

home to go_

Steffen Schneider, CFO

December 2023



HomeToGo

The AI-powered marketplace with the world's largest selection of vacation rentals

B2C

Marketplace with largest selection of vacation rentals



Offers
15M+

IFRS Revenues Share
70%

B2B

Software & Service Solutions focusing on SaaS for the Supply side



Paid Accounts
~58K

Inventory on HomeToGo_PRO
90K+

IFRS Revenues Share
30%



Founded in 2014, IPO 2021



600+ employees, globally



Listed as 'HTG' on the Frankfurt Stock Exchange

Plus, adding key players to our Group



Agiturismo.it

atraveo
by e-damizil

casamundo

CaseVacanza.it

e-damizil

EscapadaRural

SECRA


smoobu

tripping

WIMDU

The HomeToGo experience ranked top in the industry

America's Best Customer Service 2024

Parent Category	Category	Rank	Brand	Score
Services: Transportation and Travel	Vacation Rentals	1 	HomeToGo	87.38
Services: Transportation and Travel	Vacation Rentals	2	Vacasa	87.23
Services: Transportation and Travel	Vacation Rentals	3	Vrbo	85.75
Services: Transportation and Travel	Vacation Rentals	4	Airbnb	85.56
Services: Transportation and Travel	Vacation Rentals	5	Booking.com	85.03



Source: [Newsweek](#) America's Best Customer Service Rankings 2024




Handelsblatt

Die besten Reiseportale für Hotels, Flüge und Mietwagen

Ob Preis, Qualität oder Service – bei Vergleichsportalen für Hotels, Mietwagen, Flüge, Ferienwohnungen und Wohnmobile zeigen sich deutliche Unterschiede.

Die Gewinner

Die besten Reiseportale in Deutschland in fünf Kategorien

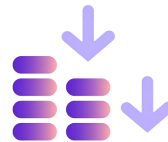
Ferienwohnungen		Hotels	Flug	Mietwagen	Wohnmobile
Rang	Anbieter	Punkte			Note
1	Airbnb	94,7			Bester
2	Hometogo.de 	91,8			Top
3	Ferienhausmiete.de 	91,7			Top
4	E-Domizil 	91,5			Top
5	Casamundo.de 	91,1			Top
6	Tourist-online.de 	88,5			Sehr gut
7	Bestfewo.de	88,2			Sehr gut
8	Fewo-direkt.de	88,0			Sehr gut
9	Interhome.de	87,8			Sehr gut
10	Interchalet.de	85,6			Sehr gut
11	Traum-Ferienwohnungen.de	85,1			Sehr gut
12	Holidu.de	79,4			Gut
13	Novasol.de	79,3			Gut

Source: [Handelsblatt](#) Beste Reise Portale 2023; Captured 7pm 28 November 2023

The fragmented vacation rental market consists of 100.000s of different websites and suppliers



A pain for travelers
to find the right place to stay



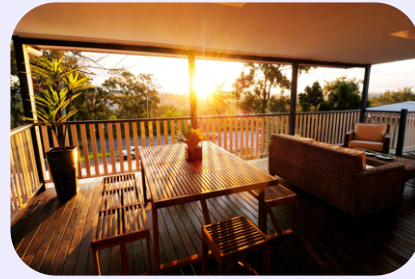
A pain for suppliers
Lacking access to the right demand,
standards, technology and data

Our Vision

**making incredible homes
easily accessible to everyone**

Tuscany (Italy)

home
to go_



We were looking for a budget friendly place to stay and HomeToGo gave us **plenty of options** to compare prices with **no hidden fees or restrictions.**

Sabrina Galata

10 October 2022; US





A large selection of holiday apartments and **holiday homes with dogs**, for **every region**. Fast bookings and clear. **Top service**.

R. Timm

17 August 2023; DE





Seamless online booking process!...

I typically spend hours and hours attempting to find the "perfect" vacation property.

