



**ABOUT YOU<sup>®</sup>**

**FY 23/24  
EARNINGS CALL PRESENTATION**

May 7, 2024

It's ABOUT YOU | [aboutyou.com](https://aboutyou.com)

# AGENDA

01

**BUSINESS UPDATE**

02

**FINANCIAL UPDATE**

03

**OUTLOOK**

04

**Q&A**

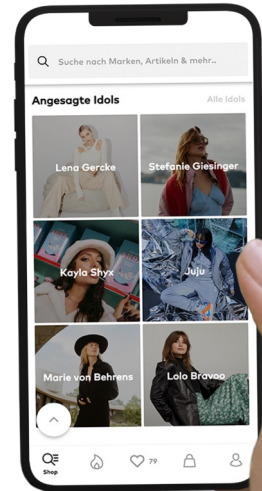




**BUSINESS UPDATE**

# FY 23/24 KEY TAKEAWAYS

- 01** FY guidance achieved with Group revenue growth of 1.6% YoY to EUR 1,935.2m and significantly improved adjusted EBITDA<sup>1</sup> of EUR 3.2m (FY 22/23: EUR -137.0m)
- 02** Improvements across all cost lines: Gross margin increase of 80bp to 38.7% – fulfillment down 150bp to 23.0%, marketing down 500bp to 10.9%, and admin down 10bp to 4.6% (all as a percentage of revenue)
- 03** Profitability improvements across all segments: DACH delivers a 3.6% adjusted EBITDA margin (FY 22/23: 1.5%), Rest of Europe (RoE) at -6.8% (FY 22/23: -18.7%), and Tech, Media, and Enabling (TME) at 26.7% (FY 22/23: 16.1%)
- 04** Positive free cash flow generation of EUR 9.0m (FY 22/23: EUR -261.0m) driven by significantly improved EBITDA, lower CAPEX, and working capital dynamics
- 05** Strong progress in strategic initiatives around Commerce and SCAYLE creates basis for sustainable, profitable growth – underpinned by a visible growth acceleration in Q4 23/24 and a good start into FY 24/25
- 06** Guidance for FY 24/25: Expected to grow Group revenue between 1% and 10% YoY and increase adjusted EBITDA<sup>1</sup> to a range of EUR 10m to 30m

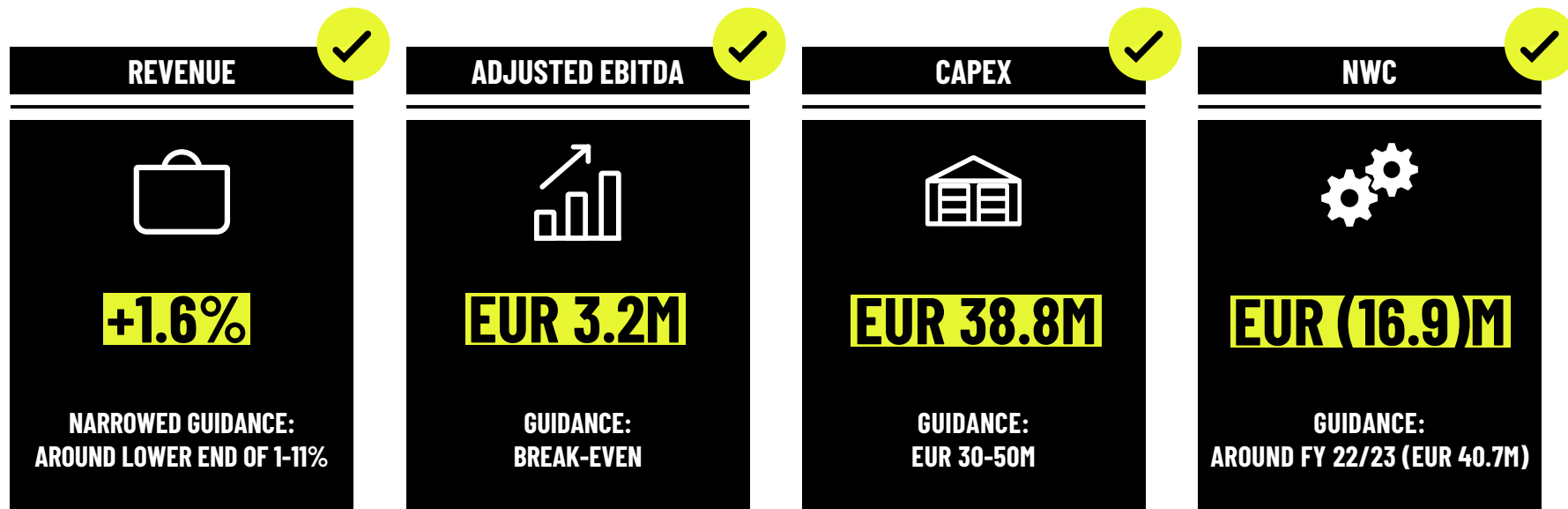


1. EBITDA adjusted for (i) equity-settled share-based compensation expenses, (ii) restructuring costs, and (iii) one-time effects



