



THE PLATFORM GROUP

HAMBURGER INVESTOREN TAGE
HIT



THE PLATFORM GROUP

Introduction & Updates



OUR MANAGEMENT STRUCTURE

Supervisory Board



Stefan Schütze
(Chairman)

- Jens Wasel
- Florian Müller
- Dominik Barton
- Dr. Olaf Hoppelshäuser

Management Board



Dr. Dominik Benner
CEO

- TPG since 2012
- 5th generation family business
- >15 years eCommerce



Laura Vogelsang
Mgmt. Board

- TPG since 2018
- >10 years eCommerce & payment
- Responsibilities: Risk, Payment, HR

CFO



Reinhard Hetkamp
CFO TPG AG

- >20 years experience in various finance roles inc. various CFO positions

Segments

Consumer Goods

Freight Goods

Industrial Goods

Service and Retail Goods



VALUE CREATION

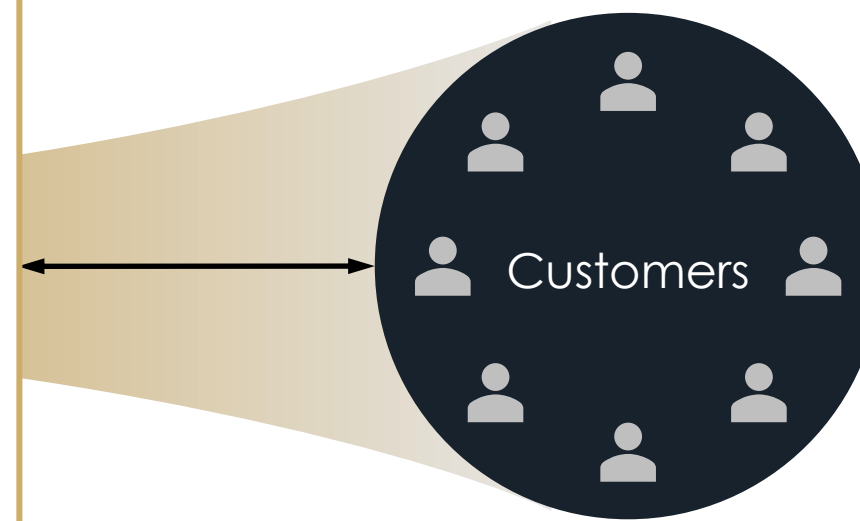
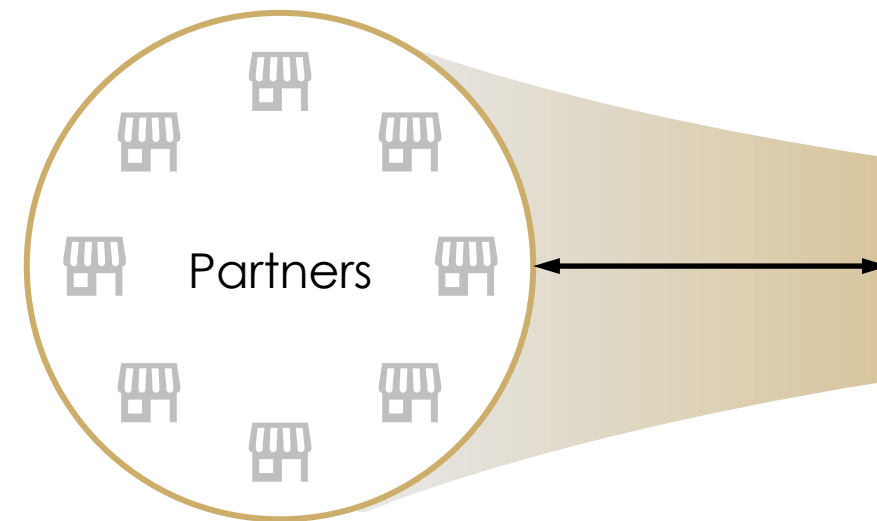
UNIQUE ECOSYSTEM TO DIGITIZE PARTNERS AND PAVE THE WAY FOR ONLINE COMMERCE



