2)</td>
<td>(9.5)</td>
<td>(2.7)</td>
<td>(2.7)</td>
<td>(2.8)</td>
<td>(3.2)</td>
<td>(11.4)</td>
<td>(3.8)</td>
<td>(3.9)</td>
<td>(7.7)</td>
<td>(9.6)</td>
<td>(25.0)</td>
<td>(11.6)</td>
</tr>
<tr>
<td><strong>EBIT</strong></td>
<td>(23.6)</td>
<td>(32.8)</td>
<td>(14.1)</td>
<td>(8.9)</td>
<td>(79.4)</td>
<td>(13.4)</td>
<td>(15.6)</td>
<td>(17.2)</td>
<td>(9.3)</td>
<td>(55.5)</td>
<td>(22.4)</td>
<td>(33.7)</td>
<td>(38.5)</td>
<td>(25.4)</td>
<td>(119.9)</td>
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<td>(8.5)%</td>
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¹ Reconciliation from segment to Group revenue of EUR -14.5m for Q1 22/23, and EUR -16.7m for Q1 21/22
² Defined as Alternative Performance Measure (APM) and not recognised under IFRS
³ Reconciliation from segment to Group adj. EBITDA of EUR 0.4m for Q1 22/23, and EUR -1.0m for Q1 21/22; EBITDA adjusted for (i) equity-settled share-based compensation expenses (Q1 22/23: EUR 2.5m; Q1 21/22: EUR 1.6m) (ii) restructuring costs and one-time effects (Q1 22/23: EUR 0.0m, Q1 21/22: EUR 4.7m)
## Segment information

<table>
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<tr>
<th>EUR m / %</th>
<th>Q1 19/20</th>
<th>Q2 19/20</th>
<th>Q3 19/20</th>
<th>Q4 19/20</th>
<th>FY 19/20</th>
<th>Q1 20/21</th>
<th>Q2 20/21</th>
<th>Q3 20/21</th>
<th>Q4 20/21</th>
<th>FY 20/21</th>
<th>Q1 21/22</th>
<th>Q2 21/22</th>
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<th>Q4 21/22</th>
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<td>(2.7)%</td>
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<td>9.5%</td>
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<td>(29.2)%</td>
<td>(20.9)%</td>
<td>(16.2)%</td>
<td>(20.8)%</td>
<td>(4.4)%</td>
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<tr>
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<td>24.9%</td>
<td>17.3%</td>
<td>14.0%</td>
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</table>

1. EBITDA adjusted for (i) equity-settled share-based compensation expenses (Q1 22/23: EUR 2.5m; Q1 21/22: EUR 1.6m) (ii) restructuring costs and one-time effects (Q1 22/23: EUR 0.0m; Q1 21/22: EUR 4.7m)
## Customer metrics

<table>
<thead>
<tr>
<th>Customer metrics</th>
<th>Q1 19/20</th>
<th>Q2 19/20</th>
<th>Q3 19/20</th>
<th>Q4 19/20</th>
<th>FY 19/20</th>
<th>Q1 20/21</th>
<th>Q2 20/21</th>
<th>Q3 20/21</th>
<th>Q4 20/21</th>
<th>FY 20/21</th>
<th>Q1 21/22</th>
<th>Q2 21/22</th>
<th>Q3 21/22</th>
<th>Q4 21/22</th>
<th>FY 21/22</th>
<th>Q1 22/23</th>
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<td><strong>Customer reach metrics</strong></td>
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</tr>
<tr>
<td>User sessions per month (m)</td>
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<td>81.9%</td>
<td>82.9%</td>
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<td>83.4%</td>
<td>83.4%</td>
<td>83.4%</td>
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<td>84.6%</td>
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<td>86.7%</td>
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</table>