# DELIVERING ON GUIDANCE DESPITE MARKET HEADWINDS

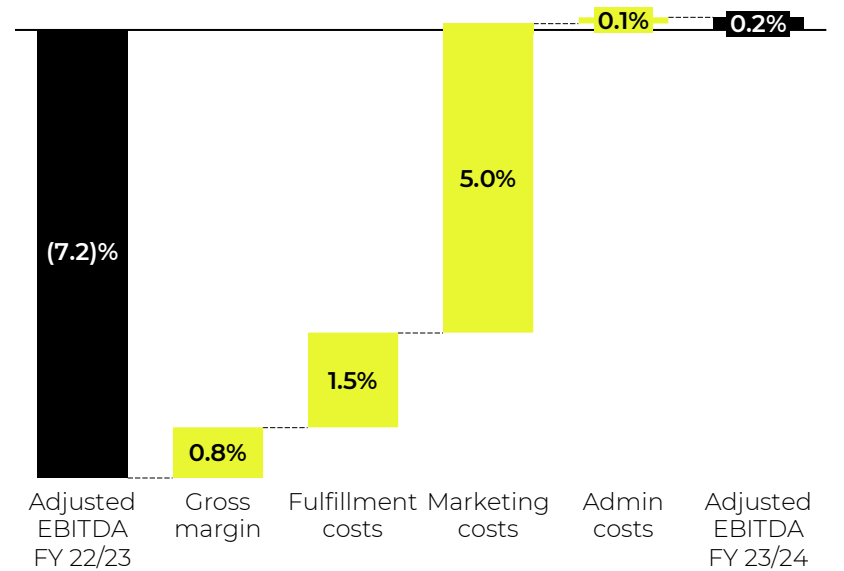
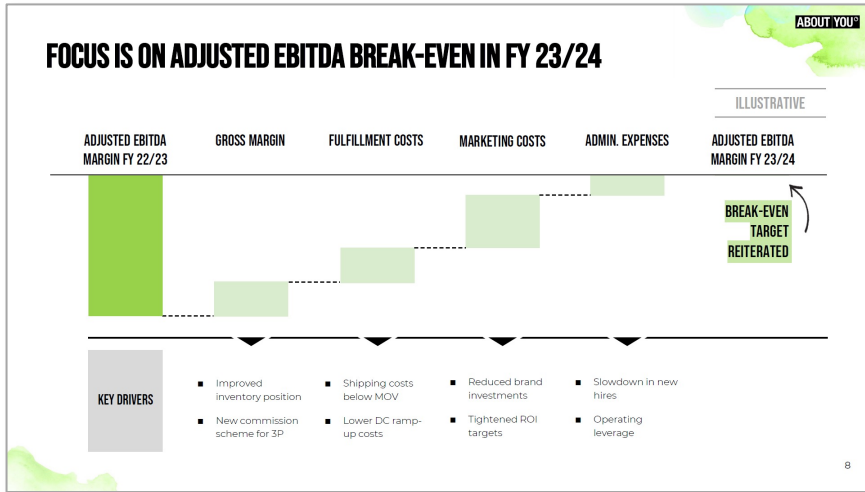
## FY 23/24 ACTUALS VS. GUIDANCE



# STRONG CONTROL OVER KEY COST LINES

EXCERPT Q3 22/23 PUBLICATION

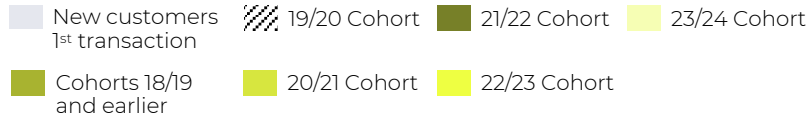
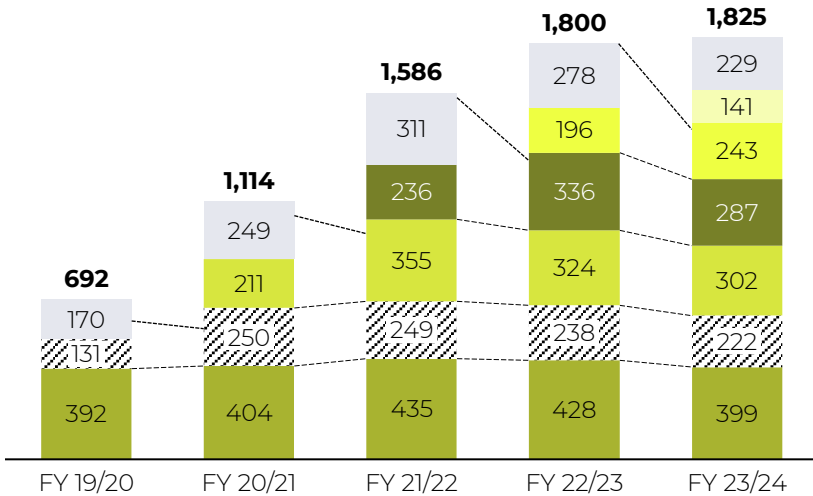
FY 23/24 ACTUALS - BRIDGE AS % OF REVENUE



# TRANSITIONING TOWARDS HIGHER CUSTOMER VALUE

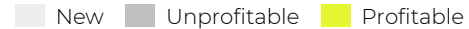
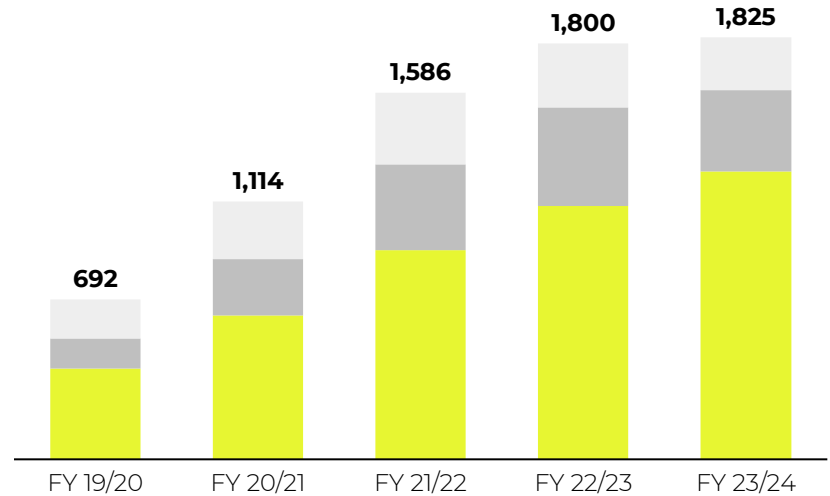
## ABOUT YOU COMMERCE REVENUE BY COHORT<sup>1</sup>

(EUR M)



## BY CUSTOMER VALUE

(ILLUSTRATIVE, TOTALS IN EUR M)