1882
originated

+13.000
partners

Duesseldorf
headquarter



30
platforms

>5m
customers

25
industries

KEY FEATURES



ASSET LIGHT



SOFTWARE ENABLED



PROCESS EXCELLENCE



PARTNER CENTRIC

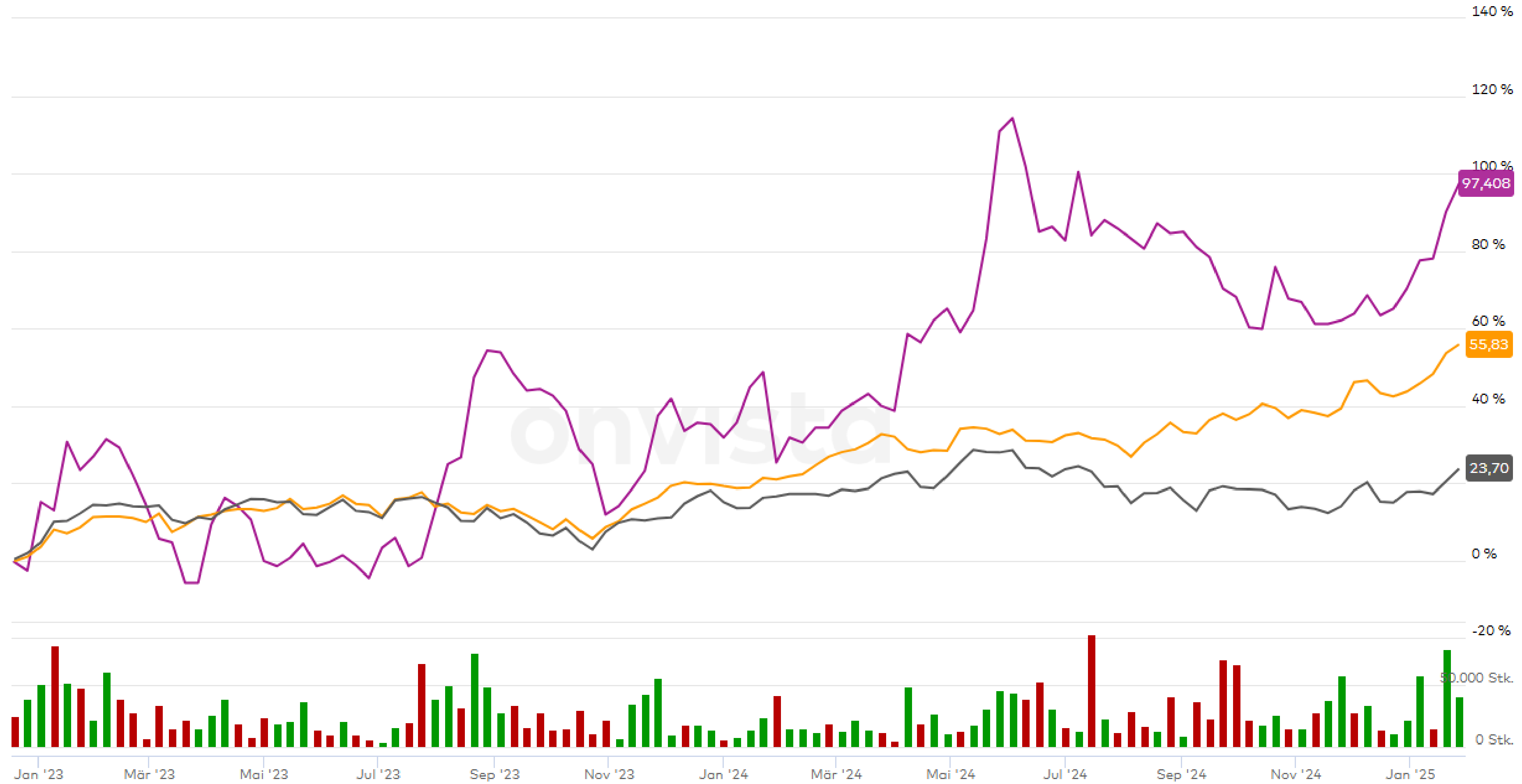


STRATEGY DRIVEN

TPG is a software enabled group of e-commerce platforms that connects countless partners and customers in niche segments

TPG STOCK SINCE 12/2022

Platform Group DAX (▼) SDAX (▼)