Alice Kaplan

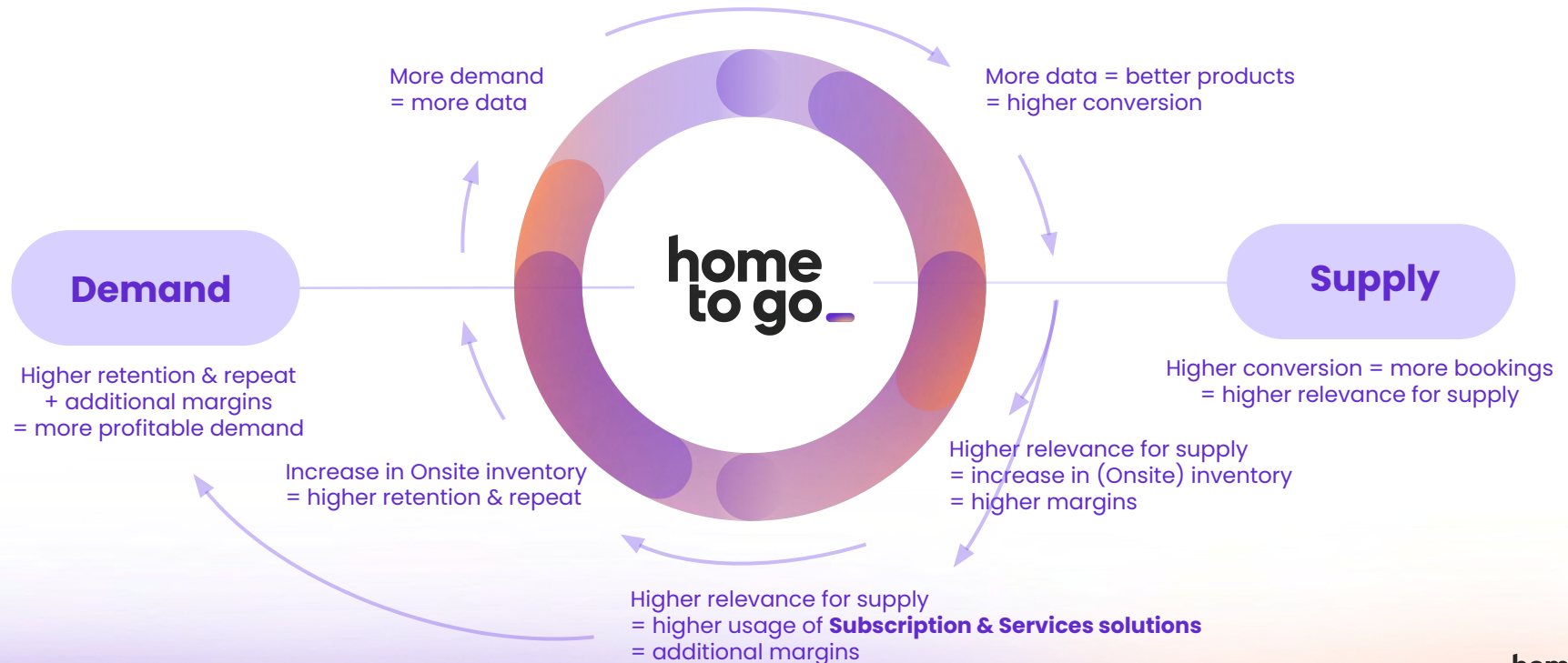
1 August 2023; US



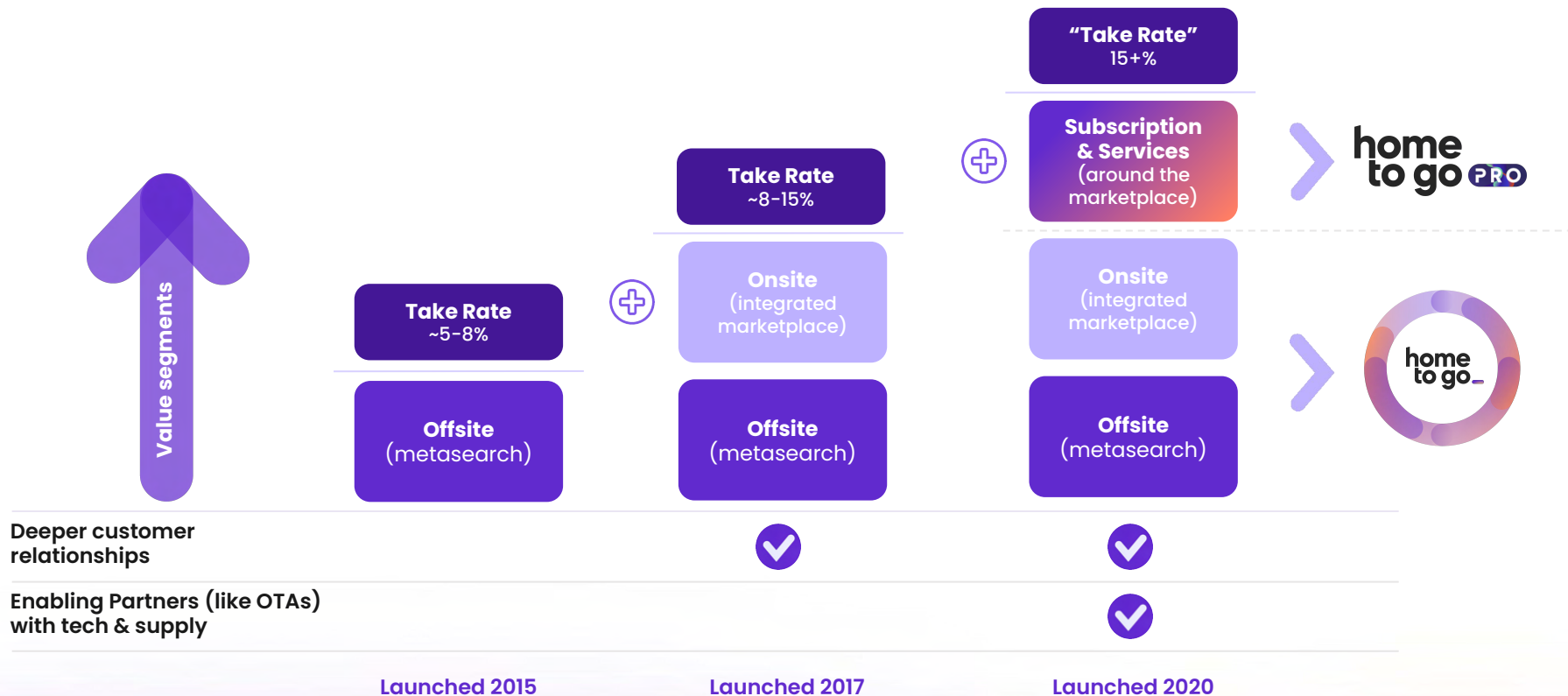
We are solving the key pain points of the market with technology by matching the right travelers with the right suppliers



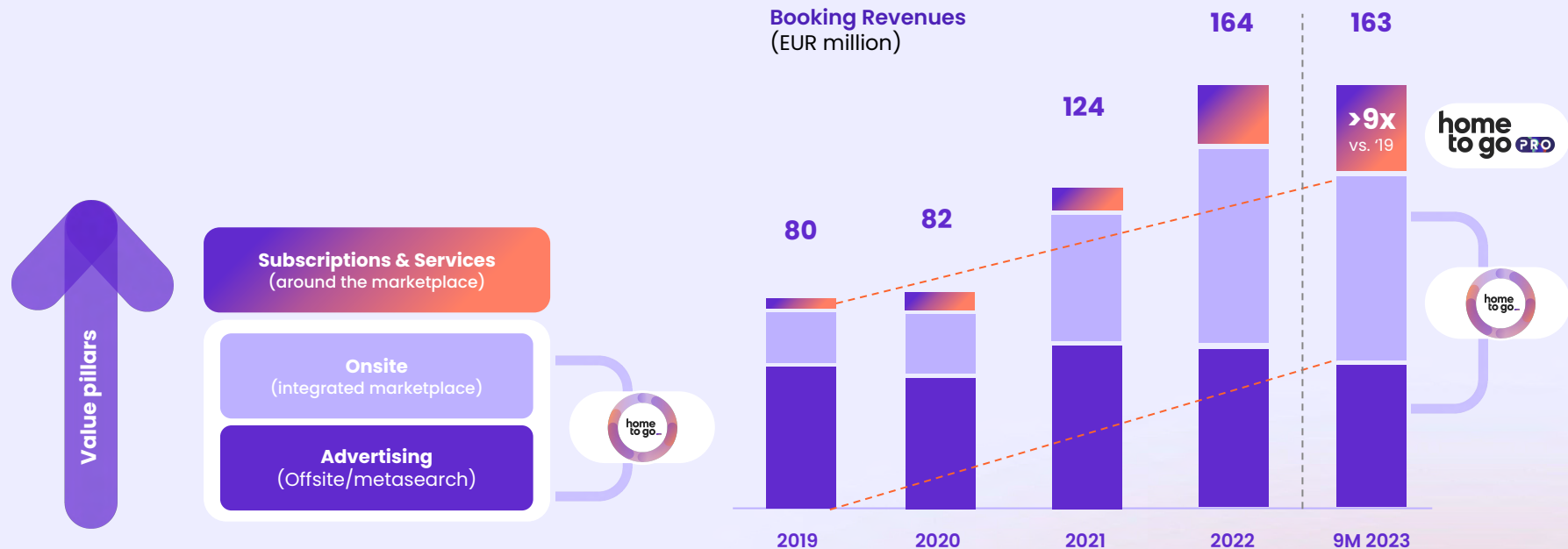
Self-reinforcing feedback loop: more Onsite supply increases repeat bookings, driving long-term growth and margins up - further accelerated by Subscription & Services



On our journey so far...



