

Taylor Swift is captured mid-air, jumping joyfully against a bright, cloudy sky. She is wearing a white knit vest over a long-sleeved dress with a vibrant purple and green floral pattern. Her arms are outstretched, and she has a wide, happy smile. The overall mood is one of freedom and celebration.

ABOUT YOU[®]

Q2 24/25
EARNINGS CALL PRESENTATION

October 10, 2024

It's ABOUT YOU | aboutyou.com

AGENDA

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Q&A

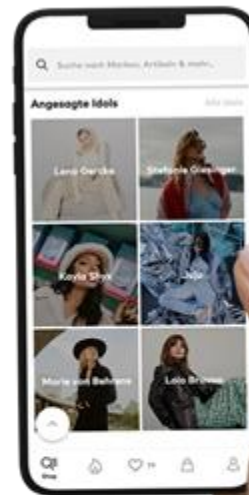


BUSINESS UPDATE



Q2 24/25 KEY TAKEAWAYS

- 01** Group revenue increased by 2.4% to EUR 450.1m (Q2 23/24: EUR 439.6m) with strong growth in the DACH region of 8.6% – supported by investments in brand campaigns and events such as the ABOUT YOU Fashion Week
- 02** The average order value LTM¹ for Commerce increased further to EUR 58.8 (Q2 23/24: 55.6) and both LTM active customers and new customer numbers are returning to growth QoQ
- 03** SCAYLE delivers another successful H1 24/25 with ARR growth of >20%, continued high profitability levels and strong traction in acquiring new clients internationally
- 04** Further progress in boosting group profitability with an adjusted EBITDA² uplift of more than EUR 10m to EUR -2.3m (Q2 23/24: EUR -12.9m) driven by a 280bp gross margin rise and lower administrative and fulfillment costs
- 05** Good start into the fall/winter 2024 season with double-digit growth rates in September, supported by favorable weather patterns and positive effects from growth initiatives
- 06** Guidance for FY 24/25: narrowed revenue growth expectation to between +1% and +7% YoY and raised adjusted EBITDA² guidance to a range of EUR15m to EUR 35m



1. LTM: last twelve months; 2. EBITDA adjusted for (i) equity-settled share-based compensation expenses, (ii) restructuring costs, and (iii) one-time effects

SUCCESSFUL EXECUTION OF ABOUT YOU FASHION WEEK

ABOUT YOU[®]
FASHION CIRCUS

~1,300 GUESTS

24 BRAND PARTNERS

ABOUT YOU[®] FASHION WEEK

LENGTH OF ~90 MINUTES

POTENTIAL MEDIA REACH OF ~334 MILLION

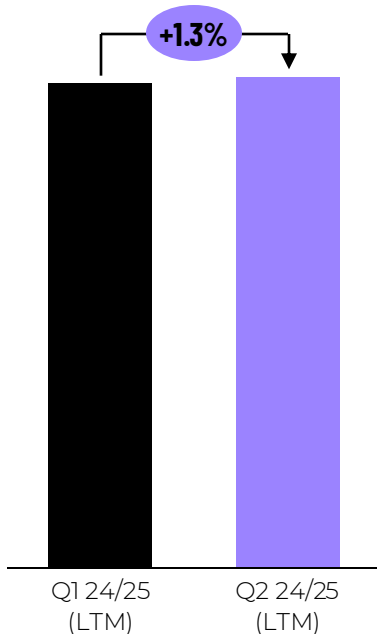
RONCALLI
ABOUT YOU[®]