RESEARCH / COVERAGE

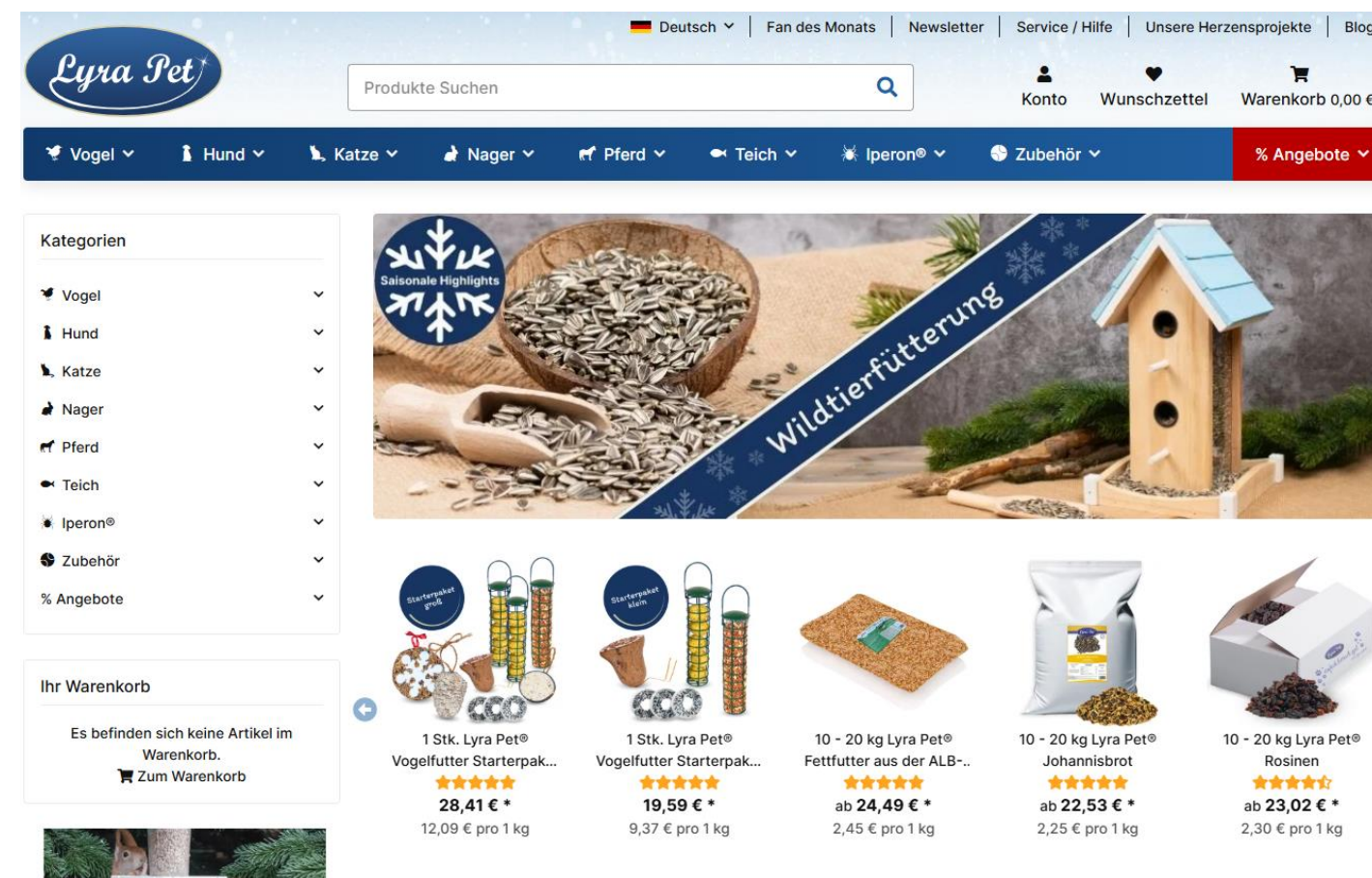
LATEST UPDATE	INSTITUTION	RECOMMENDATION	PRICE TARGET (EUR)
JAN 21, 2025	Warburg Research	BUY (old: BUY)	16.00 (old: 16.00)
DEC 13, 2024	First Berlin	BUY (old: BUY)	16.00 (old: 16.00)
NOV 29, 2024	First Berlin	BUY (old: BUY)	16.00 (old: 16.00)
NOV 27, 2024	ODDO BHF	BUY (old: BUY)	13.50 (old: 12.50)
NOV 25, 2024	Edison Research	n/a	n/a
NOV 25, 2024	Warburg Research	BUY (old: BUY)	16.00 (old: 16.00)
NOV 25, 2024	PORTZAMPARC BNP PARIBAS GROUP	STRONG BUY (old: STRONG BUY)	13.60 (old: 13.60)