Onsite transactions in our marketplace grew in the first 9M of 2023 to almost the size of our entire business in 2019 – while scaling Subscription, Software & Services >9x times



We achieved significant improvements on our strategic goals in 2023

1

No 1 priority for 2023:
Adj. EBITDA break-even

Improving Adjusted
EBITDA by

+€20M
In 1 year

Deep dive in Finance

2

Expanding our highly profitable
S&S business

Increasing Subscriptions &
Services IFRS Revenues share to

20%
of total Group's IFRS Revenues

Deep dive in HTG_PRO

3

Improving profitability
due to rapidly growing repeat demand

Increasing Booking Revenues
from repeat customers by

>50%
In 1 year

Deep dive in Demand

We are taking decisive and transformative steps in executing our strategy to enable our future growth

1



Travelers

Creating an unparalleled experience to drive repeat demand

2



Supply

Growing our global footprint and scaling diversified supply, incl. targeted M&A

3



Technology + Data

Further utilizing existing and developing new solutions to enable the entire alternative accommodation industry

Our Vision

making incredible homes easily accessible to everyone

For travelers, we aim to become the go_to destination for vacation rentals

Travelers

By providing travelers with a **desirable, unparalleled and highly curated selection** of vacation rentals and **great customer experience**, we pave the way to **become the go_to destination for vacation rentals**



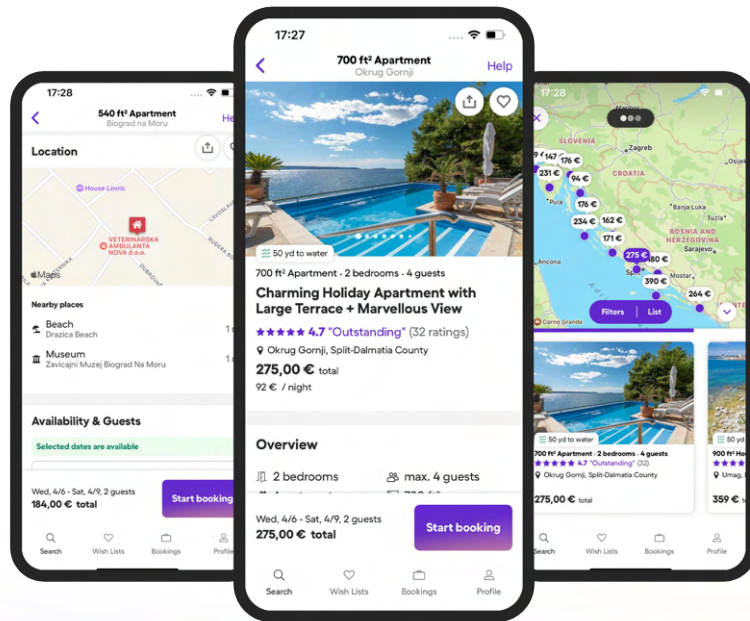
World's largest selection of vacation rentals



Highly curated through smart tools & machine learning

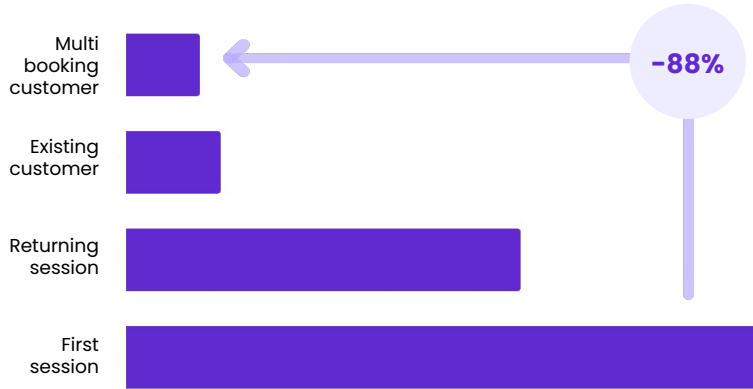


Trusted checkout & payments

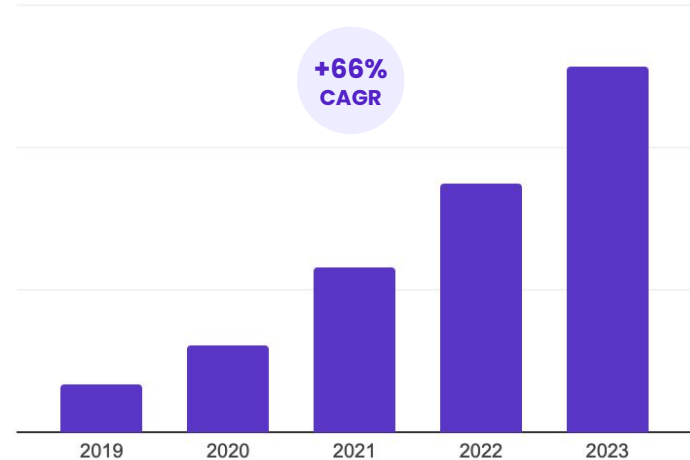


An increasing brand loyalty drives efficient, profitable repeat demand

ACNR per user segment for 2023 YTD*



Repeat purchase development over time**



*ACNR = Acquisition cost / net revenue; net revenue as booking revenue after cancellations for 2023 YTD (31-Oct-2023)
**Repeat purchase: Booking Revenues (BC) from existing customers (>= 1 lifetime booking on one of our brands)
Note: Numbers are global and exclude Agriturismo, Amivac, and Escapada Rural. All years based on Q1-Q3

We solve market access and enable our partners to operate a successful vacation rental business



Online travel agencies (OTA)

Property managers

Hosts

Access to highly attractive domestic and international travelers beyond own marketing and retention activities

Benefit from features and infrastructure such as mobile booking, payment, insurance, image beautification, natural language processing or customer service teams

Get supply, independent booking solutions + better data

Use software solutions like property or channel management

Use software solutions to list, operate or distribute



Our solutions are built for vacation rentals and fueling suppliers success

Incremental customers, commercialization, supply and data

More bookings, and can leverage HomeToGo's technology

Enable online market access via software solutions

Offering a highly attractive customer base

Supply



High average basket sizes

With an average stay **length of 7 days** and resulting high **basket size** for Onsite bookings, we present an attractive channel for our Partners to ensure high revenues with low effort



Long booking windows

Average **booking windows beyond 90 days** allow our Partners to plan ahead and give occupancy security



Attractive customer group

HomeToGo travelers show an opportunity for high purchasing power with more than **80% of travelers being older than 35 years*** and more than **39% of bookings being non-domestic**

HomeToGo is a leading booking channel for many of the most relevant and best known property managers

Supply

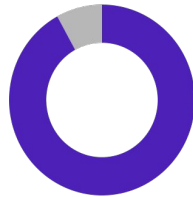
HomeToGo positioning

Top 2
Booking Channel



~50%
of Top 25 partner¹

Top 5
Booking Channel



~90%
of Top 25 partner¹

Some of our partners

NOVASOL

Interhome

OYO

belvilla

bestfewo



Booked **44x** (YTD '23)