Reebok

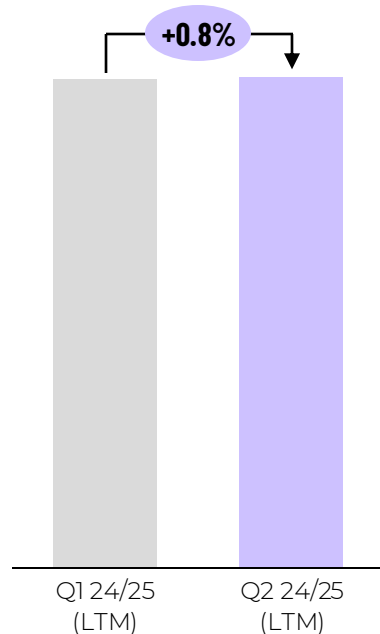
ACTIVE AND NEW CUSTOMERS RETURN TO GROWTH

CUSTOMERS LTM QOQ

TOTAL ACTIVE CUSTOMERS

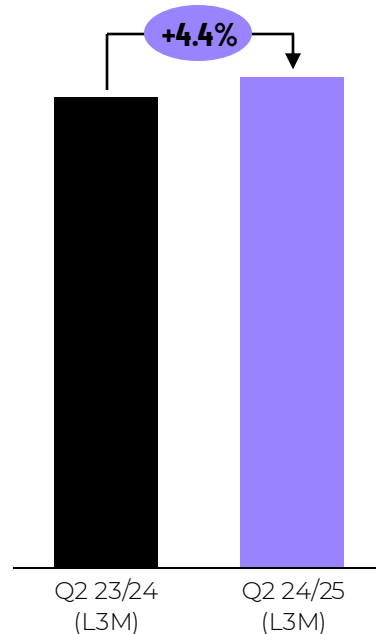


NEW CUSTOMERS

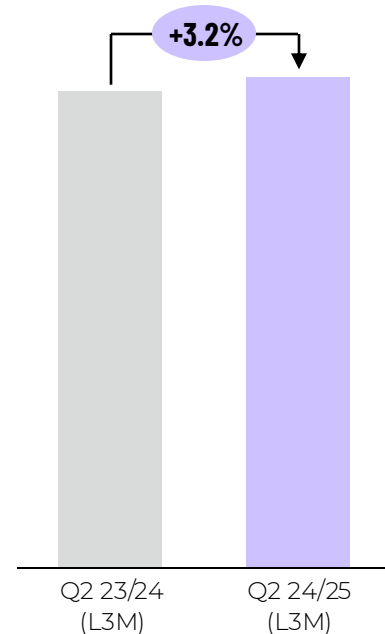


CUSTOMERS L3M YOY

TOTAL ACTIVE CUSTOMERS

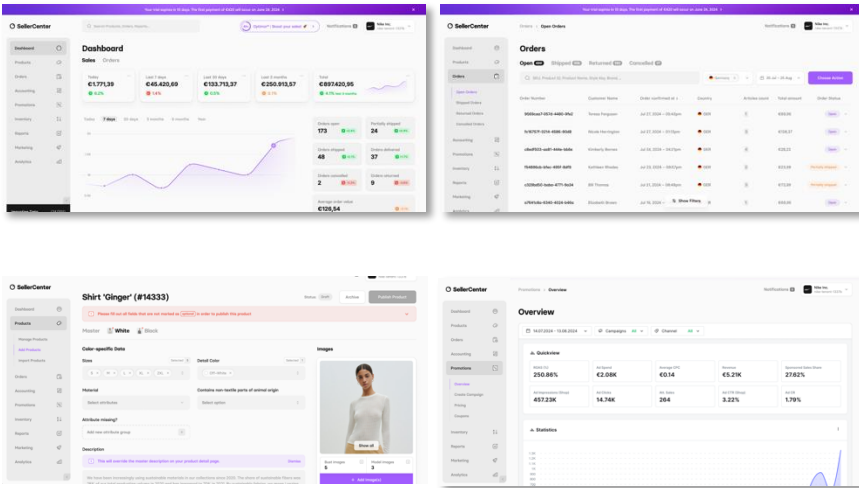


NEW CUSTOMERS



OPERATING MODEL EXTENSION PROGRESSES WELL

SNAPSHOTS NEW SELLER CENTER (STAGING)