FIRST BERLIN

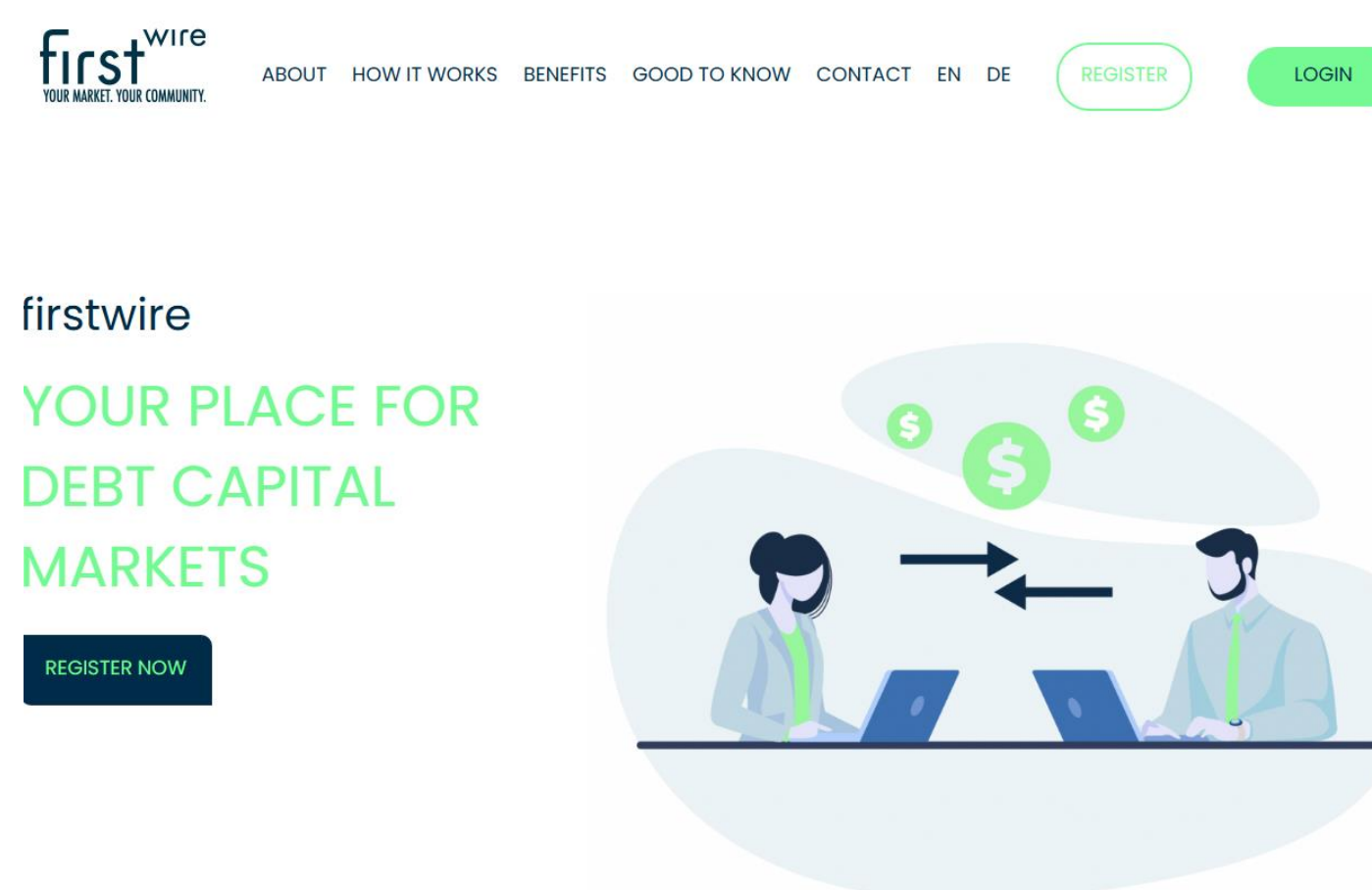


LATEST DEVELOPMENTS (3 MONTH)

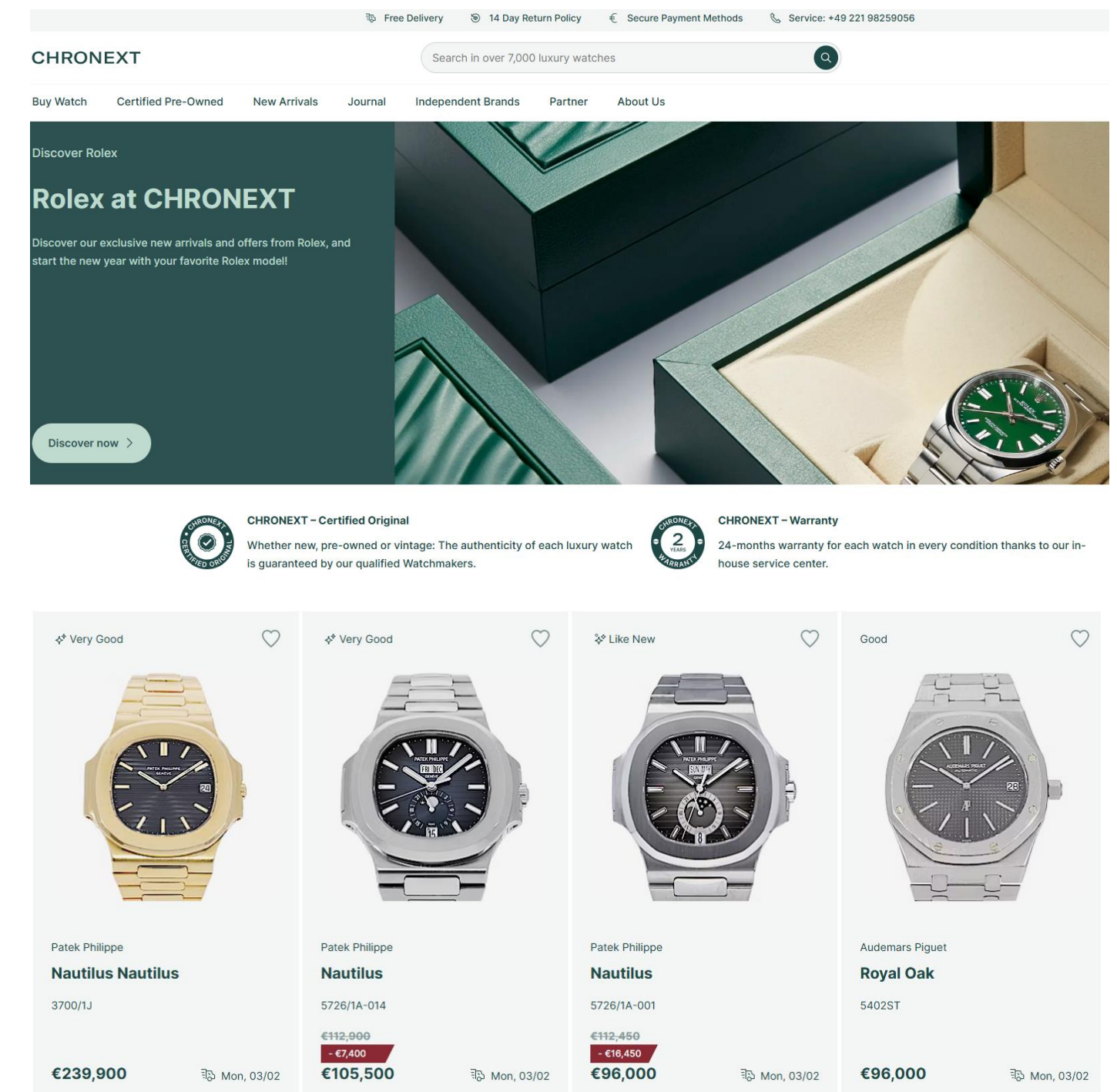
Acquisition of Lyra Pet GmbH (B2C pet platform)



