



# ABOUT YOU<sup>®</sup>

**QUARTERLY STATEMENT**  
Q1 2024/2025

**EUR 58.5**

Average order value LTM  
(Q1 2023/2024: EUR 54.8)

**EUR 46.0 million**

Free cash flow (Q1 2023/2024: EUR 10.8 million)

**2.9%**

Group adjusted EBITDA margin  
(Q1 2023/2024: 0.8%)

**3.1x**

Average order frequency LTM  
(Q1 2023/2024: 3.1x)

**EUR 518.3 million**

Group revenue (Q1 2023/2024: EUR 507.1 million)

**EUR 179.7**

Average GMV per customer LTM  
(Q1 2023/2024: EUR 169.2)

**43.2%**

Group gross margin (as % of revenue)  
(Q1 2023/2024: 39.5%)

Note: All metrics on this page refer to Q1 2024/2025 ended on May 31, 2024.

# ABOUT YOU AT A GLANCE<sup>1</sup>

<sup>1</sup> Note: Explanations of the key performance indicators can be found in the glossary. The following applies to the Quarterly Statement: Percentages and figures may be subject to rounding differences

<sup>2</sup> Permanent employees expressed as full-time equivalents (as of the reporting date)



## Group Key Performance Indicators

	Q1 2024/2025	Q1 2023/2024
User sessions per month (LTM in million)	118.9	138.6
Mobile sessions (LTM in % of user sessions)	91.0	88.0
Active customers (LTM in million)	12.3	12.8
Number of orders (LTM in million)	37.7	39.6
Average order frequency (LTM)	3.1	3.1
Average order value (LTM in EUR incl. VAT)	58.5	54.8
Average GMV per customer (LTM in EUR incl. VAT)	179.7	169.2

## Group results of operations

Revenue (in EUR million)	518.3	507.1
Gross margin (as % of revenue)	43.2	39.5
EBITDA (in EUR million)	9.1	(2.8)
EBITDA (as % of revenue)	1.8	(0.5)
Adjusted EBITDA (in EUR million)	15.0	4.2
Adjusted EBITDA (as % of revenue)	2.9	0.8

## Group cash flow and financial position

Equity ratio (as % of total assets)	22.7	29.2
Cash flow from operating activities (in EUR million)	59.3	26.0
Cash flow from investing activities (in EUR million)	(13.3)	(15.2)
Free cash flow (in EUR million)	46.0	10.8
Cash flow from financing activities (in EUR million)	(15.1)	(12.0)
Cash and cash equivalents (in EUR million)	194.8	203.7
Net working capital (in EUR million)	(63.0)	30.8
CAPEX (capital expenditure) (in EUR million)	13.9	15.2

## Other key figures

Employees (as of the reporting date) <sup>2</sup>	1,256	1,257
Undiluted earnings per share (in EUR)	(0.05)	(0.14)
Diluted earnings per share (in EUR)	(0.05)	(0.14)

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# 1 INTERIM MANAGEMENT REPORT

# 1. INTERIM MANAGEMENT REPORT

## 1.1 GROUP RESULTS OF OPERATION

The most important key performance indicators of ABOUT YOU Holding SE (“ABOUT YOU” or “Company”) and its fully consolidated subsidiaries (together with ABOUT YOU referred to as “ABOUT YOU Group”) are revenue and adjusted EBITDA (as % of revenue). Adjusted EBITDA is not a recognized financial measure under IFRS. ABOUT YOU believes that the adjustments to EBITDA allow for a comparison of performance on a consistent basis excluding special items. Adjusted EBITDA is defined as EBITDA not including expenses for equity-settled share-based compensation, restructuring costs, and non-operating one-off items. The adjusted EBITDA margin is calculated as the ratio of adjusted EBITDA to revenue.

To improve the control of individual cost items and to increase comparability with competitors, ABOUT YOU uses Alternative Performance Measures (“APMs”). Here, ABOUT YOU works with four cost APMs: costs of sales, fulfillment costs, marketing costs, and administrative expenses, as well as their respective cost-to-revenue ratios.

These APMs break down the Group's costs according to whether and where these costs were incurred for revenue generation. This makes it easier to distinguish costs with highly variable components from costs with high fixed-cost components. The Group results of operations can thus be managed more concretely in the growth phase.