CURRENT STATUS NEW 3P MODEL

- ✓ LEGAL ENTITY (SCAYLE PAYMENTS)
- ✓ PAYMENT SERVICES LICENSE
- ✓ TECHNICAL INFRASTRUCTURE
- ✓ SELLER CENTER AND TOOLINGS
- ✓ NEW SELLER PIPELINE

READY TO SCALE SELLERS IN NEW MARKETPLACE MODEL IN H2 24/25

SCAYLE CONTINUES ITS GREAT PERFORMANCE IN H1 24/25

SCAYLE GMBH UPDATE – H1 24/25

>20%

ARR¹ growth
H1 24/25 YoY

85%

Gross margin
on ARR¹

>45%

Adjusted EBITDA margin
guidance for FY 24/25



➔ Acquired additional large enterprise customers in UK, Nordics, and Germany

➔ Continued investment into US



➔ SCAYLE named a 'Leader' in IDC MarketScape: Worldwide Enterprise Headless Digital Commerce Platforms 2024 Vendor Assessment

REGISTRATION WILL OPEN SOON FOR THE

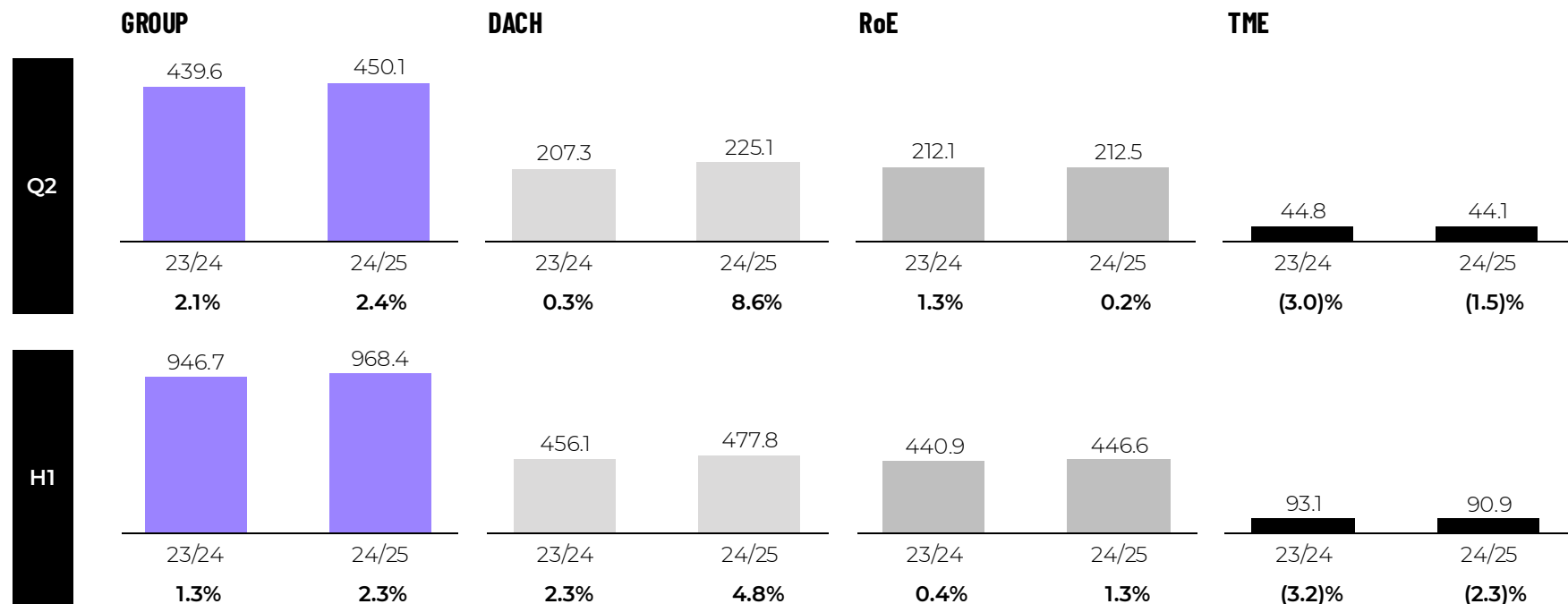
**SCAYLE EVENT ON
NOVEMBER 7, 2024**



FINANCIAL UPDATE

GROUP REVENUE GROWTH FUELED BY DACH SEGMENT

REVENUE¹ (EUR M) - % GROWTH YOY



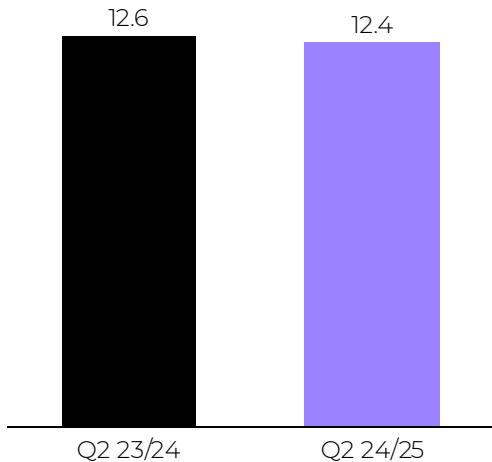
Note: Q2 24/25 ending on August 31, 2024; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR -246m for Q2 23/24 and EUR -31.7m for Q2 24/25; EUR -43.4m for H1 23/24 and EUR -46.9m for H1 24/25

INCREASE IN AOV DRIVES LTM REVENUE GROWTH

ABOUT YOU COMMERCE (ABOUT YOU DACH + ROE), Q2 24/25 (LTM)

TOTAL ACTIVE CUSTOMERS¹
(M)

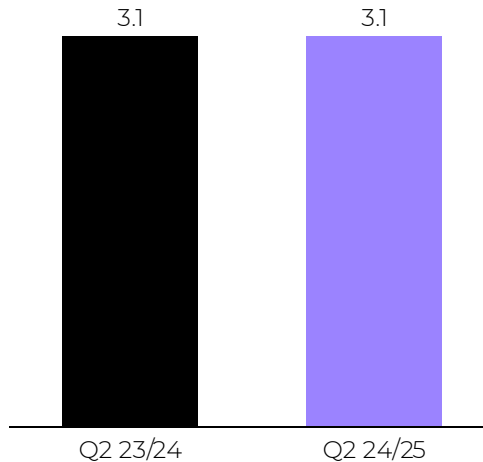


% growth YoY

2.4%

(1.4)%

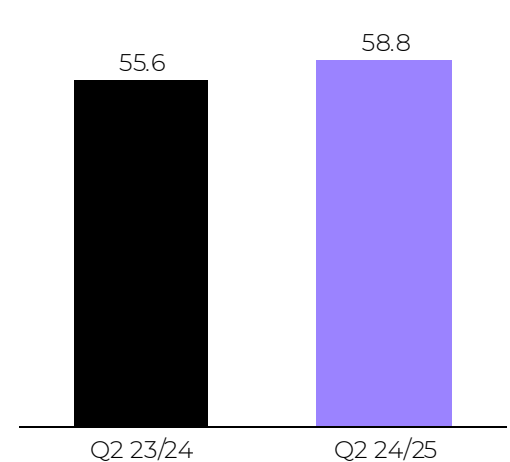
AVERAGE ORDER FREQUENCY²
(#)



3.3%

(1.6)%

AVERAGE ORDER VALUE³
(EUR)