Acquisition of Firstwire GmbH (B2B finance platform)



Acquisition of Chronext Group (B2C watch platform)

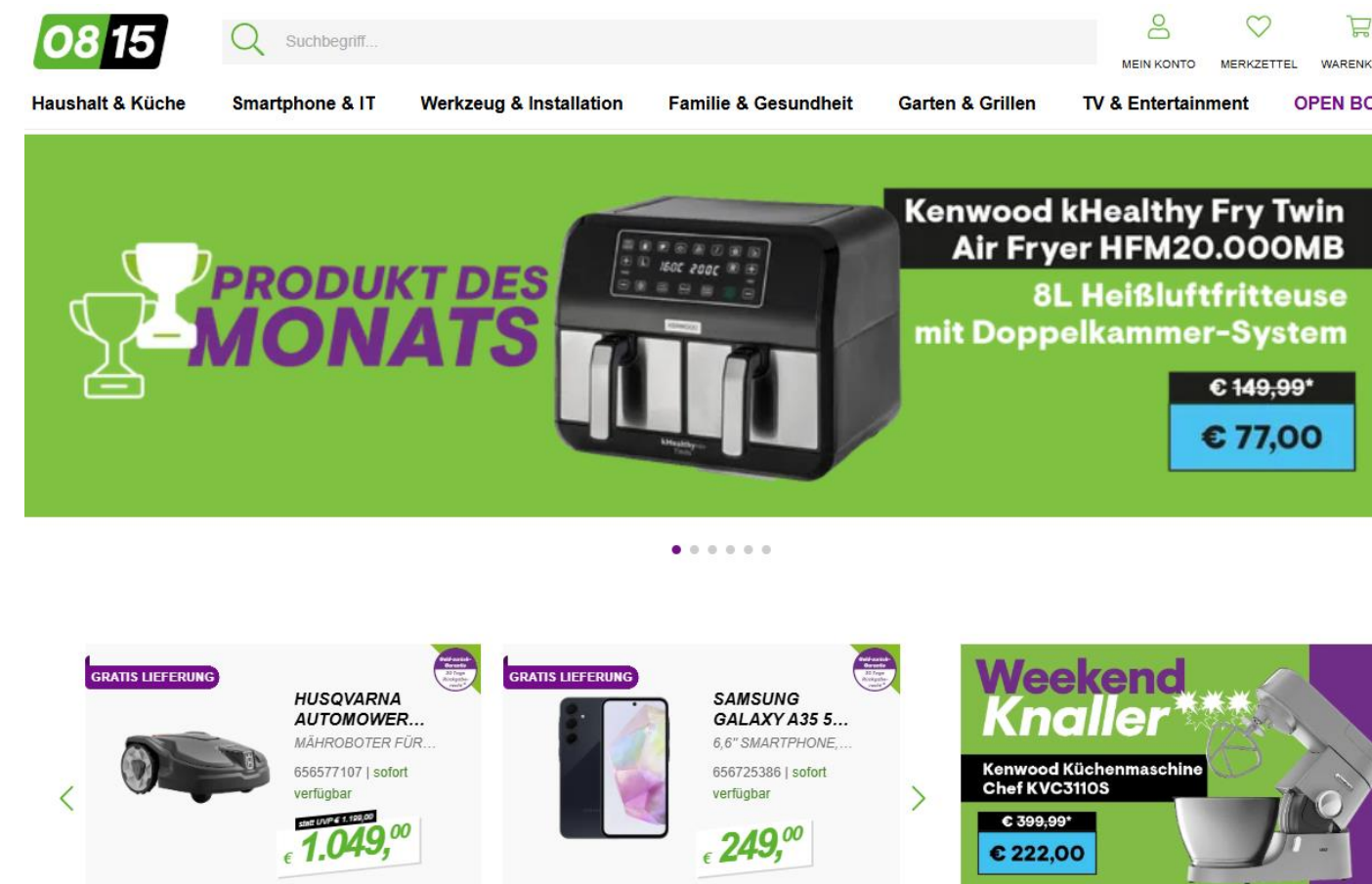


LATEST DEVELOPMENTS (3 MONTH)

Reduction of minority shareholders:
Simon Profi Technik
(new: 100%)

Acquisition of
0815 Austria
(B2B/B2C platform)

Bond with €50m
successful



The Platform Group stockt Premieren-Anleihe um 20 Mio. Euro auf
Donnerstag, 12. Dezember 2024