### Condensed Consolidated Income Statement based on APM

in EUR million	Q1 2024/2025	as % of revenue	Q1 2023/2024	as % of revenue
<b>Revenue</b>	<b>518.3</b>	<b>100.0%</b>	<b>507.1</b>	<b>100.0%</b>
Growth rate	2.2%	—	0.6%	—
Costs of sales	294.3	56.8%	307.0	60.5%
<b>Gross profit</b>	<b>224.0</b>	<b>43.2%</b>	<b>200.1</b>	<b>39.5%</b>
Fulfillment costs	125.4	24.2%	120.5	23.8%
Marketing costs	60.4	11.7%	51.3	10.1%
Administrative expenses	23.2	4.5%	24.2	4.8%
<b>Adjusted EBITDA</b>	<b>15.0</b>	<b>2.9%</b>	<b>4.2</b>	<b>0.8%</b>

### 1.1.1 REVENUE DEVELOPMENT

In Q1 2024/2025, Group revenue increased by 2.2% to EUR 518.3 million (Q1 2023/2024: EUR 507.1 million).

The increase in revenue was driven by an improvement in consumer sentiment in key European markets from depressed levels, as well as a reduced discount intensity due to an improved inventory situation.

In a challenging market environment, the number of LTM active customers decreased by 4.4% to 12.3 million as of May 31, 2024 (12.8 million as of May 31, 2023). This decrease was primarily driven by the shortening of the timeframe for achieving the break-even target for newly acquired customers and measures introduced to increase the profitability of existing customers.

The average order frequency per active customer decreased by 0.5% to 3.1 (Q1 2023/2024 LTM: 3.1). The decline in order frequency can be attributed mainly to the challenging market conditions as well as unit economics measures introduced to increase the profitability of existing customers. The lower order frequency and the decrease in the number of active customers resulted in a reduction of the number of orders by 4.9% to 37.7 million orders in Q1 2024/2025 (Q1 2023/2024: 39.6 million).

The average order value (LTM) increased by 6.7% to EUR 58.5 (Q1 2023/2024 LTM: EUR 54.8) due to the positive effects of measures to improve unit economics as well as higher gross selling prices and lower discount levels.

In Q1 2024/2025 LTM, the uptick in the average order value overcompensated for the slight decline in the average order frequency driving the average GMV per customer to increase by 6.2% to EUR 179.7 (Q1 2023/2024 LTM: EUR 169.2).

### 1.1.2 ALTERNATIVE PERFORMANCE MEASURES (APM)

#### Development of Gross Profit

Costs of sales decreased by 4.1% to EUR 294.3 million in Q1 2024/2025 (Q1 2023/2024: EUR 307.0 million). Gross profit increased by 11.9% to EUR 224.0 million in Q1 2024/2025 (Q1 2023/2024: EUR 200.1 million). As a result, the gross profit margin rose by 380 basis points to 43.2% in Q1 2024/2025 (Q1 2023/2024: 39.5%). Positive revenue mix effects with an increasing share of high-margin tech revenues, an improved inventory position, and a lower promotional intensity in the fashion industry versus the prior year quarter were the main drivers for the gross margin increase.

#### Development of Fulfillment Costs

In Q1 2024/2025, fulfillment costs increased by 4.1% to EUR 125.4 million (Q1 2023/2024: EUR 120.5 million). The cost-to-revenue ratio increased by 40 basis points YoY to 24.2% (Q1 2023/2024: 23.8%). The increase was primarily attributable to one-time costs in relation to automation projects in the logistics network as well as revenue mix effects such as a lower share of drop shipped orders.

#### Development of Marketing Costs

Marketing costs increased by 17.8% to EUR 60.4 million in Q1 2024/2025 (Q1 2023/2024: EUR 51.3 million). This resulted in a rise of the marketing costs-to-revenue ratio in the current quarter by 160 basis points to 11.7% (Q1 2023/2024: 10.1%). The uptick was planned and partly driven by the execution of the ten-year anniversary campaign of ABOUT YOU in line with the strategic decision to increase marketing to drive brand awareness and growth.

**Development of Administrative Expenses**

In Q1 2024/2025, administrative expenses decreased by 4.2% to EUR 23.2 million (Q1 2023/2024: EUR 24.2 million). As a result, the cost-to-revenue ratio declined by 30 basis points to 4.5% (Q1 2023/2024: 4.8%). The decline is due to further operational efficiency measures and strict operating cost control.