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

**10 YEARS**

**ABOUT YOU** 



# THREE INITIATIVES UNLOCK THE NEXT GROWTH WAVE

## KEY COMMERCE GROWTH INITIATIVES FOR FY 24/25

### A CUSTOMER ENGAGEMENT DRIVERS



### B FASHION ASSORTMENT EXPANSION



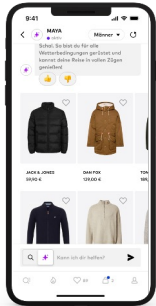
### C OPERATING MODEL EXTENSION



**BUILDING THE MOST COMPLETE FASHION PLATFORM IN EUROPE**

# A NEXT LEVEL ENGAGEMENT ENABLED BY AI

## EXEMPLARY ENGAGEMENT INITIATIVES FOR FY 24/25

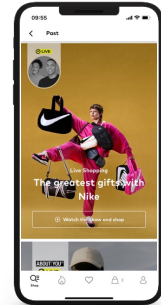


### PERSONALIZED ACCESS

- AI shopping assistants
- 3D size & fit features

### ENRICHED CONTENT

- GenAI editorials
- Live shopping



## ABOUT YOU<sup>o</sup>

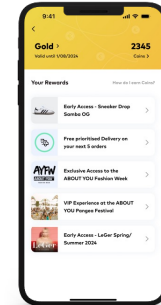


### SMART PROMOTIONS

- 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)				NEW IN FY 24/25	RATIONALE TO EXTEND 3P MODELS
	Own Labels 	3rd Party Brands 	FbAY 	Drop Shipping 	FbAY 	Drop Shipping 		
SOURCING	ABOUT YOU <sup>o</sup>	Partner	Partner	Partner	Partner	Partner	Grow 3P GMV shares	
OWNERSHIP	ABOUT YOU <sup>o</sup>	ABOUT YOU <sup>o</sup>	Partner	Partner	Partner	Partner	Enable brand D2C	
FULFILLMENT	ABOUT YOU <sup>o</sup>	ABOUT YOU <sup>o</sup>	ABOUT YOU <sup>o</sup>	Partner	ABOUT YOU <sup>o</sup>	Partner	Improve seller dynamics	
SELLER	ABOUT YOU <sup>o</sup>	ABOUT YOU <sup>o</sup>	ABOUT YOU <sup>o</sup>	ABOUT YOU <sup>o</sup>	Partner	Partner	Facilitate Manufacturer-to-Consumer (M2C)	
PLATFORM	ABOUT YOU <sup>o</sup>	ABOUT YOU <sup>o</sup>	ABOUT YOU <sup>o</sup>	ABOUT YOU <sup>o</sup>	ABOUT YOU <sup>o</sup>	ABOUT YOU <sup>o</sup>		

# SCAYLE TECH SPIN-OFF IMPLIES A NEW SPLIT FOR TME

## TME<sup>1</sup> BY REVENUE STREAM AND BRAND - FY 23/24

ILLUSTRATIVE

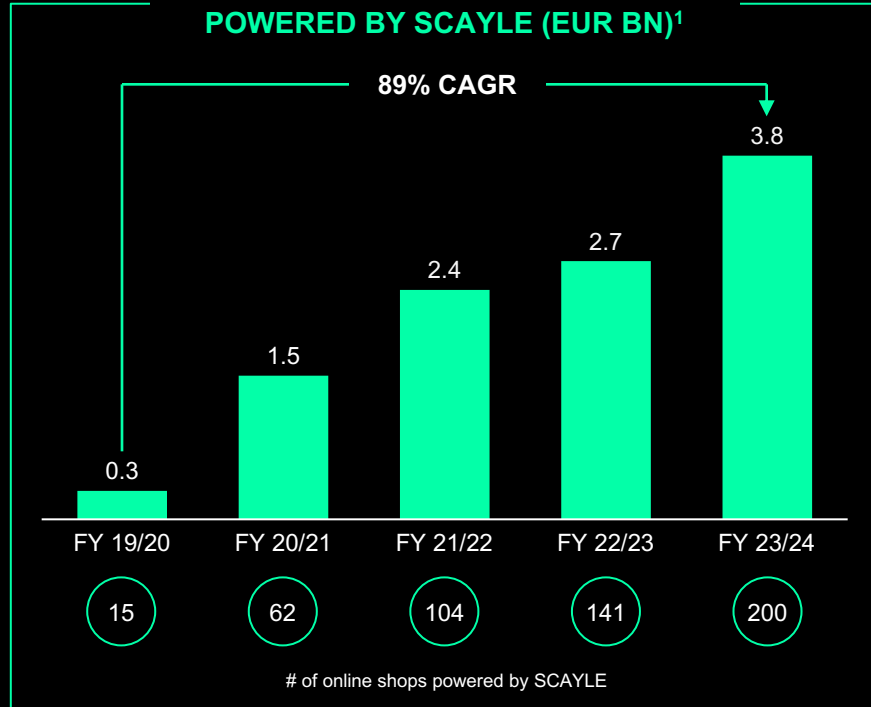
	<b>ABOUT YOU<sup>®</sup></b> Commerce-related revenues	<b>SCAYLE<sup>®</sup></b> COMMERCE ENGINE Independent B2B revenues	Total revenues by stream	Total adjusted EBITDA	Presentation going forward
<b>TECH</b>			<b>EUR 47M</b>	<b>EUR 25M</b>	<b>NEW SCAYLE GMBH</b>
<b>MEDIA</b>			<b>EUR 56M</b>	<b>EUR 18M</b>	<b>AY MEDIA SERVICES</b>
<b>ENABLING</b>			<b>EUR 86M</b>	<b>EUR 8M</b>	<b>AY ENABLING SERVICES</b>