1. Defined as all sessions across all countries excluding sessions without interaction
2. Defined as all session via a mobile device, e.g. a smartphone
3. Last twelve months (LTM)
4. Defined as customers who made at least one purchase through our apps and websites within the last 12 months
5. Defined as the total number of all orders divided by the total number of all active customers
6. Defined as the number of customer orders placed within the last 12 months
7. 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
### Short profit & loss statement

<table>
<thead>
<tr>
<th>EUR m / %</th>
<th>FY 19/20</th>
<th>Q1 20/21</th>
<th>Q2 20/21</th>
<th>Q3 20/21</th>
<th>Q4 20/21</th>
<th>FY 20/21</th>
<th>Q1 21/22</th>
<th>Q2 21/22</th>
<th>Q3 21/22</th>
<th>Q4 21/22</th>
<th>FY 21/22</th>
<th>Q1 22/23</th>
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<td>743.4</td>
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<td>346.2</td>
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<td>395.6</td>
<td>512.5</td>
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<td>47.6%</td>
<td>56.9%</td>
<td>65.5%</td>
<td>53.3%</td>
<td>48.0%</td>
<td>30.7%</td>
<td>48.5%</td>
<td>19.4%</td>
</tr>
<tr>
<td>Cost of materials</td>
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<td>(167.8)</td>
<td>(691.5)</td>
<td>(244.3)</td>
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<td>(311.7)</td>
<td>(227.6)</td>
<td>(1,023.3)</td>
<td>(286.6)</td>
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<td>(165.7)</td>
<td>(221.7)</td>
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<td>(232.9)</td>
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<td>8.0</td>
<td>8.1</td>
<td>23.8</td>
<td>7.8</td>
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<tr>
<td><strong>EBITDA</strong></td>
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<td>(12.9)</td>
<td>(14.3)</td>
<td>(6.1)</td>
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<tr>
<td>% margin</td>
<td>(9.4)%</td>
<td>(4.2)%</td>
<td>(5.0)%</td>
<td>(4.1)%</td>
<td>(2.0)%</td>
<td>(3.8)%</td>
<td>(4.4)%</td>
<td>(7.5)%</td>
<td>(6.0)%</td>
<td>(3.9)%</td>
<td>(5.5)%</td>
<td>(6.2)%</td>
</tr>
<tr>
<td>Depreciation &amp; amortisation</td>
<td>(9.5)</td>
<td>(2.7)</td>
<td>(2.7)</td>
<td>(2.8)</td>
<td>(3.2)</td>
<td>(11.4)</td>
<td>(3.8)</td>
<td>(3.9)</td>
<td>(7.7)</td>
<td>(9.6)</td>
<td>(25.0)</td>
<td>(11.6)</td>
</tr>
<tr>
<td><strong>EBIT</strong></td>
<td>(79.4)</td>
<td>(13.4)</td>
<td>(15.6)</td>
<td>(17.2)</td>
<td>(9.3)</td>
<td>(55.5)</td>
<td>(22.4)</td>
<td>(33.7)</td>
<td>(38.5)</td>
<td>(25.4)</td>
<td>(119.9)</td>
<td>(43.0)</td>
</tr>
<tr>
<td>% margin</td>
<td>(10.7)%</td>
<td>(5.2)%</td>
<td>(6.0)%</td>
<td>(5.0)%</td>
<td>(3.0)%</td>
<td>(4.8)%</td>
<td>(5.3)%</td>
<td>(8.5)%</td>
<td>(7.5)%</td>
<td>(6.5)%</td>
<td>(6.9)%</td>
<td>(8.5)%</td>
</tr>
<tr>
<td>Net interest result</td>
<td>(0.9)</td>
<td>(0.6)</td>
<td>0.3</td>
<td>(0.4)</td>
<td>(0.9)</td>
<td>(1.6)</td>
<td>(1.1)</td>
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<td>(17.6)</td>
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<td>(57.1)</td>
<td>(23.5)</td>
<td>(34.9)</td>
<td>(39.0)</td>
<td>(25.2)</td>
<td>(122.6)</td>
<td>(44.1)</td>
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<tr>
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<td>0.1</td>
<td>0.1</td>
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<td>0.9</td>
<td>0.8</td>
<td>1.8</td>
<td>0.5</td>
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<tr>
<td><strong>Profit / (loss) for the</strong></td>
<td>(79.8)</td>
<td>(14.1)</td>
<td>(15.4)</td>
<td>(17.7)</td>
<td>(12.7)</td>
<td>(59.9)</td>
<td>(23.5)</td>
<td>(35.0)</td>
<td>(39.9)</td>
<td>(26.0)</td>
<td>(124.4)</td>
<td>(44.4)</td>
</tr>
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1. Reconciliation from segment to Group adj. EBITDA of EUR 0.4m for Q1 22/23, and EUR -1.0m for Q1 21/22
### Reconciliation of adj. EBITDA to net income