**Development and Reconciliation of Adjusted EBITDA**

In Q1 2024/2025, adjusted EBITDA amounted to EUR 15.0 million (Q1 2023/2024: EUR 4.2 million), corresponding to an adjusted EBITDA margin of 2.9% (Q1 2023/2024: 0.8%).

In the first quarter of the current financial year, a total of EUR 5.9 million was adjusted (Q1 2023/2024: EUR 6.9 million). EUR 5.5 million is explained by expenses for equity-settled share-based compensation (Q1 2023/2024: EUR 5.3 million). Further, EUR 0.4 million of the adjustments related to organizational measures in the context of the separation of the SCAYLE Tech and SCAYLE Payments entities, as well as severance payments and other costs related to organizational development measures in the Group (Q1 2023/2024: EUR 1.6 million). These costs have been eliminated in the calculation of adjusted EBITDA.

**Adjustments**

in EUR million	Q1 2024/2025	Q1 2023/2024
<b>Adjusted EBITDA</b>	<b>15.0</b>	<b>4.2</b>
Equity-settled share-based compensation	(5.5)	(5.3)
Non-operating one-time effects	(0.4)	(1.6)
<b>EBITDA</b>	<b>9.1</b>	<b>(2.8)</b>



1 Own work capitalized includes internal personnel costs and all other cost items eligible for capitalization

### Nature of Expenses: Reconciliation of the Consolidated Income Statement to APM

Q1 2024/2025

in EUR million	NoE/APM	Cost of sales	Fulfillment costs	Marketing costs	Admin. expenses	Adjusted EBITDA
<b>Revenue</b>	<b>518.3</b>	<b>(294.3)</b>	<b>(125.4)</b>	<b>(60.4)</b>	<b>(23.2)</b>	<b>15.0</b>
Cost of materials	(290.7)	(290.7)	0.0	0.0	0.0	0.0
Personnel expenses	(25.0)	(3.0)	(2.6)	(8.1)	(11.3)	0.0
Other operating expenses	(196.4)	(1.3)	(127.0)	(55.0)	(13.0)	0.0
Other operating income	0.5	0.0	0.1	0.0	0.4	0.0
Own work capitalized <sup>1</sup>	8.4	0.8	4.0	2.7	0.8	0.0
<b>Adjusted EBITDA</b>	<b>15.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

Q1 2023/2024

in EUR million	NoE/APM	Cost of sales	Fulfillment costs	Marketing costs	Admin. expenses	Adjusted EBITDA
<b>Revenue</b>	<b>507.1</b>	<b>(307.0)</b>	<b>(120.5)</b>	<b>(51.3)</b>	<b>(24.2)</b>	<b>4.2</b>
Cost of materials	(302.2)	(302.2)	0.0	0.0	0.0	0.0
Personnel expenses	(24.6)	(3.1)	(2.7)	(8.9)	(9.9)	0.0
Other operating expenses	(186.1)	(3.1)	(122.1)	(45.1)	(15.9)	0.0
Other operating income	0.9	0.0	0.5	0.0	0.4	0.0
Own work capitalized <sup>1</sup>	9.1	1.4	3.8	2.7	1.2	0.0
<b>Adjusted EBITDA</b>	<b>4.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

## 1.2 SEGMENT RESULTS OF OPERATION

Revenue of the segments and the reconciliation are shown in the table below:

in EUR million	Q1 2024/2025	Q1 2023/2024
ABOUT YOU DACH	252.7	248.8
Growth Rate	1.6%	4.1%
ABOUT YOU RoE	234.1	228.8
Growth Rate	2.3%	(0.3%)
TME	46.8	48.3
Growth Rate	(3.1)%	(3.5)%
Reconciliation	(15.2)	(18.7)
<b>Group Revenue</b>	<b>518.3</b>	<b>507.1</b>
Growth Rate	2.2%	0.6%

Adjusted EBITDA of the segments as well as reconciliation and adjustments are shown in the following table:

in EUR million	Q1 2024/2025	Q1 2023/2024
ABOUT YOU DACH	8.4	13.0
Margin	3.3%	5.2%
ABOUT YOU RoE	(7.8)	(12.1)
Margin	(3.3)%	(5.3)%
TME	11.5	8.8
Margin	24.5%	18.2%
Reconciliation	3.0	(5.5)
<b>Adjusted EBITDA</b>	<b>15.0</b>	<b>4.2</b>
Margin	2.9%	0.8%
Adjustments	5.9	6.9
<b>EBITDA</b>	<b>9.1</b>	<b>(2.8)</b>
Margin	1.8%	(0.5)%

The segment data is determined based on the accounting and valuation methods applied in the consolidated financial statements. However, in the segments data revenues of the ABOUT YOU online store are not accrued at the point when the service is rendered, but when the order was placed. This is an important distinction in the internal reporting and management of the segments DACH and RoE, to be able to clearly track the effectiveness of the various marketing and assortment measures on customer ordering behavior in the stores. Likewise, returns are reposted to the corresponding order time. This is essential to track the effectiveness of measures at a net level (after returns).