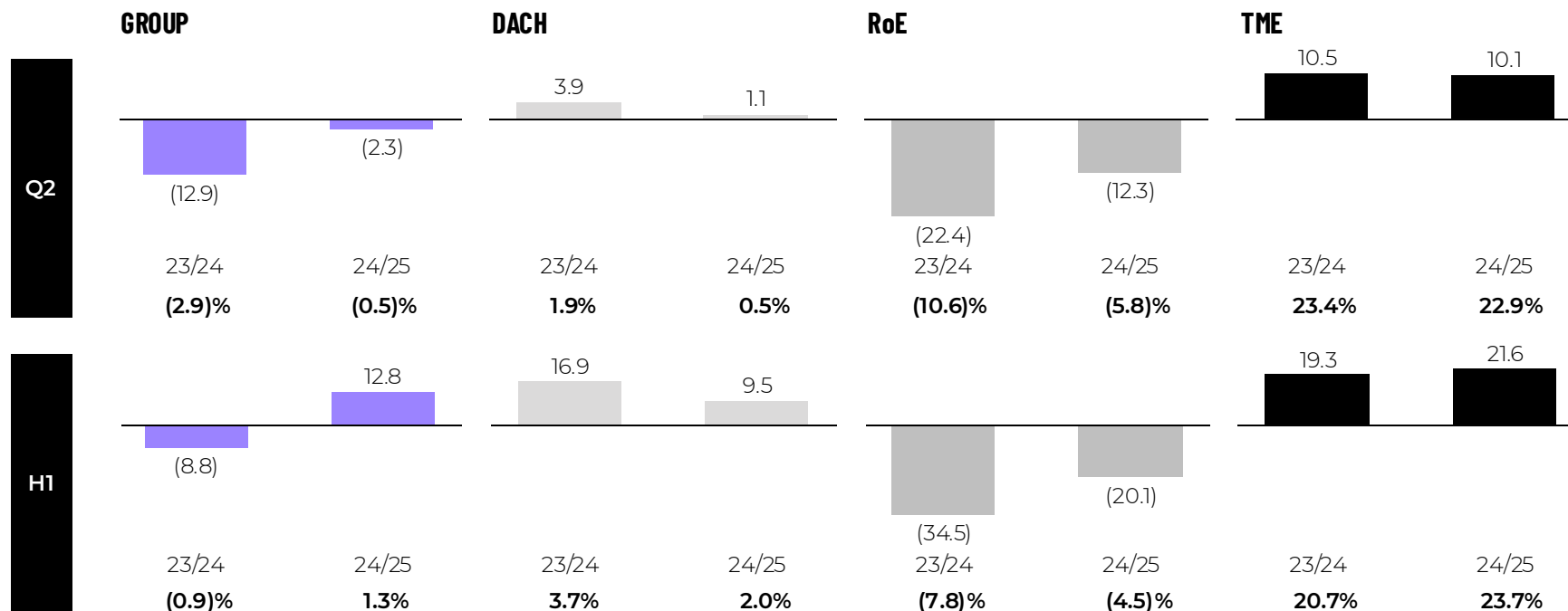
0.2%

5.6%

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

EFFICIENCIES IN ROE ENABLE GROUP EBITDA UPLIFT

ADJUSTED EBITDA¹ (EUR M) - % MARGIN



Note: Q2 24/25 ending on August 31, 2024; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group adjusted EBITDA of EUR -4.9m for Q2 23/24 and EUR -1.2m for Q2 24/25; EUR -10.4m for H1 23/24 and EUR 1.9m for H1 24/25; EBITDA adjusted for (i) equity-settled share-based compensation expenses (Q2 24/25: EUR -5.3m) and (ii) one-time effects (Q2 24/25: EUR -0.3m)