1. TME = Tech, Media, and Enabling (reportable segment, based on IFRS segment reporting)

# SCAYLE TECH WITH INDUSTRY LEADING KPIS

KPIS NEW SCAYLE ENTITY (SCAYLE GMBH) - FY 23/24

## EXTERNAL TRANSACTION VOLUME POWERED BY SCAYLE (EUR BN)<sup>1</sup>



## CUSTOMER KPIS

0%

Customer churn

~1.8m

Average client SaaS  
product ARR<sup>2</sup>

## OPERATIONAL KPIS

~80%

Win rate in competitive  
enterprise deals

~80%

ARR<sup>2</sup> share of total  
revenue

~80%

Gross margin  
on ARR<sup>2</sup>

## FINANCIAL KPIS

>30%

ARR<sup>2</sup> growth  
FY 23/24

>50%

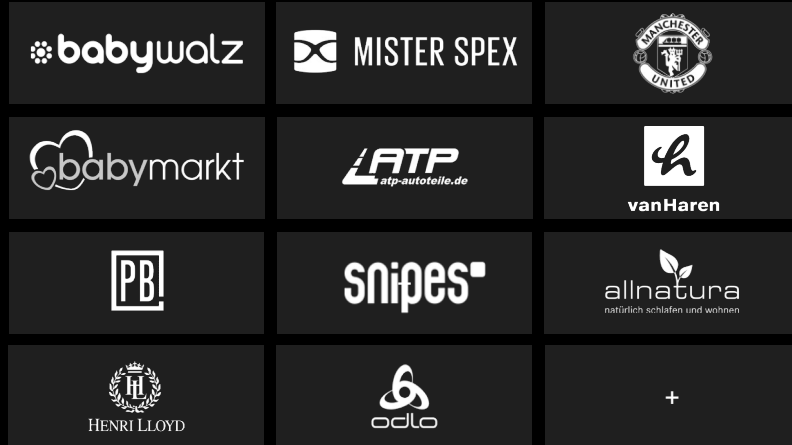
Adjusted EBITDA margin  
FY 23/24

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

# STRONG STRATEGIC PROGRESS IN FY 23/24

## SCAYLE KEY ACHIEVEMENTS FOR FY 23/24

### NEW SCAYLE CLIENT WINS FY 23/24 (SELECTION)



**~15M**

Newly contracted ARR<sup>1</sup>  
(in FY 23/24)

**>50M**

Total contracted ARR<sup>1</sup>  
(per FY 23/24)

### ORGANIZATION

- ✓ Spin-off completed in August 2023
- ✓ International sales organization established

### PRODUCT

- ✓ Shortened new client implementation times
- ✓ Strong infrastructure efficiency improvements

### FOOTPRINT

- ✓ First UK client wins and promising funnel build-up
- ✓ US entity (SCAYLE Inc.) and team established

### VERTICALS

- ✓ >50% of FY 23/24 new client wins outside fashion
- ✓ Proven product excellence in adjacent B2C verticals



# WE KEEP PUSHING FORWARD WITH SCAYLE

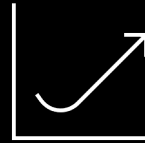
## SCAYLE GROWTH PRIORITIES FOR FY 24/25