The reconciliation of adjusted EBITDA and IFRS consolidated revenue is explained both by the presentation of revenue at the time of the order, which can be positive or negative depending on the reporting date, and on the elimination of intra-Group transactions.

### ABOUT YOU DACH

The ABOUT YOU DACH segment saw a revenue growth of 1.6% to EUR 252.7 million in Q1 2024/2025 (Q1 2023/2024: EUR 248.8 million). The revenue increase was driven by the German market where consumer sentiment continued to improve and discount levels declined versus the prior year quarter.

The DACH segment achieved an adjusted EBITDA of EUR 8.4 million in Q1 2024/2025 (Q1 2023/2024: EUR 13.0 million), corresponding to an adjusted EBITDA margin of 3.3% (Q1 2023/2024: 5.2%). The decrease in the EBITDA margin was the result of higher marketing investments, partly related to the ten-year anniversary campaign, to further increase brand awareness and drive growth. This overcompensated the positive effects from a higher gross margin due to a lower level of discounting.

### ABOUT YOU Rest of Europe or RoE

Revenue in the RoE segment rose by 2.3% to EUR 234.1 million in Q1 2024/2025 (Q1 2023/2024: EUR 228.8 million). Revenue growth was supported by higher marketing investments in key markets.

The segment reported a lower adjusted EBITDA loss of EUR -7.8 million (Q1 2023/2024: EUR -12.1 million). This resulted in an increase in the adjusted EBITDA margin to -3.3% in Q1 2024/2025 (Q1 2023/2024: -5.3%). The improvement in the EBITDA margin was driven by the non-recurrence of one-time costs related to the rollout of the European distribution network and measures introduced to improve unit economics.

### Tech, Media, Enabling or TME

In Q1 2024/2025, revenue in the TME segment decreased by 3.1% to EUR 46.8 million (Q1 2023/2024: EUR 48.3 million).

In the Tech sub-segment, revenue rose driven by the acquisition and go-live of new enterprise customers for SCAYLE. In the Enabling segment, revenue increased slightly due to the growth of the FbAY business model, despite the continued elimination of loss-making revenue streams. In Media, revenue declined overall, largely due to an increased focus on media products with a high margin profile.

Adjusted EBITDA for Q1 2024/2025 amounted to EUR 11.5 million (Q1 2023/2024: EUR 8.8 million), corresponding to an adjusted EBITDA margin of 24.5% in Q1 2024/2025 (Q1 2023/2024: 18.2%). The margin increase is the result of a positive mix effect with a higher share of high-margin Tech revenue in the TME segment, as well as the elimination of loss-making revenue streams and cost discipline.

## 1.3 CASH FLOWS

The liquidity position and the financial performance of the ABOUT YOU Group are shown in the condensed statement of cash flows below:

### Condensed Statement of Cash Flows from March 1, 2024, to May 31, 2024

in EUR million	Q1 2024/2025	Q1 2023/2024
Cash flow from operating activities	59.3	26.0
Cash flow from investing activities	(13.3)	(15.2)
Free cash flow	46.0	10.8
Cash flow from financing activities	(15.1)	(12.0)
Cash and cash equivalents at beginning of period	163.9	204.9
Net change in cash and cash equivalents	30.9	(1.2)
<b>Cash and cash equivalents at end of period</b>	<b>194.8</b>	<b>203.7</b>

For a detailed view of the consolidated statements of cash flows, please see **section 2.3**.

#### Cash flow from operating activities

In the first three months of the financial year, the ABOUT YOU Group generated a cash flow from operating activities of EUR 59.3 million (Q1 2023/2024: EUR 26.0 million). This development is attributable to the positive EBITDA of EUR 9.1 million (Q1 2023/2024: EUR -2.8 million) and a decrease in net working capital compared to the same period last year. The development of net working capital is mainly driven by an a reduction of

own stock and an optimization of payables. Further details are provided in **section 1.4**.