GROSS MARGIN RECOVERY DRIVES EBITDA INCREASE

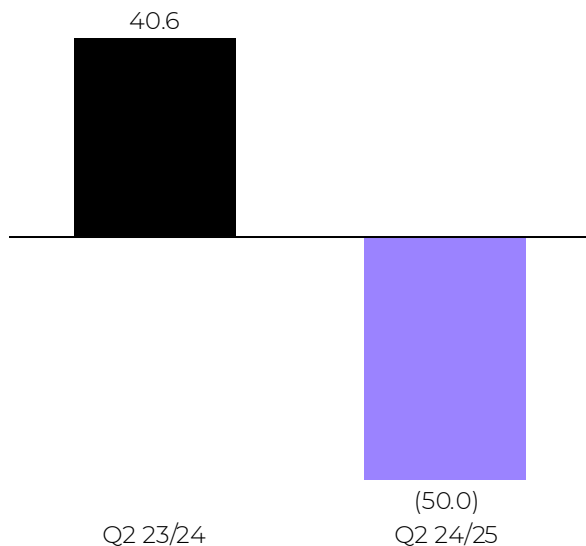
ABOUT YOU GROUP'S KEY MARGIN AND COST LINES

% of revenue	Q2			H1		
	23/24	24/25	YoY delta	23/24	24/25	YoY delta
Gross margin¹	35.1%	37.9%	2.8pp	37.4%	40.8%	3.3pp
(-) Fulfillment costs¹	23.8%	23.1%	(0.7)pp	23.8%	23.7%	(0.1)pp
(-) Marketing costs¹	9.0%	11.1%	2.1pp	9.6%	11.4%	1.8pp
(-) Admin. expenses¹	5.2%	4.3%	(0.9)pp	5.0%	4.4%	(0.6)pp
Adjusted EBITDA margin	(2.9)%	(0.5)%	2.4pp	(0.9)%	1.3%	2.2pp

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

IMPROVED NWC AND CAPEX

NET WORKING CAPITAL¹ (EUR M)

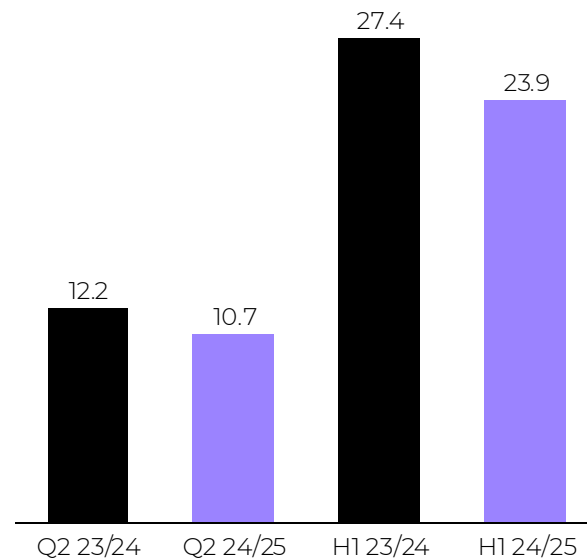


% of revenue LTM

2.1%

(2.6)%

CAPITAL EXPENDITURES² (EUR M)