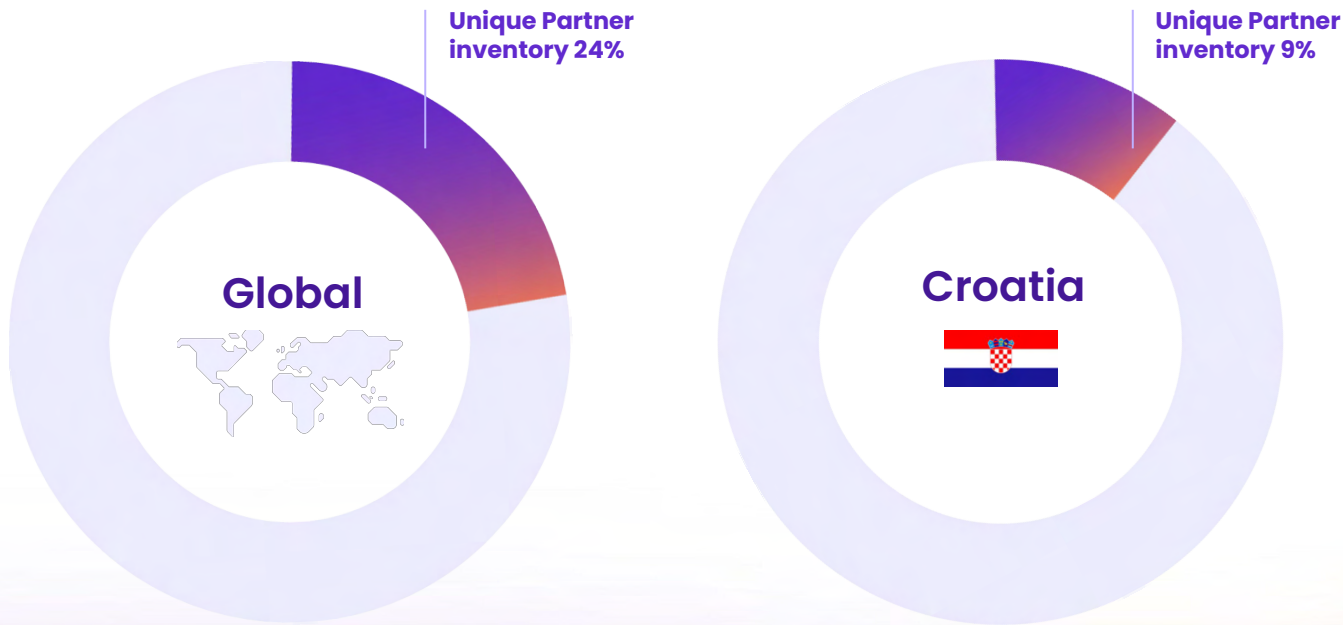
Booked **23x** (YTD '23)

We are a crucial revenues facilitator for our most important partners

We are not dependent on large Partners – our amazing accommodations come from a variety of Partners

Supply

Share of unique inventory of our three largest Partners*



*This view of unique inventory considers the inventory of our largest three aggregators as coming from a single grouped entity and looks weighted by impressions at the uniqueness of their grouped inventory.
Source: Internal data (Annual Report 2022)

Our solutions and continuous efforts are constantly growing our and our Partners' success

Number of bookings placed with the Partner



2017

Partner switches to HomeToGo Onsite booking

Q1 2018

50x bookings growth compared to Q1 2017

Q1 2020

90x bookings growth compared to Q1 2017

Q1 2023

160x bookings growth compared to Q1 2017

Technology, data and AI are at the core of our business removing friction between demand and supply

15+ million

Offers in the search database from thousands of Partners



100+

A/B experiments in production at the same time

3.5+ billion

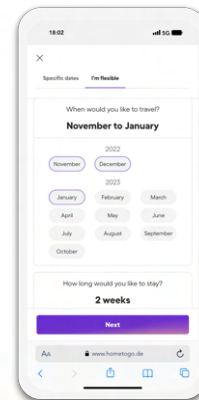
Images processed through our data pipelines



AI models



Before & after



50+ million

Visits from users looking for their best accommodation



Proprietary algorithms built to solve various problems

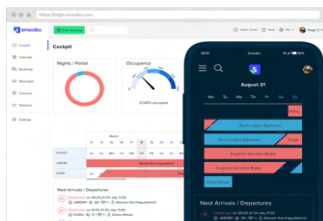
Always delivering our customers an amazing and targeted experience

Continued success with our all-in-one SaaS solution for independent hosts: Smoobu

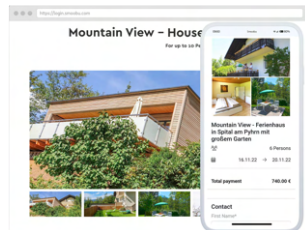
SMOObU

Acquired Mar 2021

An all-in-one SaaS solution to connect self-service focused hosts more easily to our Partners



Overview via central cockpit incl. guest communication



Click-and-build own website easily



Synchronise data like prices & availabilities

Q3 2023

MRR YoY Growth $\geq +50\%$

Rule of 40 ≥ 60

Magic Number ≥ 70

DBNER¹⁾ $\geq 140\%$

NRR²⁾ $\geq 120\%$

Strong reputation as software and integration partner loved by customers



HomeToGo's Doppelgänger technology is already used by industry leading local and global partners

ostsee
Schleswig-Holstein. Der echte Norden.

cabane

MediaVacances.com

TUI

HolidayCheck

HolidayPirates

Ferienhaus mit Hund

RENTbyOWNER

Ferienhaus
Dein Ferienhaus - deine Ferien

hunde-ferienhäuser.de

sonnenklar.TV
viel. mehr. urlaub.

TRAVELAI

Coming soon

träum
ferienwohnungen
by oyo

Reiseuhu
REISEBUCHERKÄUFER

ab in den urlaub 20 JAHRE

Hunde erlaubt.de®

Introducing HomeToGo's first _Mode

AI Mode



AI Mode is a highly personalized **generative AI-powered travel planner**

Now available on the **HomeToGo app**



For travelers: saving time and effort to book

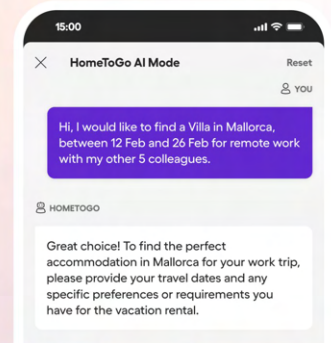
For partners: more highly qualified leads

For HomeToGo: better conversion for top-of-funnel users with an unclear intent



HomeToGo is the **first vacation rental focused marketplace to test and launch an AI product**, improving the entire industry's search experience

Try AI mode AI-powered travel planner



180 m² House - 4 bedrooms - 8 guests
Lovely House in Mancor De La Vall...
★★★★★ 5,0/5 "Excellent" (4)
Spain, Mancor de la Vall
from **153\$** / night



80 m² Apartment - 3 bedrooms - 5 guest
Apartment Bahia Vista
★★★★★ 4,5/5 "Outstanding" (27)
Spain, Son Baulo
from **96\$** / night