#### Cash flow from investing activities

In the first three months of the financial year, cash flow from investing activities amounted to EUR -13.3 million (Q1 2023/2024: EUR -15.2 million). Cash flow from investing activities is made up of investments in intangible assets, property, plant, and equipment which amounted to EUR 8.7 million in Q1 2024/2025 (Q1 2023/2024: EUR 9.2 million) and loans to associated companies totaling EUR 5.3 million (Q1 2023/2024: EUR 6.5 million). The investments in intangible assets, property, plant, and equipment mainly relate to capitalized costs for own software and infrastructure work.

#### Free cash flow

Free cash flow (consisting of cash flow from operating and investing activities) amounted to EUR 46.0 million in Q1 2024/2025. This corresponds to an increase of EUR 35.1 million versus the same period in 2023/2024 (Q1 2023/2024: EUR 10.8 million), as a result of the positive development of the business.

#### Cash flow from financing activities

Cash flow from financing activities amounted to EUR -15.1 million in Q1 2024/2025 (Q1 2023/2024: EUR -12.0 million) and included EUR 11.8 million for leasing payments excluding interest (Q1 2023/2024: EUR 10.3 million) and interest payments related to lease liabilities amounting to EUR 2.1 million (Q1 2023/2024: EUR 1.2 million). The remaining amount relates to other interest payments.

**Cash and cash equivalents**

Cash and cash equivalents increased to EUR 194.8 million as per May 31 2024 (February 29, 2024: EUR 163.9 million). The existing credit facility with its main shareholders, amounting to EUR 97.5 million, has not been drawn as per the reporting date. The ABOUT YOU Group met all its payment obligations during the period.

**1.4 FINANCIAL POSITION**

The Group's financial position is presented in the condensed balance sheet below:

**Condensed Balance Sheet  
as of May 31, 2024****Assets**

in EUR million	5/31/2024	2/29/2024
Non-current assets	260.9	257.7
Current assets	896.9	887.0
<b>Total assets</b>	<b>1,157.8</b>	<b>1,144.7</b>

**Equity and liabilities**

in EUR million	5/31/2024	2/29/2024
Equity	263.3	267.3
Non-current liabilities	129.4	137.5
Current liabilities	765.0	739.9
<b>Total equity and liabilities</b>	<b>1,157.8</b>	<b>1,144.7</b>

For a detailed view of the consolidated balance sheet, please refer to **section 2.2**.

Total assets increased by EUR 13.1 million compared to February 29, 2024. The main changes in the balance sheet items of assets and liabilities are described in the following paragraphs.

**Non-current assets**

Non-current assets increased mainly due to an increase of EUR 3.5 million in intangible assets, predominantly attributable to investments in internally developed software. In addition, other non current financial assets increased by EUR 3.9 million, primarily due to increased lending for companies included using the equity method. There was an offsetting effect of EUR -4.2 million net, consisting of a reduction of right use assets, as a result of scheduled depreciation offset by the capitalization of a right of use asset. This relates to a returns warehouse in the Czech Republic, which was capitalized for the first time in the current financial year.

**Current assets**

Current assets increased by EUR 9.9 million over the reporting period. Inventories decreased by EUR 32.8 million to EUR 486.9 million due to active merchandise management of own stock inventory as well as seasonal factors. FbAY inventories, in turn, increased over the reporting period, which is in line with the goal to reduce own stock. The offsetting effect is mainly explained by an increase of other non financial assets of EUR 9.6 million, as a result of a slightly higher right to repossess goods as well as a higher amount of input VAT. In addition, there was an increase in cash and cash equivalents of EUR 30.9 million, which in total exceeded the decrease in inventories.

**Equity**

As of May 31, 2024, equity decreased by EUR 4.0 million compared to February 29, 2024. The reduction is mainly explained by the result of the period for the amount of EUR -9.5 million (Q1 2023/2024: EUR -23.8 million) offset by an increase of share premium of EUR 5.5 million from the Group's share based incentive programs.

**Non-current liabilities**

Non-current liabilities mainly consist of lease liabilities of EUR 116.2 million, which decreased by EUR 5.6 million versus February 29, 2024. The reduction is a net of repayments and addition of an additional lease liability resulting from the capitalization of the returns warehouse in the Czech Republic. Other non-current liabilities decreased by EUR 1.7 million, mainly explained by the partial release of a prepayment for long-term SaaS projects from the balance sheet.