% of revenue

2.8%

2.4%

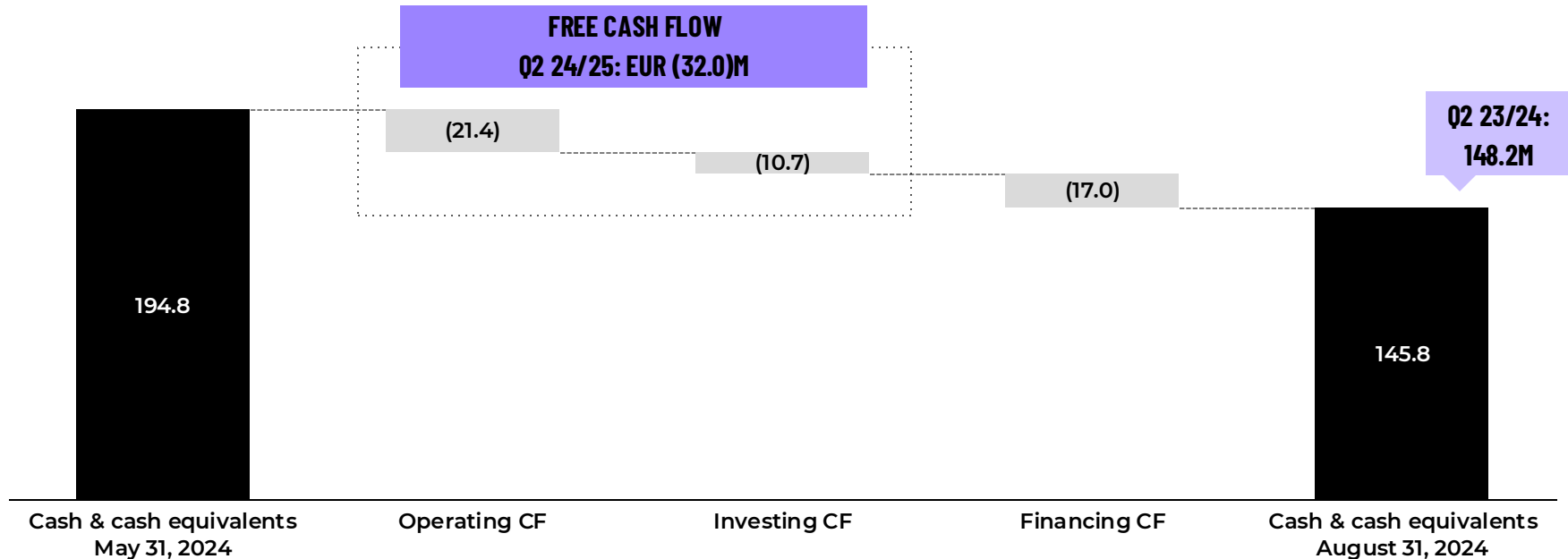
2.9%

2.5%

1. Net working capital is defined as inventories plus receivables (includes trade receivables and other current assets) minus liabilities (includes trade payables, other payables, and return provisions); 2. Includes acquisition of intangible assets and PPE (Q2 23/24: EUR 9.1m; Q2 24/25: EUR 9.1m), acquisition of company shares (Q2 23/24: EUR 1.3m; Q2 24/25: EUR 1.3m), working capital loans for holdings in influencer brands and incubators (Q2 23/24: EUR 2.4m; Q2 24/25: EUR 0.8m), and interest received (Q2 23/24: EUR 0.6m; Q2 24/25: EUR 0.6m)

LIQUIDITY FOLLOWS SEASONALITY BUT REMAINS AT A SIMILAR LEVEL TO Q2 23/24

LIQUIDITY POSITION - AUGUST 31, 2024 (EUR M)



OUTLOOK



NARROWED FY 24/25 REVENUE GUIDANCE AND RAISED ADJUSTED EBITDA GUIDANCE

GUIDANCE FOR FY 24/25

REVENUE

+1% to + 7% YoY
(Previously: +1% to +10% YoY)

ADJUSTED EBITDA

EUR 15m to EUR 35m
(Previously: EUR 10m to EUR 30m)

CAPEX¹ & NET WORKING CAPITAL

CAPEX of EUR 30m to EUR 50m and
negative net working capital

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

1. Excluding potential M&A activities

Q&A



A young man with short blonde hair is captured mid-air, performing a jump rope. He is wearing a black and orange long-sleeved sweater and grey pants. His arms are outstretched, and he has a joyful expression. A woman in a red top and tan pants stands on the ground, holding the rope. The background features a line of green trees under a bright blue sky with scattered white clouds. The word "APPENDIX" is overlaid in a black box with white text.

APPENDIX

UPCOMING EVENTS

NOV 7, 2024

SCAYLE CAPITAL MARKETS EVENT

JAN 9, 2025

Q3 24/25 QUARTERLY STATEMENT

MAY 8, 2025

ANNUAL REPORT FY 24/25



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