<table>
<thead>
<tr>
<th>EUR m</th>
<th>FY 19/20</th>
<th>Q1 20/21</th>
<th>Q2 20/21</th>
<th>Q3 20/21</th>
<th>Q4 20/21</th>
<th>FY 20/21</th>
<th>Q1 21/22</th>
<th>Q2 21/22</th>
<th>Q3 21/22</th>
<th>Q4 21/22</th>
<th>FY 21/22</th>
<th>Q1 22/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adj. EBITDA&lt;sup&gt;1&lt;/sup&gt;</td>
<td>(69.9)</td>
<td>(10.7)</td>
<td>(12.9)</td>
<td>(14.3)</td>
<td>2.4</td>
<td>(35.5)</td>
<td>(12.3)</td>
<td>(13.1)</td>
<td>(30.5)</td>
<td>(11.0)</td>
<td>(66.9)</td>
<td>(28.8)</td>
</tr>
<tr>
<td>Equity-settled share-based compensation</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>(8.4)</td>
<td>(8.4)</td>
<td>(1.6)</td>
<td>(8.4)</td>
<td>(0.2)</td>
<td>(4.6)</td>
<td>(14.8)</td>
<td>(2.5)</td>
</tr>
<tr>
<td>Restructuring costs and one-time effects</td>
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<td>0.0</td>
<td>0.0</td>
<td>(0.2)</td>
<td>(0.2)</td>
<td>(4.7)</td>
<td>(8.3)</td>
<td>0.0</td>
<td>(0.2)</td>
<td>(13.2)</td>
<td>0.0</td>
</tr>
<tr>
<td>EBITDA</td>
<td>(69.9)</td>
<td>(10.7)</td>
<td>(12.9)</td>
<td>(14.3)</td>
<td>(6.1)</td>
<td>(44.0)</td>
<td>(18.6)</td>
<td>(29.8)</td>
<td>(30.7)</td>
<td>(15.8)</td>
<td>(95.0)</td>
<td>(31.3)</td>
</tr>
<tr>
<td>Depreciation &amp; amortisation</td>
<td>(9.5)</td>
<td>(2.7)</td>
<td>(2.7)</td>
<td>(2.8)</td>
<td>(3.2)</td>
<td>(11.4)</td>
<td>(3.9)</td>
<td>(7.7)</td>
<td>(9.6)</td>
<td>(25.0)</td>
<td>(11.6)</td>
<td></td>
</tr>
<tr>
<td>Net interest result</td>
<td>(0.9)</td>
<td>(0.6)</td>
<td>0.3</td>
<td>(0.4)</td>
<td>(0.9)</td>
<td>(1.6)</td>
<td>(1.1)</td>
<td>(1.2)</td>
<td>(0.5)</td>
<td>0.1</td>
<td>(2.7)</td>
<td>(1.1)</td>
</tr>
<tr>
<td>Income taxes</td>
<td>0.4</td>
<td>(0.1)</td>
<td>(0.1)</td>
<td>(0.1)</td>
<td>(2.5)</td>
<td>(2.8)</td>
<td>(0.0)</td>
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<td>(0.9)</td>
<td>(0.8)</td>
<td>(1.8)</td>
<td>(0.3)</td>
</tr>
<tr>
<td>Profit / (loss) for the period (EAT)</td>
<td>(79.8)</td>
<td>(14.1)</td>
<td>(15.4)</td>
<td>(17.7)</td>
<td>(12.7)</td>
<td>(59.9)</td>
<td>(23.5)</td>
<td>(35.0)</td>
<td>(39.9)</td>
<td>(26.0)</td>
<td>(124.4)</td>
<td>(44.4)</td>
</tr>
</tbody>
</table>