**Current liabilities**

In contrast to the decline of non-current liabilities, current liabilities increased by EUR 25.1 million to EUR 765.0 million as of May 31, 2024. This is mainly explained by the increase in trade payables and other non-financial liabilities, partly offset by a decrease of other financial liabilities. Other non-financial liabilities increased by EUR 13.7 million, primarily due to reclassification of credit balances from payment service providers. This is mainly a result of the increased usage of instant payment methods, where the payment is received before the goods are shipped. Trade payables increased in connection with measures to optimize net

working capital and the associated optimization of payment terms. Other financial liabilities also went down due to a lower utilization of reverse factoring lines offset by a higher returns provision.

#### Net working capital

The calculation of net working capital is shown in the following table:

#### Net working capital as of May 31, 2024

in EUR million	5/31/2024	2/29/2024
<b>(+) Current assets excl. cash and cash equivalents</b>	<b>702.1</b>	<b>723.1</b>
Inventories	486.9	519.7
Trade receivables and other receivables	107.6	106.5
Other financial assets	14.4	13.4
Other non-financial assets	93.1	83.4
<b>(-) Current liabilities</b>	<b>765.0</b>	<b>739.9</b>
Trade payables	479.5	456.7
Lease liabilities	54.3	53.2
Other financial liabilities	103.6	115.9
Other non-financial liabilities	126.0	112.3
Other provisions	1.7	1.7
<b>= Net working capital</b>	<b>(63.0)</b>	<b>(16.9)</b>

As of May 31, 2024, net working capital decreased by EUR 46.1 million to EUR -63.0 million (February 29, 2024: EUR -16.9 million). Current liabilities increased to EUR 765.0 million (February 29, 2024: EUR 739.9 million), while current assets excluding cash and cash equivalents decreased to EUR 702.1 million (February 29, 2024: EUR 723.1 million).

The decrease in net working capital is mainly attributed to proactive working capital management, primarily due to reduced own stock and the optimization of payables e.g. via improved payment terms.

## 1.5 OUTLOOK

Based on the performance in Q1 2024/2025 with both revenue growth and increasing adjusted EBITDA, the Group confirms its guidance for Group revenue growth in the range between +1% and +10% and adjusted EBITDA in the range between EUR 10 million to EUR 30 million.

Hamburg, July 10, 2024

The Management Board

*T. Müller*   *H. Wiese*   *S. Betz*  
**TAREK MÜLLER**   **HANNES WIESE**   **SEBASTIAN BETZ**



# 2 INTERIM CONSOLIDATED FINANCIAL STATEMENTS

# 2.1 CONSOLIDATED INCOME STATEMENT

From March 1, 2024, to May 31, 2024

in EUR million	Q1 2024/2025	Q1 2023/2024
Revenue	518.3	507.1
Cost of materials	(290.7)	(302.2)
Personnel expenses	(30.5)	(29.9)
Other operating expenses	(196.8)	(187.8)
Other operating income	0.5	0.9
Own work capitalized	8.4	9.1
<b>Earnings before interest, taxes, depreciation, and amortization (EBITDA)</b>	<b>9.1</b>	<b>(2.8)</b>
Amortization, depreciation, and write-downs	(16.7)	(17.5)
<b>Earnings before interest and taxes (EBIT)</b>	<b>(7.6)</b>	<b>(20.2)</b>
Result from investments accounted for using the equity method	(0.6)	(1.4)
Interest income	0.7	0.6
Interest expenses	(3.5)	(1.7)
Other financial result	0.8	(0.3)
<b>Earnings before taxes (EBT)</b>	<b>(10.2)</b>	<b>(23.1)</b>
Income taxes	0.7	(0.7)
<b>Loss for the period</b>	<b>(9.5)</b>	<b>(23.8)</b>
Undiluted earnings per share (EPS) (in EUR)	(0.05)	(0.14)
Diluted earnings per share (EPS) (in EUR)	(0.05)	(0.14)