### 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

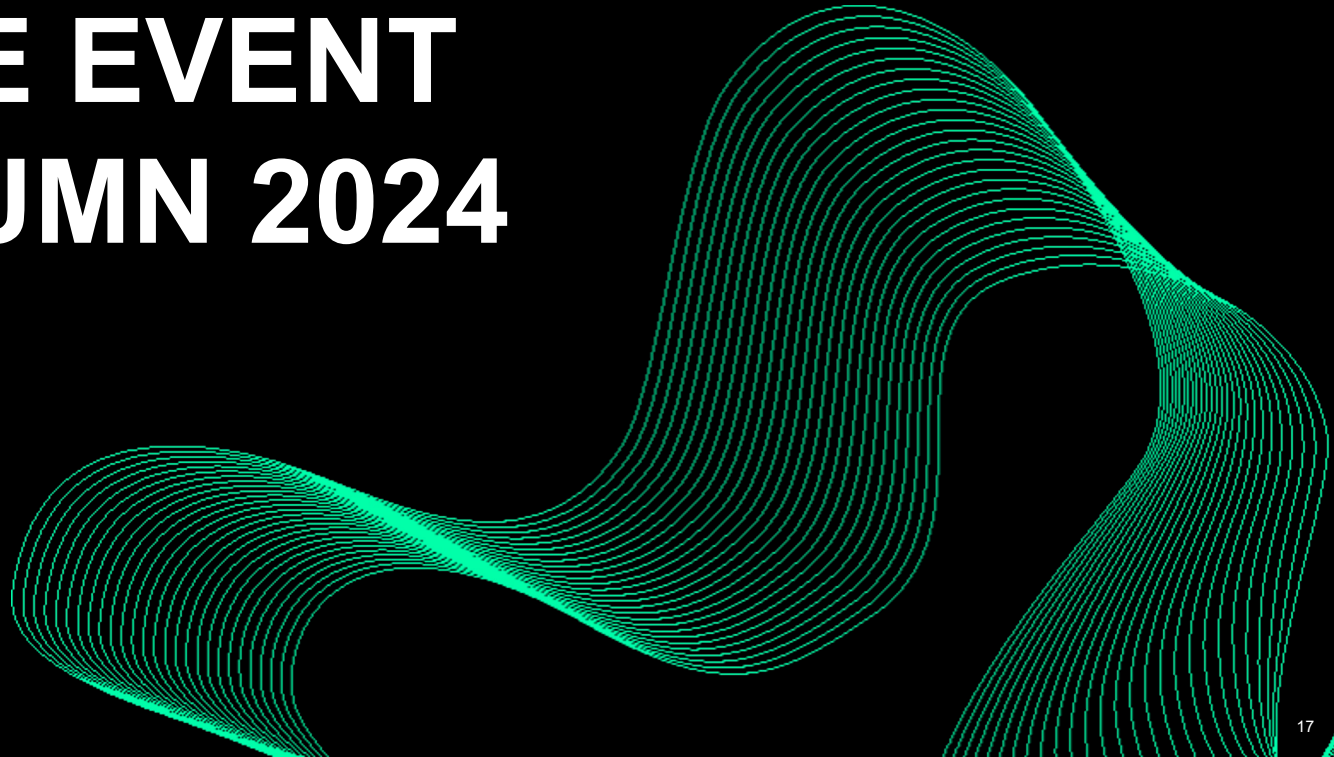


### EXPAND THE SAAS PRODUCT

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

STAY TUNED FOR A STAND-ALONE

# SCAYLE EVENT IN AUTUMN 2024

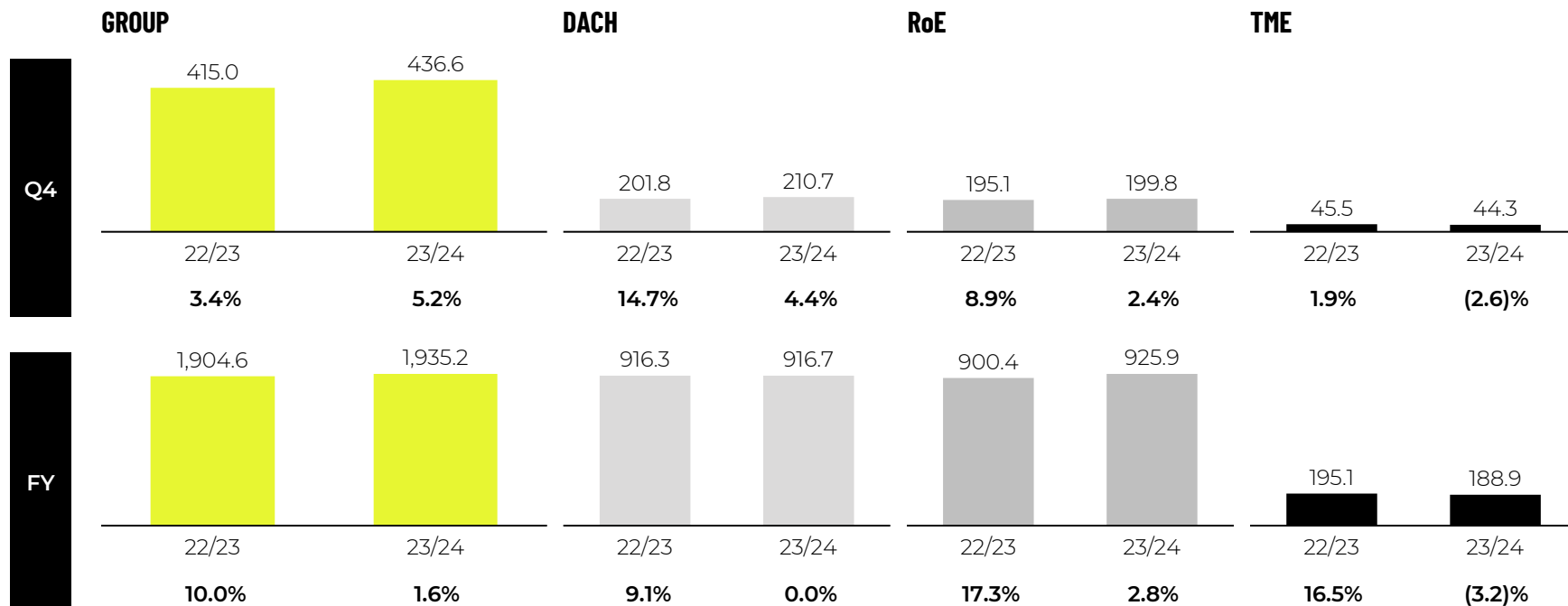


A woman with long dark hair, wearing a light pink, short-sleeved, belted dress, stands under a large, light-colored tent at night. She is looking towards the camera with a slight smile. Her right arm is raised, touching the tent's frame. The background is dark, suggesting it is nighttime, with some blue light visible through the tent's opening. The text "FINANCIAL UPDATE" is overlaid in a bold, white, sans-serif font on a black rectangular background across the center of the image.

**FINANCIAL UPDATE**

# ACCELERATED GROUP REVENUE GROWTH IN Q4 23/24

## REVENUE<sup>1</sup> (EUR M) - % GROWTH YOY



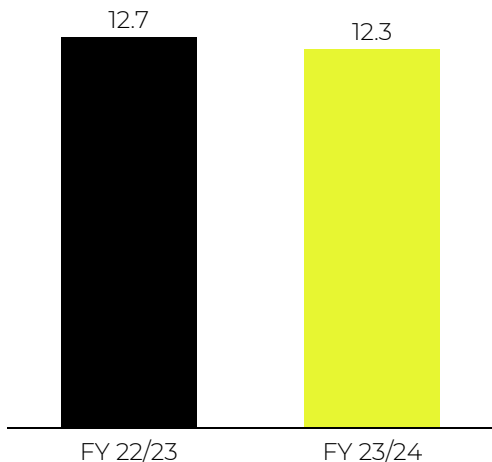
Note: FY 23/24 ending on February 29, 2024; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group revenue of EUR -18.2m for Q4 23/24 and EUR -27.5m for Q4 22/23; EUR -96.2m for FY 23/24 and EUR -107.1m for FY 22/23

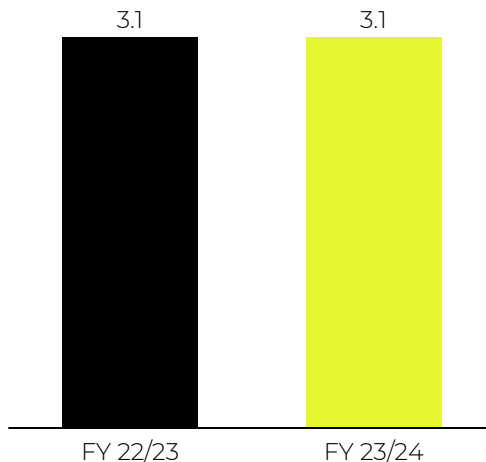
# INCREASE IN AOV DRIVES REVENUE GROWTH

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

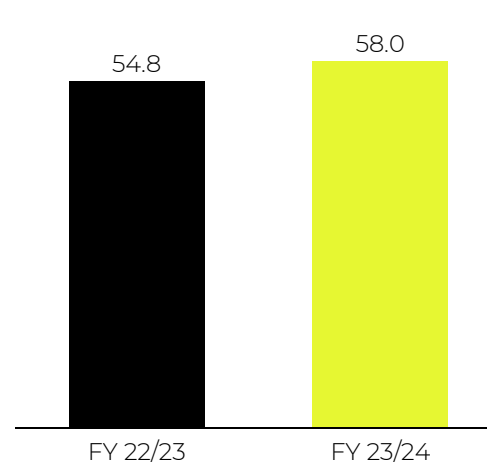
**TOTAL ACTIVE CUSTOMERS<sup>1</sup>**  
**(M)**