---

<sup>1</sup> Reconciliation from segment to Group adj. EBITDA of EUR 0.4m for Q1 22/23, and EUR -1.0m for Q1 21/22
## Balance sheet

<table>
<thead>
<tr>
<th>EUR m</th>
<th>FY 18/19</th>
<th>FY 19/20</th>
<th>FY 20/21</th>
<th>Q1 21/22</th>
<th>Q2 21/22</th>
<th>Q3 21/22</th>
<th>Q4 21/22</th>
<th>FY 21/22</th>
<th>Q1 22/23</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total non-current assets</strong></td>
<td>17.7</td>
<td>39.3</td>
<td>48.3</td>
<td>63.0</td>
<td>66.0</td>
<td>122.6</td>
<td>130.8</td>
<td>130.8</td>
<td>232.5</td>
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<td>Intangible assets</td>
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<td>34.2</td>
<td>35.8</td>
<td>41.6</td>
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<td>47.3</td>
<td>51.3</td>
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<td>Right-of-use assets</td>
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<td>10.3</td>
<td>16.6</td>
<td>14.0</td>
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<td>57.6</td>
<td>57.6</td>
<td>150.1</td>
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<tr>
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<td>3.7</td>
<td>4.1</td>
<td>4.5</td>
<td>5.8</td>
<td>5.8</td>
<td>6.1</td>
</tr>
<tr>
<td>Other non-current financial assets</td>
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<td>0.1</td>
<td>2.0</td>
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<td>12.1</td>
<td>13.1</td>
<td>20.1</td>
<td>20.1</td>
<td>25.1</td>
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<tr>
<td>Deferred tax assets</td>
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<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
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<td>1,080.9</td>
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<td>1,053.5</td>
<td>1,093.4</td>
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<td>302.4</td>
<td>388.4</td>
<td>388.4</td>
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<td>75.9</td>
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<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
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<td>98.2</td>
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<td>496.2</td>
<td>465.2</td>
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<td>1,184.3</td>
<td>1,325.9</td>
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<tr>
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<td>186.2</td>
<td>186.2</td>
<td>186.2</td>
<td>186.2</td>
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<td>933.6</td>
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<td>(411.8)</td>
<td>(435.3)</td>
<td>(470.4)</td>
<td>(510.2)</td>
<td>(536.2)</td>
<td>(536.2)</td>
<td>(580.6)</td>
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<td>94.8</td>
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<td>53.0</td>
<td>53.0</td>
<td>136.7</td>
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<td>11.8</td>
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<td>47.9</td>
<td>47.9</td>
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<td>4.4</td>
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<td>5.4</td>
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<td>524.9</td>
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<td>1,203.6</td>
<td>1,184.3</td>
<td>1,184.3</td>
<td>1,325.9</td>
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</table>
# Cash flow statement