Now on the
HomeToGo app

Hosts can take the direct route to success and list on my.HomeToGo

my.hometogo.com



List your property



Easy account management



Different pricing models to choose from



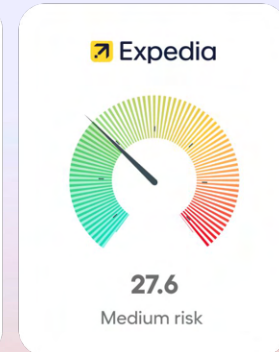
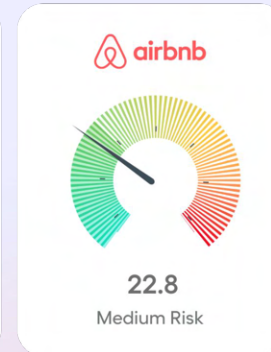
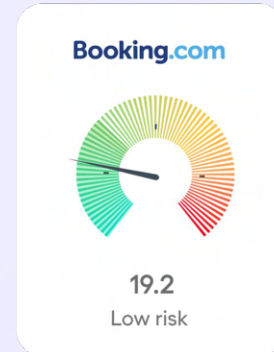
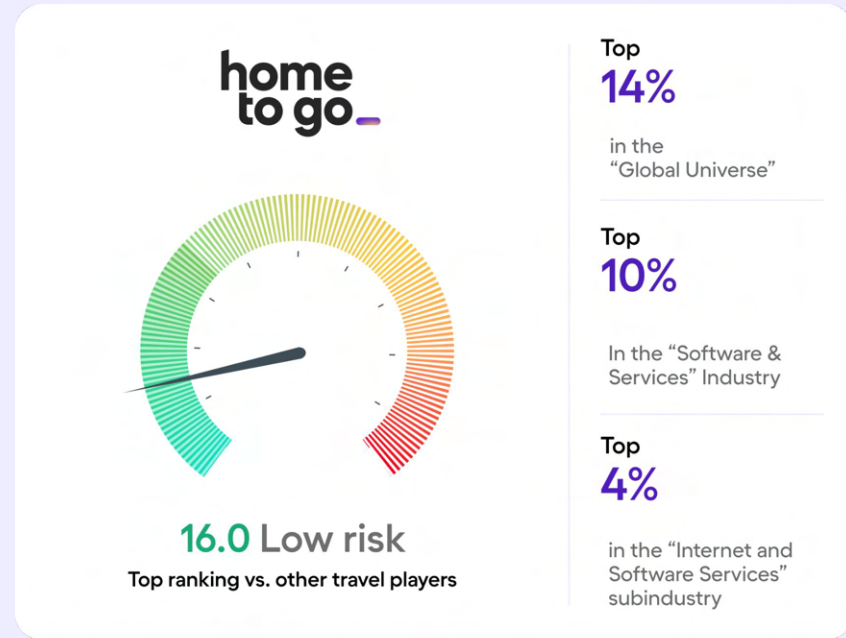
Full control over bookings



Dedicated support service

HomeToGo Secured a Stellar ESG Rating Result

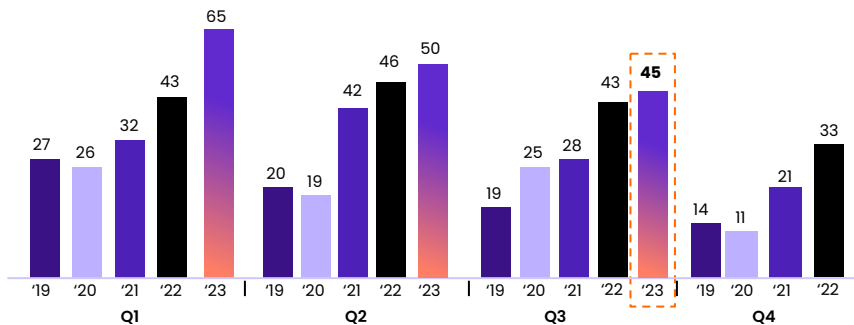
HomeToGo conducted its **first ESG Rating**, securing a “low risk” Risk Rating of **- 16.0** – significantly outperforming its industry peers worldwide



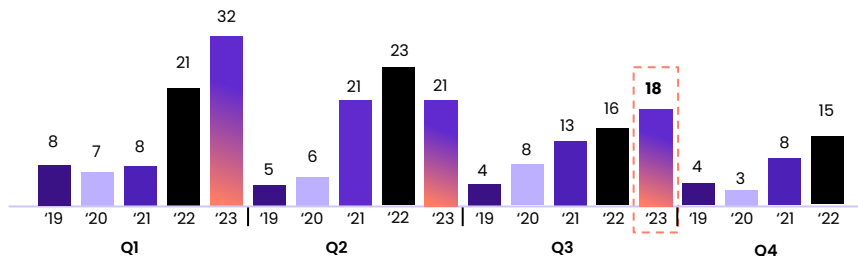
Q3/23 Financials

Record absolute Q3 and 9M figures in terms of growth and profitability

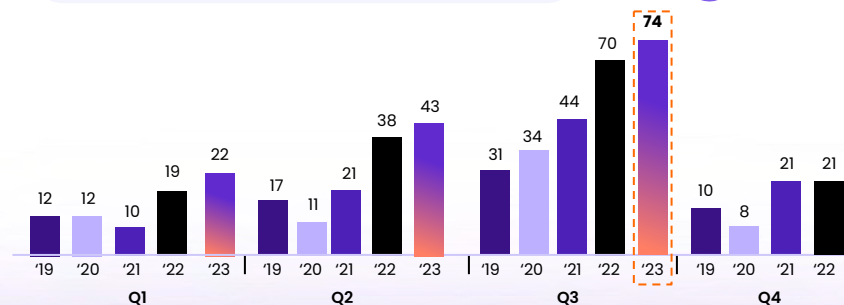
Booking Revenues (€ million)



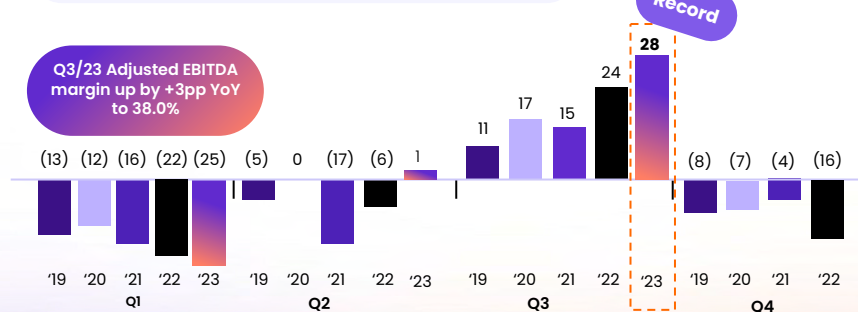
Onsite Booking Revenues (€ million)



IFRS Revenues (€ million)



Adjusted EBITDA¹ (€ million)



Further improving marketing efficiency fosters all-time high quarterly Adjusted EBITDA

1. Higher Revenues at increased margins

CPA
Take Rate

9.7%

11.6%

9.4%

10.2%

IFRS
Revenues
in €M

70

+6%

74

126

+10%

139

Q3/22

Q3/23

9M/22

9M/23

2. Continued growth in Subscriptions & Services

IFRS
Revenues
in €M

+42%

12

+63%

27

19% IFRS
Rev. share
(+6pp YoY)

Q3/22

Q3/23

9M/22

9M/23

3. Focus on marketing efficiency¹

Marketing
and sales
cost to
Booking
Revenues

76%²

75%

80%

-11pp

69%

Q3/19

Q3/21

Q3/22

Q3/23

4. Strong improvement in profitability

Adj. EBITDA
margin

35%

38%

(4)%

3%

Adj.
EBITDA
in €M

+16%

28

All-time
high

n.m.