# 2.2 CONSOLIDATED BALANCE SHEET

As of May 31, 2024

<b>Assets</b>		
in EUR million	5/31/2024	2/29/2024
<b>Non-current assets</b>	<b>260.9</b>	<b>257.7</b>
Intangible assets	83.1	79.6
Right-of-use assets	143.6	147.8
Property, plant, and equipment	5.9	6.0
Other non current financial assets	28.3	24.4
<b>Current Assets</b>	<b>896.9</b>	<b>887.0</b>
Inventories	486.9	519.7
Trade receivables and other receivables	107.6	106.5
Other financial assets	14.4	13.4
Other non-financial assets	93.1	83.4
Cash and cash equivalents	194.8	163.9
<b>Total assets</b>	<b>1,157.8</b>	<b>1,144.7</b>

<b>Equity and Liabilities</b>		
in EUR million	5/31/2024	2/29/2024
<b>Equity</b>	<b>263.3</b>	<b>267.3</b>
Subscribed capital	186.2	186.2
Share premium	964.1	958.6
Retained deficit	(886.9)	(877.4)
<b>Non-current liabilities</b>	<b>129.4</b>	<b>137.5</b>
Non-current lease liabilities	116.2	121.7
Other non-current liabilities	7.9	9.7
Deferred tax liabilities	5.3	6.1
<b>Current liabilities</b>	<b>765.0</b>	<b>739.9</b>
Trade payables	479.5	456.7
Lease Liabilities	54.3	53.2
Other financial liabilities	103.6	115.9
Other non-financial liabilities	126.0	112.3
Provisions	1.7	1.7
<b>Total equity and liabilities</b>	<b>1,157.8</b>	<b>1,144.7</b>



# 2.3 CONSOLIDATED STATEMENT OF CASH FLOWS

From March 1, 2024, to May 31, 2024

in EUR millions	Q1 2024/2025	Q1 2023/2024
<b>Loss for the period</b>	<b>(9.5)</b>	<b>(23.8)</b>
Amortization, depreciation, and write-downs	16.7	17.5
Income taxes	(0.7)	0.7
Net interest result	2.8	1.2
Taxes paid	(0.0)	0.0
Increase / decrease in inventories	32.8	16.7
Increase / decrease in trade receivables and other receivables	(1.1)	(13.3)
Increase / decrease in trade payables	22.7	24.5
Increase / decrease in other assets / liabilities	(11.3)	(4.4)
Non-cash expenses	6.9	7.0
<b>Cash flow from operating activities</b>	<b>59.3</b>	<b>26.0</b>
Acquisition of intangible assets and property, plant, and equipment	(8.7)	(9.2)
Acquisition of company shares	(0.0)	(0.0)
Payments / Repayments for loans	(5.3)	(6.5)
Interest received	0.7	0.6
<b>Cash flow from investing activities</b>	<b>(13.3)</b>	<b>(15.2)</b>
<b>Free cash flow</b>	<b>46.0</b>	<b>10.8</b>
Payments from leasing agreements	(11.8)	(10.3)
Interest paid	(3.3)	(1.7)
<b>Cash flow from financing activities</b>	<b>(15.1)</b>	<b>(12.0)</b>
Cash and cash equivalents at beginning of period	163.9	204.9
Net change in cash and cash equivalents	30.9	(1.2)
<b>Cash and cash equivalents at end of period</b>	<b>194.8</b>	<b>203.7</b>



# 3 FURTHER INFORMATION

# 3.1 GLOSSARY

## 1P

Part of hybrid business model; own inventory, including third-party brands, Own Labels, and Celebrity Brands

## 3P

Part of hybrid business model; third-party inventory of brand partners, used in the context of ABOUT YOU's drop shipping and FbAY models

## ABOUT YOU COMMERCE

ABOUT YOU's Commerce business; includes fashion sales to consumers via the website and app and comprises the two segments of ABOUT YOU DACH and ABOUT YOU RoE

## ABOUT YOU DACH

ABOUT YOU DACH; reportable segment comprising ABOUT YOU's home region of Germany, Austria, and Switzerland

## ABOUT YOU ROE

ABOUT YOU Rest of Europe; reportable segment comprising ABOUT YOU's sales regions outside of DACH in Europe, includes all key markets in Continental Europe

## ACTIVE CUSTOMERS

Customers who have made at least one purchase through ABOUT YOU's websites and apps within the last twelve months

## ADJUSTED EBITDA

EBITDA adjusted for (i) equity-settled share-based compensation expenses, (ii) restructuring costs, and (iii) one-time effects

## AOF

Average order frequency; total number of orders divided by total number of active customers

## AOV

Average order value; value of all merchandise sold to customers in the Commerce business, incl. VAT after cancellations and returns, divided by the number of orders within the last twelve months