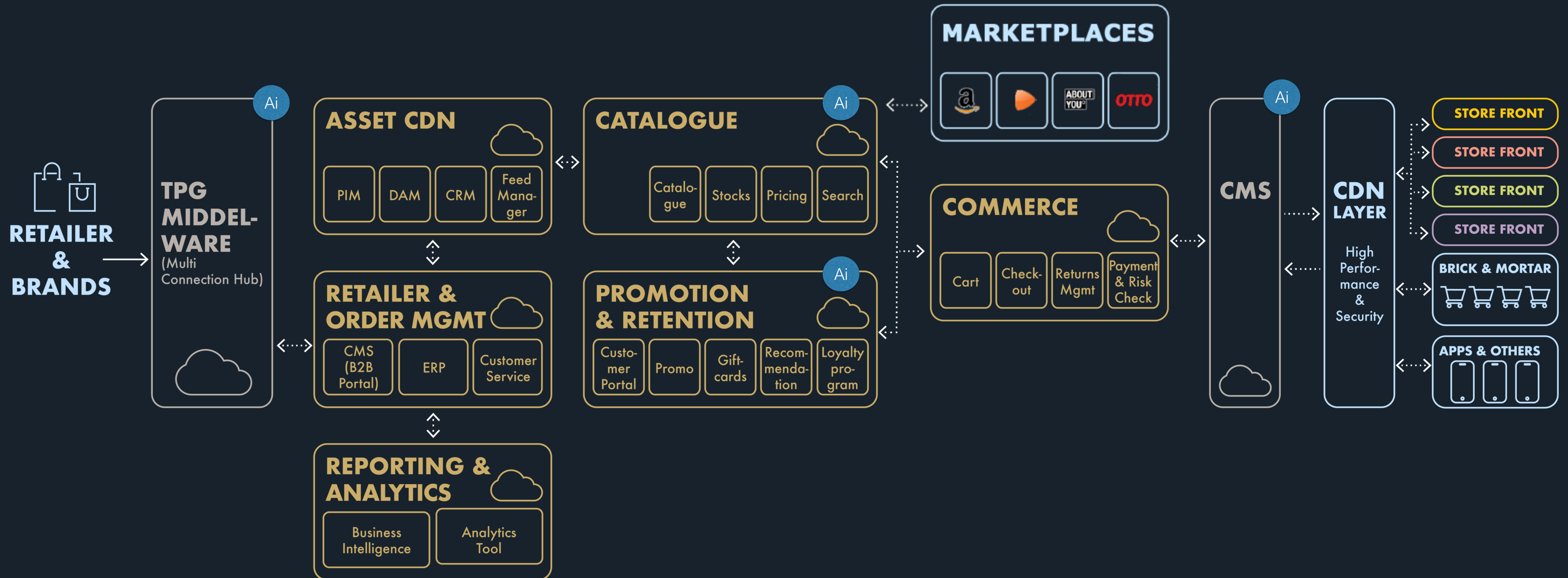


Nordic Bond hat nunmehr Gesamtvolumen von 50 Mio. Euro



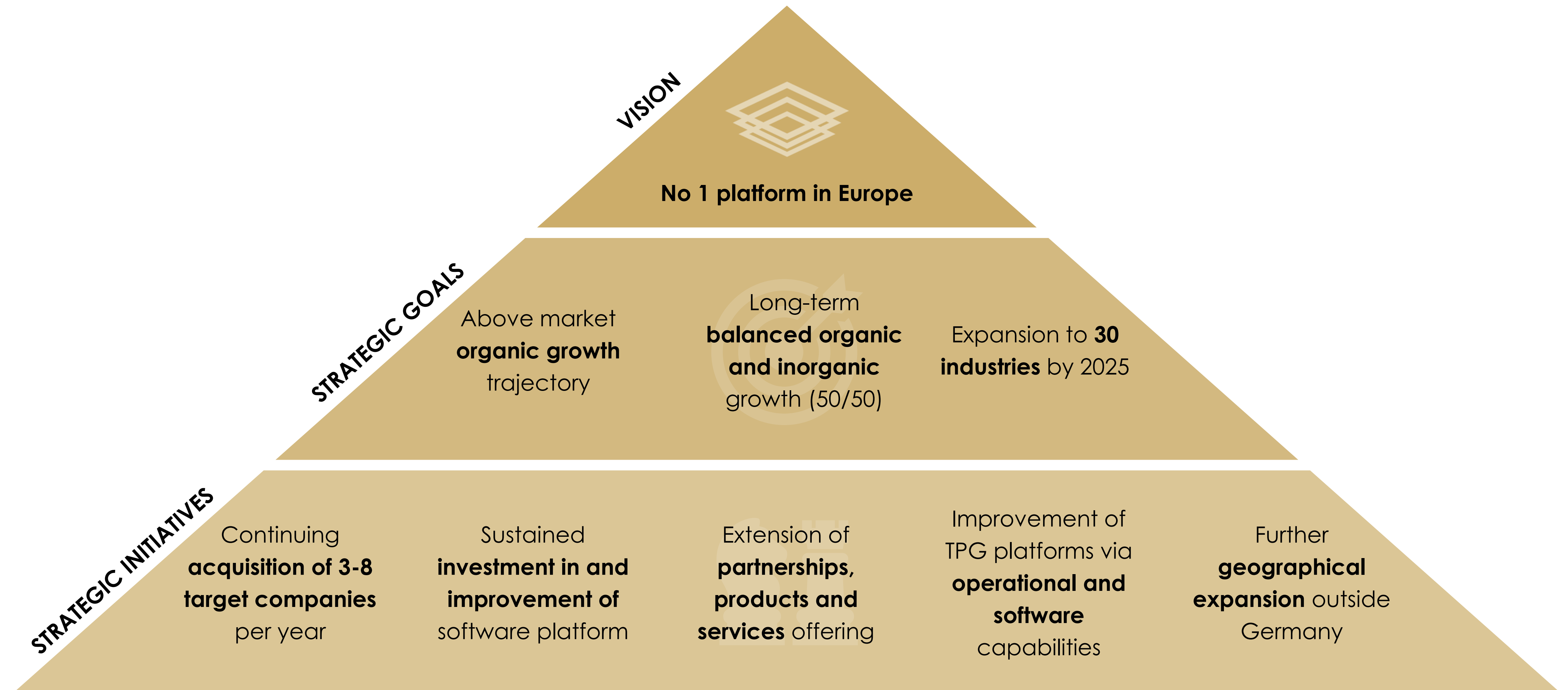
TPG ONE

OUR TPG SOFTWARE ARCHITECTURE SETUP



TPG'S STRATEGY

CLEAR VISION AND ROADMAP TO BECOME EUROPE'S LEADING PROFITABLE PLATFORM GROUP



TPG has defined a clear strategy to achieve its long-term goal in becoming Europe's leading technology enabled platform





THE PLATFORM GROUP

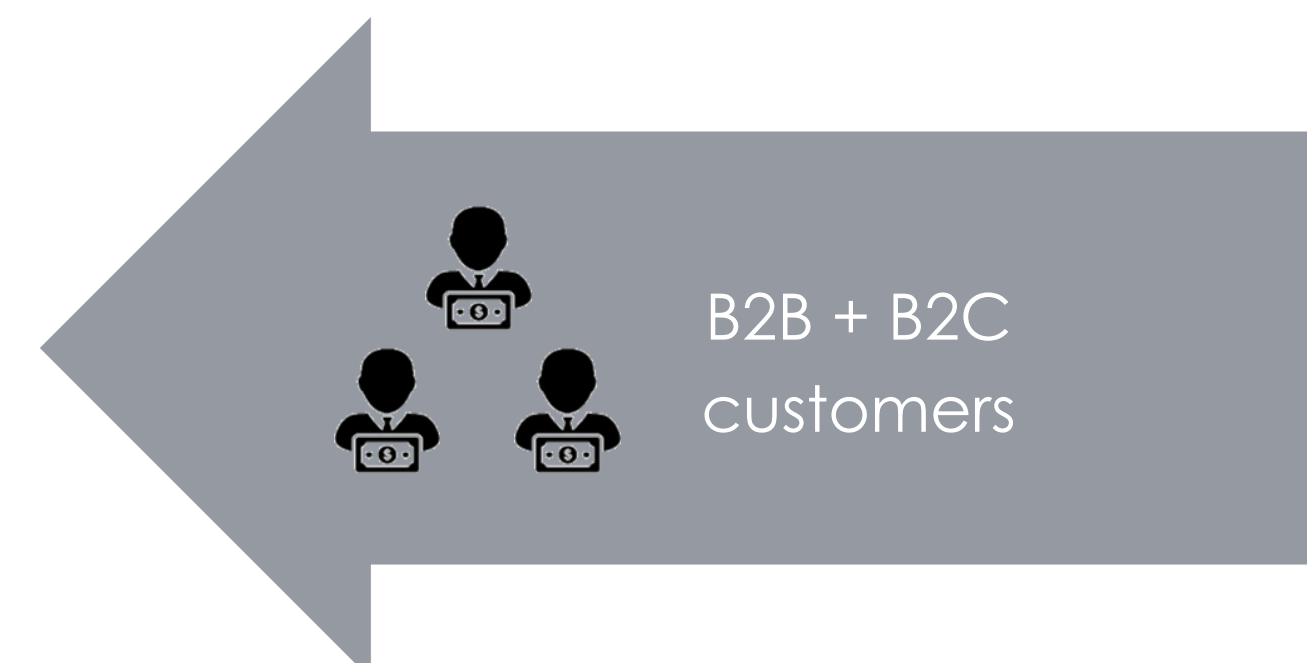
Platforms for success



WITH TPG SOFTWARE OUR PARTNERS GET ACCESS TO GLOBAL ECOMMERCE – 25 INDUSTRIES COVERED



CONSUMER GOODS	
FREIGHT GOODS	
INDUSTRIAL GOODS	
SERVICE & RETAIL GOODS	



OUR CORE COMPETENCIES

Our CORE Competencies

Software

- Own Software: ERP, Backend, Frontend, B2B-Portal, CMS, PIM
- Strong software development team in 7 countries
- Interfaces: >80 ERP-systems
- Big Data Solutions for our partners
- AI-Solutions for sourcing, marketing and pricing
- API to >60 external channels/marketplaces

Marketing & Operations

- Online-Marketing B2C/B2B with all dimensions (SEA, SEO, CRM, Social Media, Affiliate, E-Mail, Display, App)
- Customer Data-Pool (B2C/B2B)
- Fulfilment for our partners (logistic, return management, customs)
- Shared Services for our subsidiaries
- Full payment process management in >15 countries

M&A

- Buy & Build Strategy with longterm perspective
- Post Merger Integration (PMI) as core process
- Experienced team for DD and PMI
- Capital Allocation to maximize value
- Badwill acquisitions as part of TPG's strategy
- TPG's software implementation in year 1 of PMI
- Significant cost reduction and revenue increase in year 1 of PMI
- Track record of >25 acquisitions