5

All-time
high

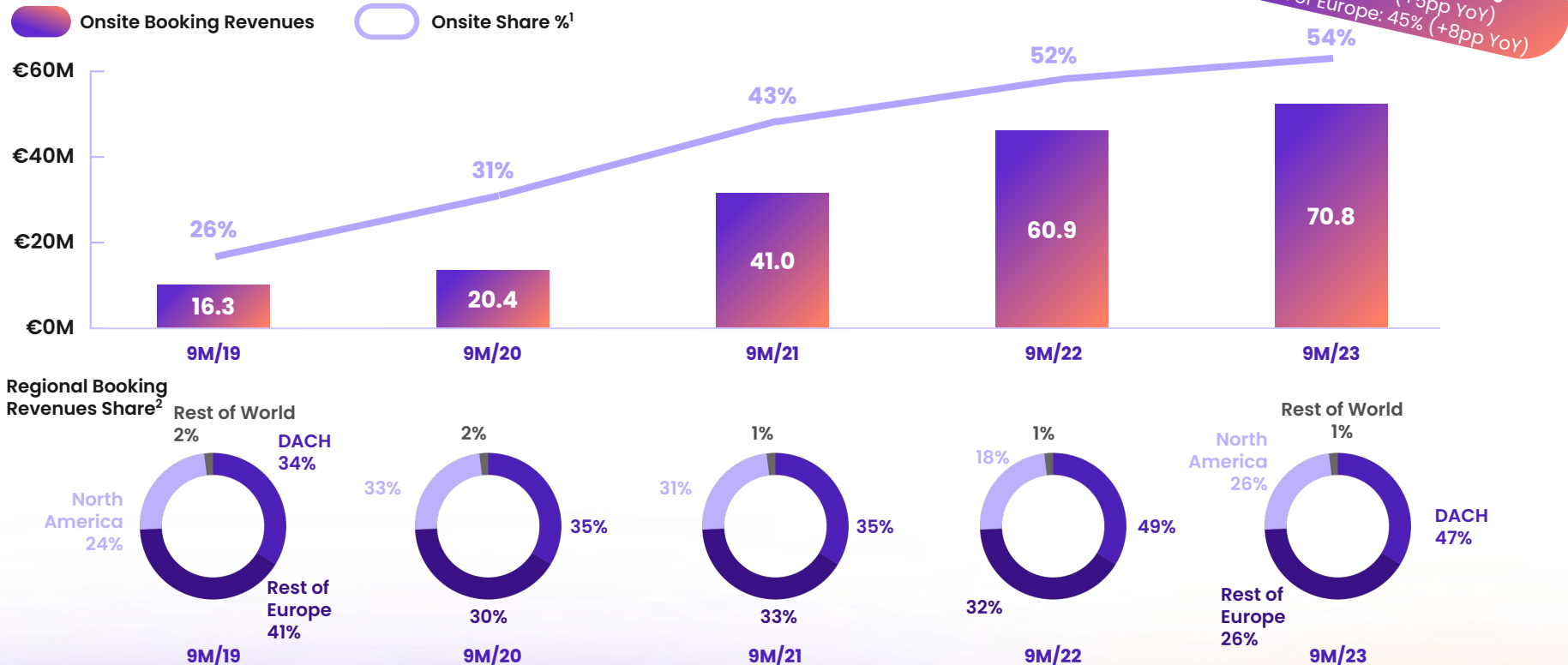
Q3/22

Q3/23

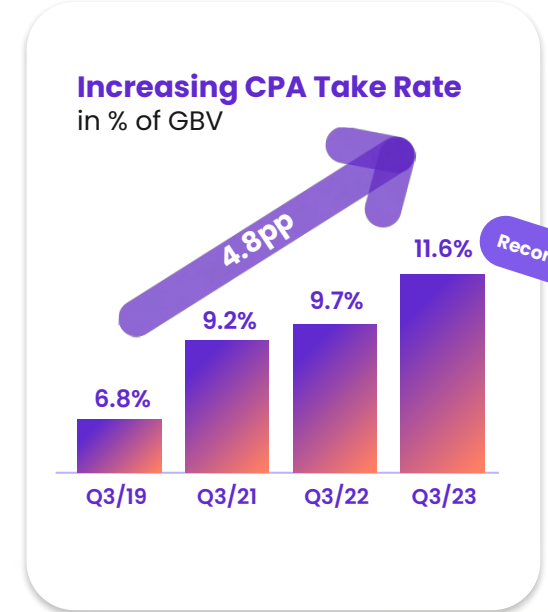
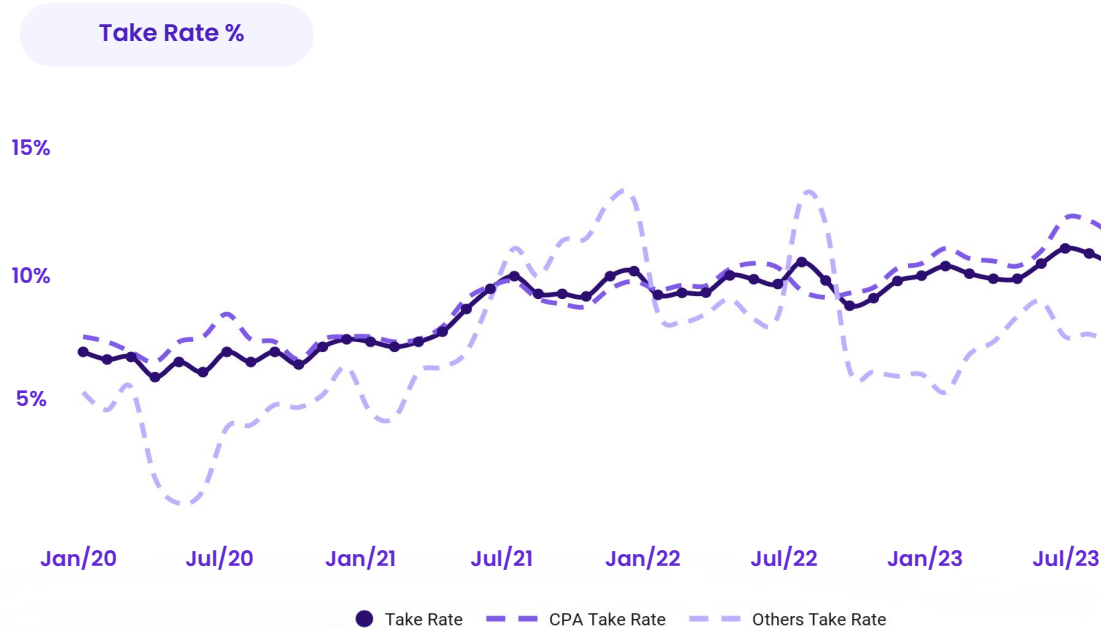
9M/22

9M/23

Further increasing Onsite share across all markets



Continuous improvement of our CPA Take Rate – record-high of 11.6%



Significant progress in profitability driven by higher Marketing & Sales, as well as G&A efficiency