**AVERAGE ORDER FREQUENCY<sup>2</sup>**  
**(#)**



**AVERAGE ORDER VALUE<sup>3</sup>**  
**(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

# MARGIN UPLIFTS ACROSS ALL SEGMENTS IN FY 23/24

## ADJUSTED EBITDA<sup>1</sup> (EUR M) - % MARGIN

GROUP	DACH		RoE		TME			
	22/23	23/24	22/23	23/24	22/23	23/24		
Q4	(22.3)	(7.8)	7.0	5.2	(36.5)	(15.5)	12.1	11.4
	(5.4)%	(1.8)%	3.5%	2.5%	(18.7)%	(7.8)%	26.5%	25.7%
FY	(137.0)	3.2	13.5	33.0	(168.7)	(62.8)	31.4	50.4
	(7.2)%	0.2%	1.5%	3.6%	(18.7)%	(6.8)%	16.1%	26.7%

Note: FY 23/24 ending on February 29, 2024; financials based on IFRS accounting with reconciliation from segment to Group

1. Reconciliation from segment to Group adjusted EBITDA of EUR -9.0m for Q4 23/24 and EUR -4.8m for Q4 22/23; EUR -17.4m for FY 23/24 and EUR -13.2 for FY 22/23; EBITDA adjusted for (i) equity-settled share-based compensation expenses (FY 23/24: EUR -12.5m) and (ii) one-time effects (FY 23/24: EUR -13.2m)

# IMPROVEMENTS IN ALL COST LINES IN FY 23/24

## ABOUT YOU GROUP'S KEY MARGIN AND COST LINES

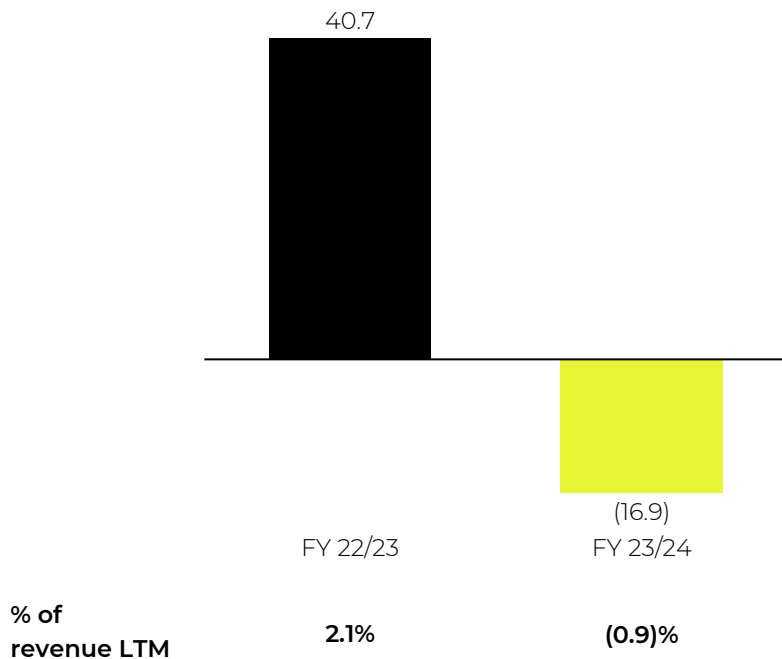
	Q4			FY		
	22/23	23/24	YoY delta	22/23	23/24	YoY delta
% of revenue						
<b>Gross margin<sup>1</sup></b>	34.0%	39.3%	5.3pp	37.8%	38.7%	0.8pp
<b>(-) Fulfillment costs<sup>1</sup></b>	25.0%	24.6%	(0.4)pp	24.5%	23.0%	(1.5)pp
<b>(-) Marketing costs<sup>1</sup></b>	9.4%	11.8%	2.5pp	15.9%	10.9%	(5.0)pp
<b>(-) Admin. expenses<sup>1</sup></b>	5.0%	4.6%	(0.4)pp	4.7%	4.6%	(0.1)pp
<b>Adjusted EBITDA margin</b>	(5.4)%	(1.8)%	3.6pp	(7.2)%	0.2%	7.4pp