<table>
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<tr>
<th>EUR m</th>
<th>FY 19/20</th>
<th>Q1 20/21</th>
<th>Q2 20/21</th>
<th>Q3 20/21</th>
<th>Q4 20/21</th>
<th>FY 20/21</th>
<th>Q1 21/22</th>
<th>Q2 21/22</th>
<th>Q3 21/22</th>
<th>Q4 21/22</th>
<th>FY 21/22</th>
<th>Q1 22/23</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Profit / (loss) for the period (EAT)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>(14.1)</td>
<td>(15.4)</td>
<td>(17.7)</td>
<td>(12.7)</td>
<td>(12.7)</td>
<td>(9.9)</td>
<td>(13.5)</td>
<td>(15.0)</td>
<td>(9.9)</td>
<td>(7.6)</td>
<td>(11.6)</td>
<td>(1.4)</td>
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<td>2.7</td>
<td>2.7</td>
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<td>3.9</td>
<td>7.7</td>
<td>9.6</td>
<td>25.0</td>
<td>11.6</td>
</tr>
<tr>
<td><strong>Income taxes</strong></td>
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<td>0.1</td>
<td>2.5</td>
<td>2.8</td>
<td>0.0</td>
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<td>0.9</td>
<td>0.8</td>
<td>1.8</td>
<td>0.3</td>
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<tr>
<td><strong>Net interest result</strong></td>
<td>0.2</td>
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<td>0.0</td>
<td>0.1</td>
<td>1.7</td>
<td>1.9</td>
<td>2.0</td>
<td>1.4</td>
<td>0.4</td>
<td>0.3</td>
<td>4.0</td>
<td>0.3</td>
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<td><strong>Taxes paid</strong></td>
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<td>(0.1)</td>
<td>(0.1)</td>
<td>(0.1)</td>
<td>0.5</td>
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<td>(0.0)</td>
<td>0.0</td>
<td>0.0</td>
<td>(0.0)</td>
<td>(0.0)</td>
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<td>34.9</td>
<td>(1.4)</td>
<td>0.4</td>
<td>(56.7)</td>
<td>(22.7)</td>
<td>28.9</td>
</tr>
<tr>
<td><strong>Increase / decrease in other assets / liabilities</strong></td>
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<td>0.4</td>
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<td>(1.0)</td>
<td>0.2</td>
<td>(12.7)</td>
<td>4.7</td>
<td>(8.9)</td>
<td>(10.6)</td>
</tr>
<tr>
<td><strong>Net interest result</strong></td>
<td>4.9</td>
<td>12.0</td>
<td>0.3</td>
<td>2.3</td>
<td>9.3</td>
<td>13.1</td>
<td>1.9</td>
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</tr>
<tr>
<td><strong>Cash flows from operating activities</strong></td>
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<td>(2.0)</td>
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<td>(6.4)</td>
<td>18.1</td>
<td>(22.4)</td>
<td>(43.0)</td>
<td>(62.8)</td>
<td>(110.1)</td>
<td>(113.3)</td>
</tr>
<tr>
<td><strong>Acquisition of intangible assets and PPE</strong></td>
<td>(10.5)</td>
<td>(2.1)</td>
<td>(3.3)</td>
<td>(4.2)</td>
<td>(7.3)</td>
<td>(16.9)</td>
<td>(4.4)</td>
<td>(4.6)</td>
<td>(8.7)</td>
<td>(10.3)</td>
<td>(28.1)</td>
<td>(8.4)</td>
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<tr>
<td><strong>Acquisition of companies</strong></td>
<td>(4.2)</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>(19.9)</td>
<td>(1.9)</td>
<td>(0.6)</td>
<td>(0.4)</td>
<td>(0.0)</td>
<td>(2.8)</td>
<td>(5.8)</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Payments / repayments of loans &amp; interests received</strong></td>
<td>(0.5)</td>
<td>(0.1)</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>(0.1)</td>
<td>(6.0)</td>
<td>(3.2)</td>
<td>(0.8)</td>
<td>(3.9)</td>