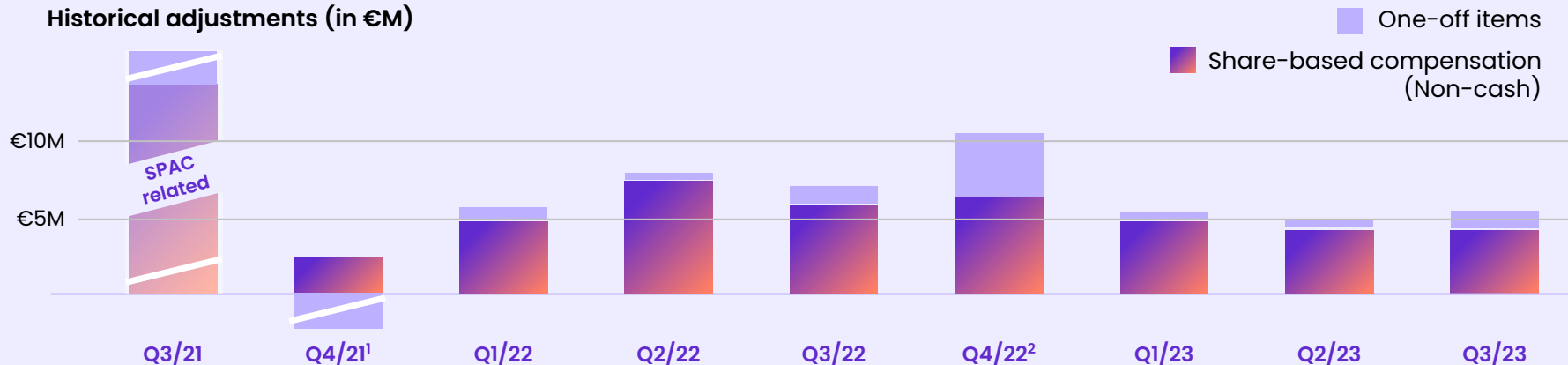
Costs and margins^{1,2}

(in % of IFRS Revenues)

	Q3/23			9M/23		
	2022	2023	Delta	2022	2023	Delta
Cost of Revenues	(2.0)%	(1.4)%	0.6pp	(3.3)%	(2.2)%	1.1pp
Gross profit	98.0%	98.6%	0.6pp	96.7%	97.8%	1.1pp
Marketing & Sales	(48.6)%	(42.1)%	6.5pp	(78.0)%	(67.9)%	10.1pp
Product Development	(8.5)%	(11.0)%	(2.5)pp	(12.9)%	(15.1)%	(2.2)pp
Administrative expenses	(8.0)%	(6.9)%	1.1pp	(11.8)%	(11.0)%	0.8pp
Other income and expenses	1.7%	(0.5)%	(2.2)pp	2.5%	(0.4)%	(2.9)pp
Adjusted EBITDA ¹	34.7%	38.0%	3.3pp	(3.6)%	3.4%	7.0pp

Full transparency on all adjustments in Adjusted EBITDA

Historical adjustments (in €M)



Share-based compensation

- **Current LTI program** entirely equity-settled and cash-neutral
 - Employees decide between restricted share units (RSU) and virtual share options (VSO)
 - Fair value of grants are determined as of respective grant date and not remeasured subsequently according to IFRS 2³
- **Legacy (pre-IPO) VSOP program** equity-settled and partially cash-settled. Payment claims were fixed as of de-SPAC (only regular vesting) and will always be settled at €10/share why maximum number of shares required is already known

One-offs items

- Contingent payment with service condition ("Deferred consideration" for seller who are now employed by HomeToGo Group)
- Transaction cost for M&A and for listing / de-SPAC process
- Reorganization & Restructuring
- Income from governmental grants
- Other non-recurring items

Reaching Adjusted EBITDA break-even is the # 1 priority in FY/23

Improving Adjusted EBITDA by €20M in one year



Between year-ends, there are only a few items between Adjusted EBITDA and Free Cash Flow

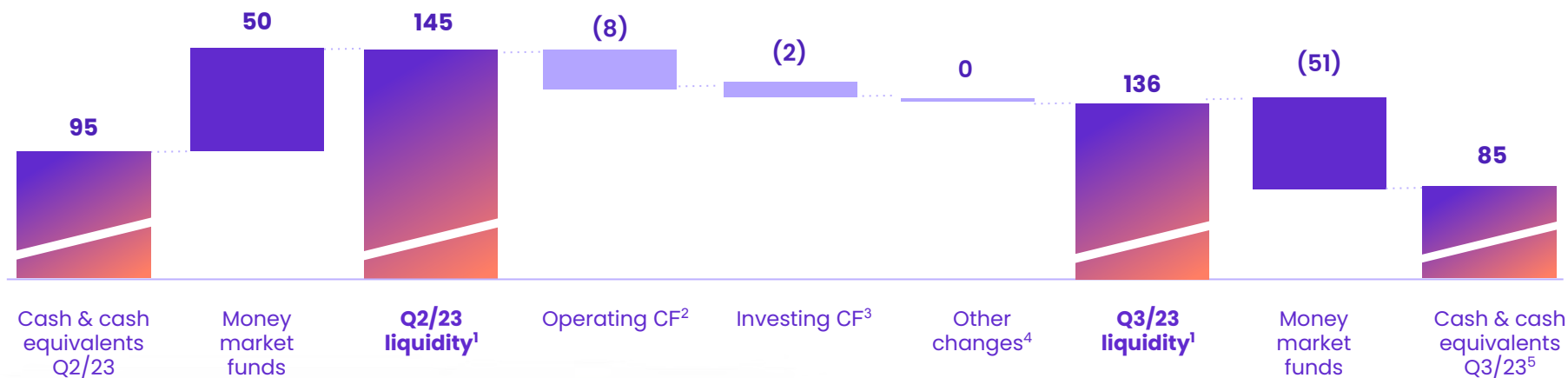
Adjusted EBITDA

Free Cash Flow



High cash position despite payouts made to hosts in Q3/23, with more cash conversion from receivables expected in Q4/23 as already noticed in October

€ million



¹ Both Q2/23 and Q3/23 liquidity include investments into other highly liquid short-term financial assets.

² Operating cash flow includes outflows in the amount of €23M for traveler advance payments collected as part of payment services for hosts.

³ Includes only cash flows from investments in fixed and intangible assets.

⁴ Includes financing cash flow and effect of exchange rate on cash and cash equivalents.

⁵ Q3/23 cash & cash equivalents include cash of €0.5M that is restricted due to statutory requirements.