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

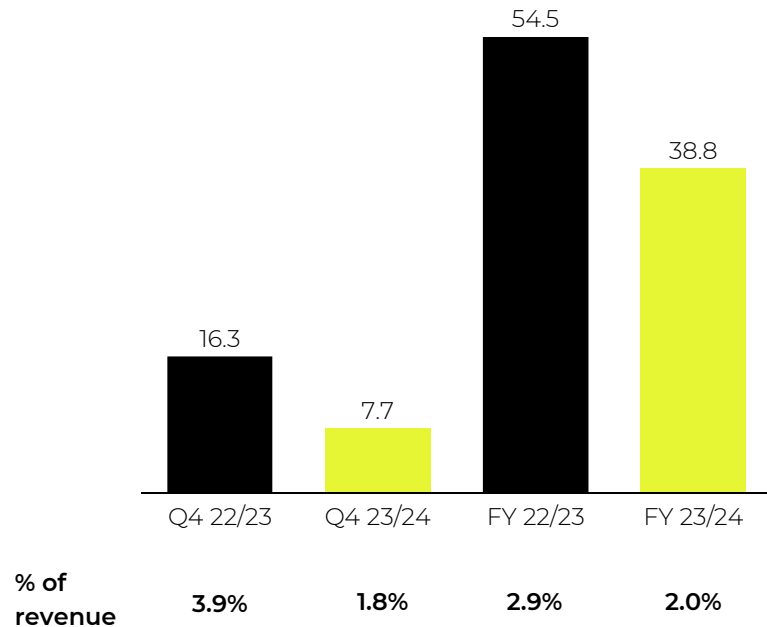


# NEGATIVE NWC AND LOWERED CAPEX

## NET WORKING CAPITAL<sup>1</sup> (EUR M)



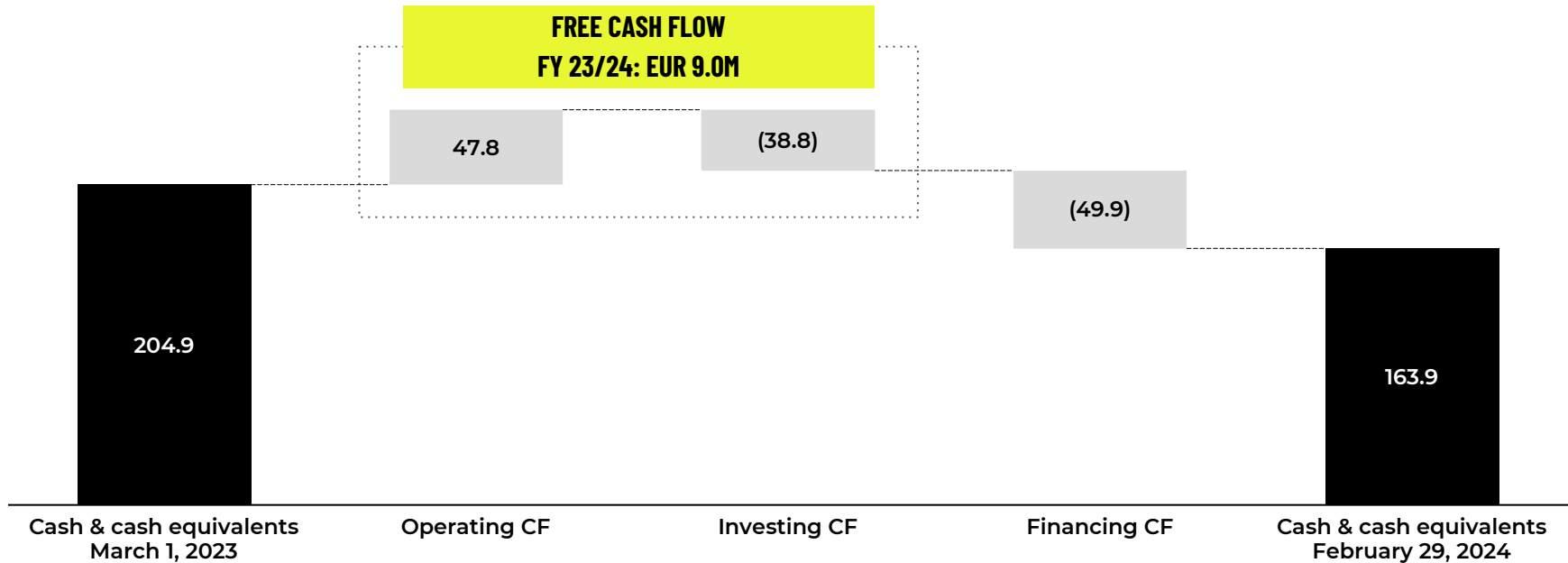
## CAPITAL EXPENDITURES<sup>2</sup> (EUR M)



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 (FY 23/24: EUR -35.4m; FY 22/23: EUR -38.2m), acquisition of company shares (FY 23/24: EUR -1.3m; FY 22/23: EUR -0.2m), and working capital loans for holdings in influencer brands and incubators (FY 23/24: EUR -2.1m; FY 22/23: EUR -16.2m)

# POSITIVE FREE CASH FLOW IN FY 23/24

## LIQUIDITY POSITION (EUR M) - FEBRUARY 29, 2024

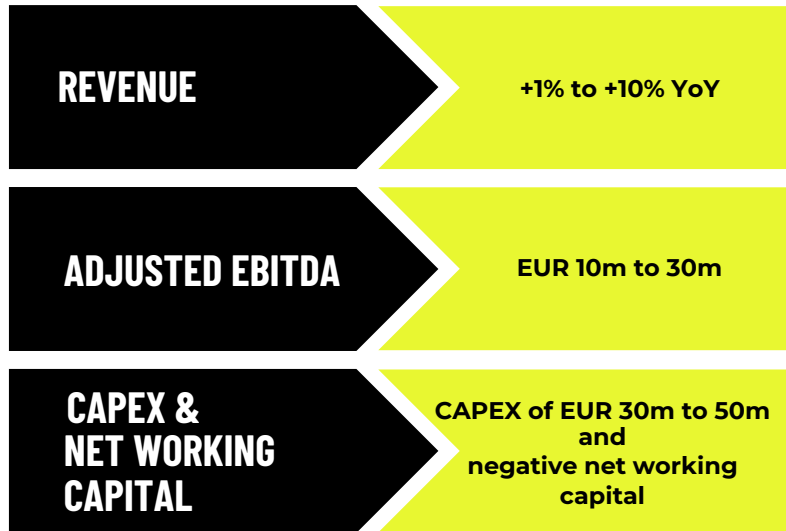


**OUTLOOK**



# ACCELERATED, PROFITABLE GROWTH 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**



Q&A







**APPENDIX**



# UPCOMING EVENTS

**6/28/2024**

**ANNUAL GENERAL MEETING 2024**

**7/10/2024**

**Q1 24/25 QUARTERLY STATEMENT**

**10/10/2024**

**H1 24/25 INTERIM FINANCIAL REPORT**

**1/9/2025**

**Q3 24/25 QUARTERLY STATEMENT**

**5/8/2025**

**ANNUAL REPORT FY 24/25**



# INVESTOR RELATIONS CONTACT



**FRANK BÖHME**

Head of Investor Relations  
and Communications

frank.boehme@aboutyou.com



**NORA PUHALA**

Investor Relations  
Manager

nora.puhala@aboutyou.com



**DANIELA MARIN**

Investor Relations  
Manager

daniela.marin@aboutyou.com



**SINAH BRENDING**

Financial Communications  
Manager

sinah.brending@aboutyou.com

## IR TEAM CONTACT

+49 40 638 569 – 359

ir@aboutyou.com

<https://ir.aboutyou.de/>

# DISCLAIMER (1/2)

IMPORTANT: Please read the following before continuing. The following applies to this document, which has been prepared by ABOUT YOU Holding SE (the "Company" and together with its consolidated subsidiaries, the "Group") for use in an oral and, if any, video presentation of the information in this document by the Company, and any material distributed in connection with this presentation (collectively, the "Information"), each of which should be considered together and not taken out of context.