<td>(13.9)</td>
<td>(4.7)</td>
</tr>
<tr>
<td><strong>Cash flows from investing activities</strong></td>
<td>(15.1)</td>
<td>(2.2)</td>
<td>(3.3)</td>
<td>(4.2)</td>
<td>(9.2)</td>
<td>(18.9)</td>
<td>(11.0)</td>
<td>(8.2)</td>
<td>(9.5)</td>
<td>(17.1)</td>
<td>(45.8)</td>
<td>(13.1)</td>
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<tr>
<td><strong>Free cash flow</strong></td>
<td>(57.6)</td>
<td>24.7</td>
<td>(14.6)</td>
<td>(6.3)</td>
<td>(29.1)</td>
<td>(25.4)</td>
<td>7.1</td>
<td>(30.7)</td>
<td>(52.5)</td>
<td>(79.9)</td>
<td>(155.9)</td>
<td>(24.4)</td>
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<td><strong>Proceeds from issue of share capital</strong></td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>(0.0)</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>637.3</td>
<td>0.0</td>
<td>0.0</td>
<td>637.3</td>
<td>0.0</td>
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<td><strong>Proceeds / payments from shareholder loans</strong></td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>75.0</td>
<td>75.0</td>
<td>0.0</td>
<td>(75.0)</td>
<td>0.0</td>
<td>0.0</td>
<td>75.0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Payments from shareholders</strong></td>
<td>13.3</td>
<td>4.1</td>
<td>4.5</td>
<td>3.8</td>
<td>2.0</td>
<td>14.4</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Payments to shareholders</strong></td>
<td>(13.3)</td>
<td>(4.1)</td>
<td>(4.5)</td>
<td>(3.8)</td>
<td>(2.0)</td>
<td>(14.4)</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
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<tr>
<td><strong>Payments from leasing agreements</strong></td>
<td>(3.3)</td>
<td>(1.0)</td>
<td>(0.9)</td>
<td>(1.0)</td>
<td>(1.0)</td>
<td>(3.9)</td>
<td>(1.3)</td>
<td>0.1</td>
<td>(4.9)</td>
<td>(6.0)</td>
<td>(12.1)</td>
<td>(6.0)</td>
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<tr>
<td><strong>Interests paid</strong></td>
<td>(0.2)</td>
<td>0.0</td>
<td>0.1</td>
<td>(0.1)</td>
<td>0.1</td>
<td>(0.2)</td>
<td>(0.1)</td>
<td>(0.1)</td>
<td>(0.6)</td>
<td>(0.4)</td>
<td>(6.1)</td>
<td>(0.6)</td>
</tr>
<tr>
<td><strong>Cash flows from financing activities</strong></td>
<td>(3.4)</td>
<td>(1.0)</td>
<td>(0.9)</td>
<td>(1.1)</td>
<td>74.0</td>
<td>70.9</td>
<td>(1.3)</td>
<td>557.5</td>
<td>(5.5)</td>
<td>(6.5)</td>
<td>544.2</td>
<td>(6.6)</td>
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<td><strong>Cash and cash equivalents at beginning of period</strong></td>
<td>123.3</td>
<td>62.4</td>
<td>86.0</td>
<td>70.5</td>
<td>63.1</td>
<td>62.4</td>
<td>107.9</td>
<td>113.7</td>
<td>640.6</td>
<td>582.5</td>
<td>107.9</td>
<td>496.2</td>
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<tr>
<td><strong>Net change in cash and cash equivalents</strong></td>
<td>(61.0)</td>
<td>23.7</td>
<td>(15.6)</td>
<td>(7.3)</td>
<td>44.8</td>
<td>45.6</td>
<td>5.8</td>
<td>526.8</td>
<td>(58.0)</td>
<td>(86.3)</td>
<td>388.3</td>
<td>(31.0)</td>
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<tr>
<td><strong>Effect of changes in ownership interests on cash held</strong></td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Cash and cash equivalents at end of period</strong></td>
<td>62.4</td>
<td>86.0</td>
<td>70.5</td>
<td>63.1</td>
<td>107.9</td>
<td>107.9</td>
<td>113.7</td>
<td>640.6</td>
<td>582.5</td>
<td>496.2</td>
<td>496.2</td>
<td>465.2</td>
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</table>
GMV to revenue bridge