Revised Revenues guidance for the full year 2023 with confirmed Adjusted EBITDA break-even as guidance midpoint

Revised FY 2023 Guidance

Booking Revenues¹

€180–190M

(prev. €185–205M)

Onsite Booking Revenues Share^{1,2}

52%–56%

(prev. 56%–61%)

IFRS Revenues

€158–162M

(prev. €165–175M)

Confirmed
Break-even midpoint

Adjusted EBITDA³

€(1)–1M

(prev. €(2.5)–2.5M)

9M/23
Adj. EBITDA
€5M

¹ Non-GAAP operating metric to measure performance that is defined as the net Euro value of bookings before cancellations generated by transactions on the HomeToGo platforms in a reporting period (CPA, CPC, CPL and Subscriptions & Services)

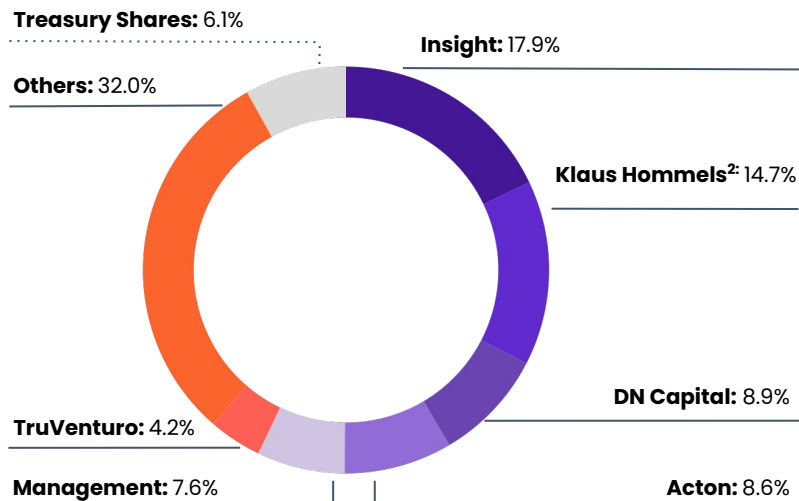
² Onsite Share is defined as ratio of Onsite CPA Booking Revenues to Booking Revenues excluding Booking Revenues from Subscriptions & Services that measures the penetration of our Partner base with our Onsite Product.

³ Adjusted for expenses for share-based compensation and expected non-operating one-off items for FY/2023

APPENDIX

The HomeToGo Share

Shareholder Structure¹



Share Information

Ticker symbol	HTG
Type of Shares	Class A Shares (Public Shares) and Class B Shares (Founder Shares)
Stock Exchange	Frankfurt Stock Exchange
Market Segment	Regulated Market (Prime Standard) of the Frankfurt Stock Exchange
First Day of Trading	September 22, 2021
Total Number of Shares Outstanding	119,398,987 (114,815,654 Class A Shares and 4,583,333 Class B Shares)
Total Number of Issued Shares	127,138,982 (122,555,649 Class A Shares and 4,583,333 Class B Shares)
Issued Share Capital	€ 2,441,068.45

HomeToGo Investor Relations Contact

**Sebastian
Grabert, CFA**



Director IR & Corporate Finance
sebastian.grabert@hometogo.com

**Carsten
Fricke**



Senior Investor Relations Manager
carsten.fricke@hometogo.com

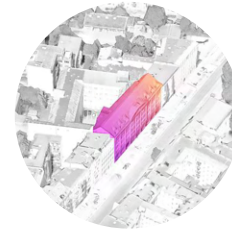
Team Contact

T: +49 157 501 63731
HomeToGo SE | 9, rue de Bitbourg,
L-1273 Luxembourg


IR@hometogo.com
<https://ir.hometogo.de/>

Office Location

HomeToGo GmbH
Pappelallee 78/79
10437 Berlin



IR@hometogo.com
<https://ir.hometogo.de/>


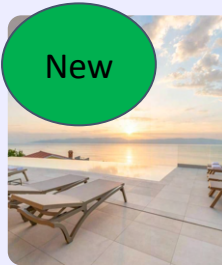


from **430 €** per night
Book directly on HomeToGo

250 m² Villa · 4 bedrooms · 10 guests
Beautiful Villa Aron, in Dalmatia, with a Pool
5.0 ★★★★★ (3 ratings)

📍 Pakoštane, Zadar County

Details [View deal](#)



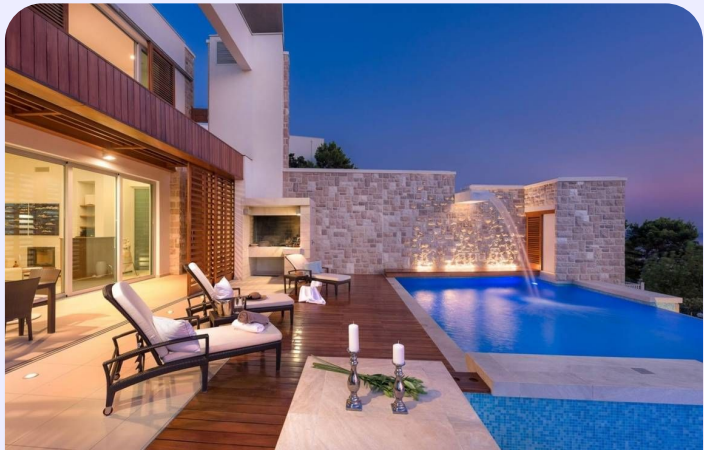
from **836 €** per night
Book directly on HomeToGo

499 m² Villa · 6 bedrooms · 14 guests
Modern Villa in Ždrelac with Sp
5.0 ★★★★★ (1 rating)

📍 Ždrelac, Zadar County

Details

Scan Me



home
to go.

Disclaimer

Forward-Looking Statements

This Presentation contains certain forward-looking statements, including statements regarding HomeToGo's future business and financial performance. These forward-looking statements generally are identified by the words "believe," "project," "expect," "anticipate," "estimate," "intend," "strategy," "future," "opportunity," "plan," "plan," "may," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions. These forward-looking statements reflect, at the time made, HomeToGo's beliefs, intentions and current targets/aims concerning, among other things, HomeToGo'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; liquidity, capital resources and capital expenditures; economic outlook and industry trends; developments of HomeToGo's markets; the impact of regulatory initiatives; and the strength of HomeToGo'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 Presentation 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 HomeToGo's records and other data available from third parties. Although HomeToGo 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 its 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 HomeToGo or the industry to differ materially from those results expressed or implied in the Presentation by such forward-looking statements. 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. No statement in the Presentation is intended to be nor may be construed as a profit forecast. It is up to the recipient to make its own assessment of the validity of any forward-looking statements and assumptions. No liability whatsoever is accepted by HomeToGo or any of HomeToGo's Representatives or any other person in respect of the achievement of such forward-looking statements and assumptions.

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The Presentation includes certain financial measures (including on a forward-looking basis) that have not been prepared in accordance with International Financial Reporting Standards as adopted by the International Accounting Standards Board ("IFRS"). These non-IFRS measures are an addition, and not a substitute for or superior to, measures of financial performance prepared in accordance with IFRS and should not be considered as an alternative to net income, operating income or any other performance measures derived in accordance with IFRS. HomeToGo believes that these non-IFRS measures of financial results (including on a forward-looking basis) provide useful supplemental information to investors about HomeToGo. These projections are for illustrative purposes and should not be relied upon as being necessarily indicative of future results. Metrics that are considered non-IFRS financial measures are presented on a non-IFRS basis without reconciliations of such forward looking non-IFRS measures due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliation. They are subject to inherent limitations as they reflect the exercise of judgments by management about which expenses and income are excluded and included in determining these non-IFRS financial measures. In order to compensate for these limitations, management presents non-IFRS financial measures in connection with IFRS results. In addition, other companies may calculate non-IFRS measures differently, or may use other measures to calculate their financial performance, and therefore, HomeToGo's non-IFRS measures may not be directly comparable to similarly titled measures of other companies.

Financial Information

This Presentation contains unaudited financial information for HomeToGo, which may be subject to change.