The Information does not constitute a recommendation regarding any loans or securities of or investments in the Company or any other member of the Group. Further, it should not be treated as giving investment, legal, accounting, regulatory, taxation or other advice and recipients should each make their own evaluation of the Company and of the relevance and adequacy of the information contained herein. This document is not, and should not be construed as, a prospectus or offering document, and has not been reviewed or approved by any regulatory or supervisory authority. The Information does not constitute or form part of, and should not be construed as an offer for sale or subscription of or a solicitation or invitation of any offer to subscribe for or purchase any loans or securities of or make an investment in the Company or any other member of the Group or any other entity in any jurisdiction, and nothing contained therein shall form the basis of or be relied on in connection with any contract or commitment whatsoever, in particular, it must not be used in making any investment decision. Any potential offer of securities of the Company or any of its affiliates would be based on a prospectus or offering circular prepared for that purpose and published by the Company in final form, which would include financial information for the Company and its affiliates, risk factors associated with investing in the Company and other material disclosures. The securities placed in connection with the listing of the Company have already been sold as part of a private placement.

No representation, warranty or undertaking, express or implied, is made by the Company or any of the Company's affiliates or directors, officers, employees or agents ("Representatives") or any other person as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the Information or the opinions contained therein or any other statement made or purported to be made in connection with the Company or the Group, for any purpose whatsoever, including but not limited to any investment considerations. No responsibility, obligation or liability whatsoever, whether arising in tort, contract or otherwise, is or will be accepted by the Company or any of its respective Representatives or any other person for any loss, cost or damage howsoever arising from any use of the Information, or for information or opinions or for any errors, omissions or misstatements contained therein or otherwise arising in connection therewith.

None of the Company or any of its Representatives or any other person undertakes any obligation to provide the attendee or recipient with access to any additional information or to update the Information or to correct any inaccuracies in any such Information, including any financial data or forward-looking statements. The Information should be considered in the context of the circumstances prevailing at the time and has not been, and will not be, updated to reflect material developments which may occur after the date thereof.

The Information may constitute or include forward-looking statements. Forward-looking statements are statements that are not historical facts and may be identified by words such as "plans", "targets", "aims", "believes", "expects", "anticipates", "intends", "estimates", "will", "may", "continues", "should" and similar expressions. These forward-looking statements reflect, at the time made, the Company's beliefs, intentions and current targets/aims concerning, among other things, the Company's or the Group's results of operations, financial condition, liquidity, prospects, growth and strategies. Forward-looking statements include statements regarding: objectives, goals, strategies, outlook and growth prospects; future plans, events or performance and potential for future growth; lease-up potentials; economic outlook and industry trends; developments of the Company's or the Group's markets; the impact of regulatory initiatives; and the strength of the Company's or any other member of the Group's competitors. Forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. The forward-looking statements in the Information are based upon various assumptions, many of which are based, in turn, upon further assumptions, including without limitation, management's examination of historical operating trends, data contained in the Company's records (and those of other members of the Group) and other data available from third parties. Although the Company believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond the Company's control.

Forward-looking statements are not guarantees of future performance and such risks, uncertainties, contingencies and other important factors could cause the actual outcomes and the results of operations, financial condition and liquidity of the Company and other members of the Group or the industry to differ materially from those results expressed or implied in the Information by such forward-looking statements. No assurances can be given that the forward-looking statements will be realized. The forward-looking statements speak only as of the date of this document. The Company expressly disclaims any obligation or undertaking to release any updates or revisions to any forward-looking statements to reflect any change in the Company's expectations with regard thereto or any changes in events, conditions or circumstances on which any forward-looking statements are based, except as otherwise required by law. No representation or warranty is made that any of these forward-looking statements or forecasts will come to pass or that any forecast result will be achieved. Undue influence should not be given to, and no reliance should be placed on, any forward-looking statement.

# DISCLAIMER (2/2)

To the extent available, the industry, market and competitive position data contained in the Information (if any) come from official or third party sources. Third party industry publications, studies and surveys generally state that the data contained therein have been obtained from sources believed to be reliable, but that there is no guarantee of the accuracy or completeness of such data. While the Company believes that each of these publications, studies and surveys has been prepared by a reputable source, none of the Company or any of its Representatives has independently verified the data contained therein. You are therefore cautioned not to give undue weight to third party data. In addition, certain of the industry, market and competitive position data contained in the Information come from the Company's own internal research and estimates based on the knowledge and experience of the Company's management in the markets in which the Company and the other members of the Group operate. While the Company believes that such research and estimates are reasonable, they, and their underlying methodology and assumptions, have not been verified by any independent source for accuracy or completeness and are subject to change and correction without notice. Accordingly, reliance should not be placed on any of the industry, market or competitive position data contained in the Information.

The Company does not expect or intend to register any securities that it may offer under the U.S. Securities Act of 1933, as amended (the "Securities Act"), or to conduct a public offering of any securities in the United States, and the securities of the Company have not been and will not be registered under the Securities Act and any such securities may not be offered or sold in the United States absent registration under the Securities Act or an available exemption from it. Any public offering of such securities in the United States would require the publication of a prospectus by the Company containing detailed information about the Company and its management, as well as the Company's financial statements. Neither this document nor any copy of it may be taken or transmitted into the United States, Australia, Canada or Japan or to any securities analyst or other person in any of those jurisdictions. Any failure to comply with these restrictions may constitute a violation of United States, Canadian, Australian or Japanese securities laws. This document is also not for publication, release or distribution in any other jurisdiction where to do so would constitute a violation of the relevant laws of such jurisdiction nor should it be taken or transmitted into such jurisdiction and persons into whose possession this document comes should inform themselves about and observe any such restrictions.

Access to the Information is being given in connection with a proposed meeting with the Company. By accepting to attend the oral and, if any, video presentation and/or accessing or reading a copy of the Information you agree to be bound by the foregoing limitations and conditions and, in particular, you will be taken to have represented, warranted and undertaken that you have read, accepted and agreed to comply with the contents of this notice.