**Q1 22/23 LTM (EUR m)**

1. Due to rounding, calculation for GMV AY Commerce (incl. VAT) is not resulting in exact figure displayed; 2. Active customers defined as customers who made at least one purchase through our apps and websites within the last 12 months; 3. Average order frequency (AOF) defined as the sum of all orders divided by the sum of all active customers; 4. Average order value (AOV) 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; 5. Including segments DACH and RoE, including all internal revenues and excluding reconciliation

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**Q1 22/23 (EUR m)**

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1.980^1 331 1,649 23 1,672^2

1,980 1,649 23

Active customers^2, LTM

AOF^3 3.0

AOV^4 56.8

DACH Rev. 860.8

RoE Rev. 811.0

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558 93 464 4 469

558 464 4

GMV AY Commerce (incl. VAT)

VAT

Revenue AYC (transactional)

Internal & other

Revenue AYC (segment reporting)

DACH Rev. 239.0

RoE Rev. 229.5

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## Upcoming events

<table>
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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>23/8/2022</td>
<td>Annual General Meeting 2022</td>
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<tr>
<td>11/10/2022</td>
<td>H1 2022/2023 Interim Financial Report</td>
</tr>
<tr>
<td>10/1/2023</td>
<td>Q3 2022/2023 Quarterly Statement</td>
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<tr>
<td>11/5/2023</td>
<td>FY 2022/2023 Annual Report</td>
</tr>
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The ABOUT YOU share

Shareholder structure

Public float:
- Michael Otto Stiftung and Prof. Dr. Michael Otto, Anders Holch Povlsen, Benjamin Otto: 19.8%
- Tarek Müller Beteiligungsgesellschaft mbH: 8.5%
- Sebastian Betz Beteiligungsgesellschaft mbH: 1.7%
- Hannes Wiese Beteiligungsgesellschaft mbH: 1.6%
- Tarek Müller: 3.0%
- Treasury shares: 64.4%

Structure as of 13 January 2022
2. Anders Holch Povlsen GFH Gesellschaft für Handelsbeteiligungen m.b.H.; Benjamin Otto
3. Sebastian Betz Beteiligungsgesellschaft mbH
4. Hannes Wiese Beteiligungsgesellschaft mbH
5. Public float as defined by Deutsche Börse AG amounts to 19.85%

Share information

First Day of Trading: 16 June 2021
Issuer: ABOUT YOU Holding SE
Listing Venue: Frankfurt Stock Exchange
Market Segment: Regulated Market (Prime Standard) of Frankfurt Stock Exchange
Index: SDAX®, MSCI, FTSE
ISIN: DE000A3CNK42
WKN: A3CNK4
Ticker Symbol: YOU
Total Number of Shares Issued: 170,395,415
Outstanding: EUR 186,153,487
Total number of Shares Issued: Ordinary bearer shares
Share Capital: Deutsche Bank
## Investor relations contact

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frank Böhme</td>
<td>Head of Investor Relations and Corporate Communications</td>
<td><a href="mailto:frank.bohme@aboutyou.com">frank.bohme@aboutyou.com</a></td>
</tr>
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</tr>
<tr>
<td>Sinah Breeding</td>
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<td><a href="mailto:sinah.brending@aboutyou.com">sinah.brending@aboutyou.com</a></td>
</tr>
<tr>
<td>Daniela Marin</td>
<td>Investor Relations Analyst Corporate Access</td>
<td><a href="mailto:daniela.marin@aboutyou.com">daniela.marin@aboutyou.com</a></td>
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</tbody>
</table>

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- **Phone**: +49 40 638 569 359
- **Email**: ir@aboutyou.com
- **IR Website**
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