## APM

Alternative performance measures; alternative performance indicators without recognition according to IFRS

## CAGR

Compound annual growth rate; indicates the mean rate of growth for each year of the relevant period

## CAPEX

Capital expenditures; payments for investments in intangible assets, property, plant, and equipment, acquisition of company shares, payments, and repayments for loans

## CEE

Central and Eastern Europe

## D2C

Direct-to-consumer; sales made directly to end customers rather than retailers or wholesalers

## DC

Distribution center

## EBIT

Earnings before interest and taxes

## EBITDA

Earnings before interest, taxes, depreciation, and amortization

## EBITDA MARGIN

Ratio of EBITDA to revenue

## EMPLOYEES (AS OF REPORTING DATE)

Permanent employees expressed as full-time equivalents (as of the balance sheet date)

## ENABLING

360° services for third-party brands, which contain e-commerce operations and marketing growth services, part of segment TME

## EPS

Earnings per share

## ESG

Environmental, Social, Governance; criteria and framework conditions for the consideration of environmental, sustainability and social issues within corporate management

## FbAY

Fulfillment by ABOUT YOU

## FREE CASH FLOW

Cash flows from operating activities plus cash flows from investing activities (except for investments in time deposits and restricted cash)

## FY

Financial year

1 Pew Research Center (2019) – Die Definition von Generationen: Wo Millennials enden und die Generation Z beginnt

### GEN Y&Z

Generations Y&Z; Generation Y refers to people born between 1984 and 1996 and Generation Z refers to people born in 1997 or after<sup>1</sup>

### GHG EMISSIONS

Greenhouse gas emissions

### GMV

Gross merchandise volume; the value of all merchandise sold on ABOUT YOU, incl. VAT and after cancellations and returns

### LTM

Last twelve months

### MEDIA

Brand and advertising solutions, which include different online and offline advertising formats for brand partners, part of segment TME

### MINIMUM VIABLE PRODUCT

Launch version of a product with a basic set of features to gain customers with minimal effort while learning about their needs

### MOBILE SESSIONS

Sessions (in %) via a mobile device, e.g., a smartphone, within the last twelve months, divided by the total of sessions in the given time period

### NET WORKING CAPITAL

Inventories plus receivables (includes trade receivables and other current assets) minus current liabilities (includes trade payables, other payables, and provisions for returns)

### QoQ

Quarter-over-quarter; this quarter compared to last quarter

### SaaS

Software-as-a-service

### SEU

Southern Europe; Spain, France, Italy, Greece, and Portugal

### TECH

E-commerce software solutions from SCAYLE, which are offered to third parties, part of the ABOUT YOU Group segment TME

### TME

Tech, Media, and Enabling; ABOUT YOU's B2B segment with the revenue streams of Tech, Media, and Enabling

### TOTAL NUMBER OF ORDERS

Number of orders within the last twelve months

### TOTAL REACH

Total views of posts, reels, and stories on Instagram, video views on TikTok, and views of Facebook posts

### USER SESSIONS

All sessions done across all countries, excl. sessions without interaction

### USP

Unique selling proposition; a feature or perceived benefit of a product or service which sets it apart from the rest of competing brands in the market

### VAT

Value-added tax

### YoY

Year-on-year; this year's quarter compared to the previous year's quarter

### 3.2 FINANCIAL CALENDAR

October 10, 2024	H1 2024/2025 Interim Financial Report
January 9, 2025	Q3 2024/2025 Quarterly Statement
May 8, 2025	Annual Report FY 2024/2025

### 3.3 IMPRINT, CONTACT, AND DISCLAIMER

#### Disclaimer

This report also contains forward-looking statements. These statements are based on the current view, expectations, and assumptions of the management of ABOUT YOU Holding SE ("ABOUT YOU"). Such statements are subject to known and unknown risks and uncertainties that are beyond ABOUT YOU's control or accurate estimates, such as the future market environment and the economic, legal, and regulatory framework, the behavior of other market participants, the successful integration of newly acquired entities and the realization of expected synergy effects, as well as measures by public authorities.

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Because of rounding, some figures in this and other reports or statements may not add up precisely to the sums indicated, and percentages presented may not precisely reflect the exact figures to which they relate.

We also publish this report in German. In the event of any discrepancies, the German version of the report shall prevail over the English translation.

## IMPRINT

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