OUR MOST BELOVED 10 QUESTIONS

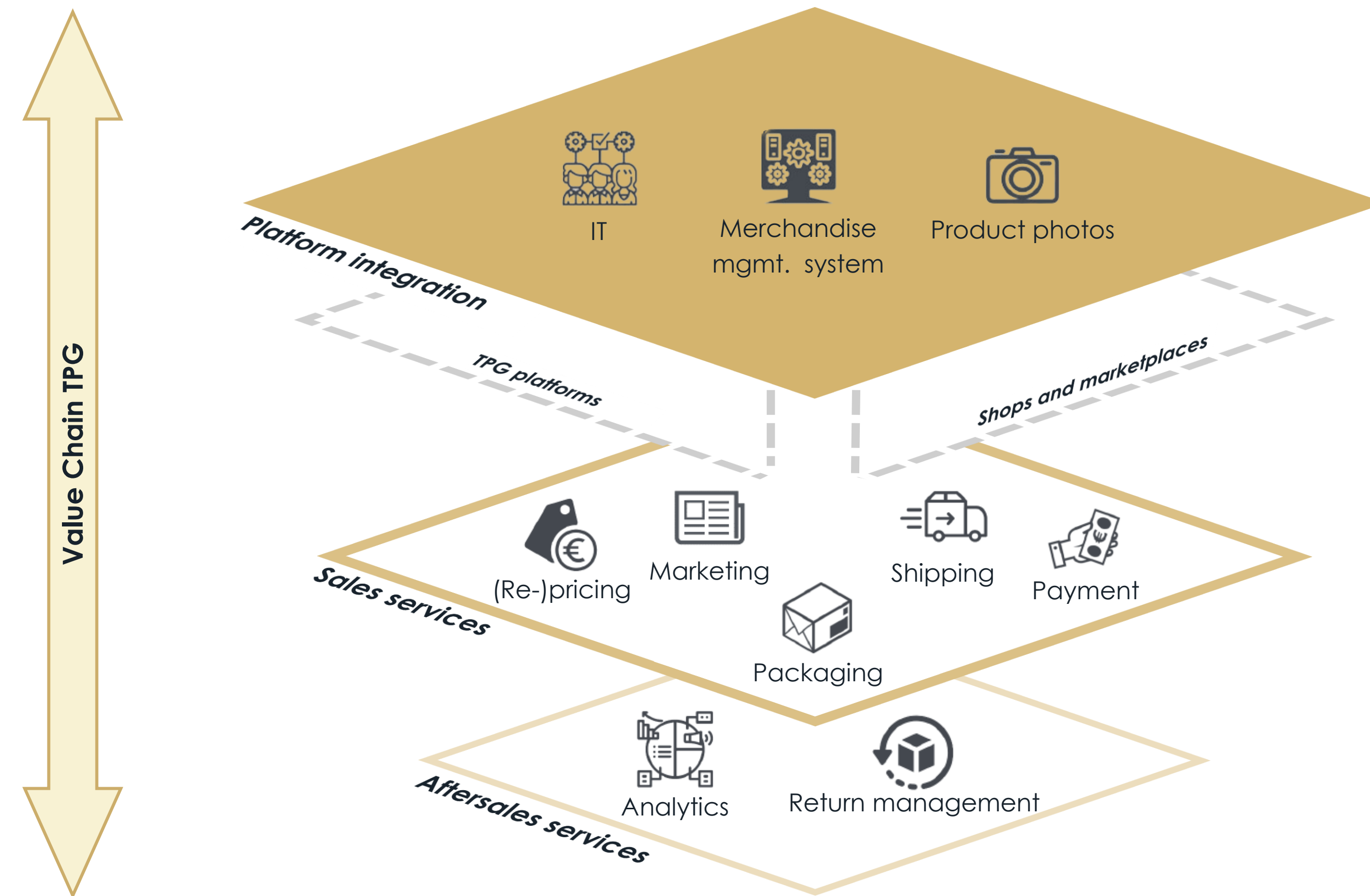


“WHY DO RETAILERS NEED TPG?”



HOW WE CREATE VALUE FOR OUR PARTNERS

UNIQUE BASIS FOR SCALING PLATFORMS AND PARTNERS ALIKE



COMPETITIVE ADVANTAGE

TECHNOLOGICAL EDGE

TPG's unique software allows it to integrate platforms and thus scale resources and know-how. In addition, partners are effortlessly integrated via standardized interfaces, which grants instant access to over 50 sales channels, via direct platform sales channels and external shops or marketplaces.

This approach separates TPG from typical single platform operators and allows it to offer partner extreme visibility at favorable costs.

ONE-STOP SHOP GUARANTEE

TPG covers all data management processes and customer communication for its partners.

Partners can trust in years of sales services experience, offering continually refined dynamic re-pricing algorithms, and boosting partners' organic reach and customer traffic with comprehensive digital marketing strategies.

TPG handles the organization of packaging and shipping to the customer and covers return management as well as aftersales service.

Personalized analytics delivers tailored statistics and insights on customers for informed decision-making and further growth strategies.

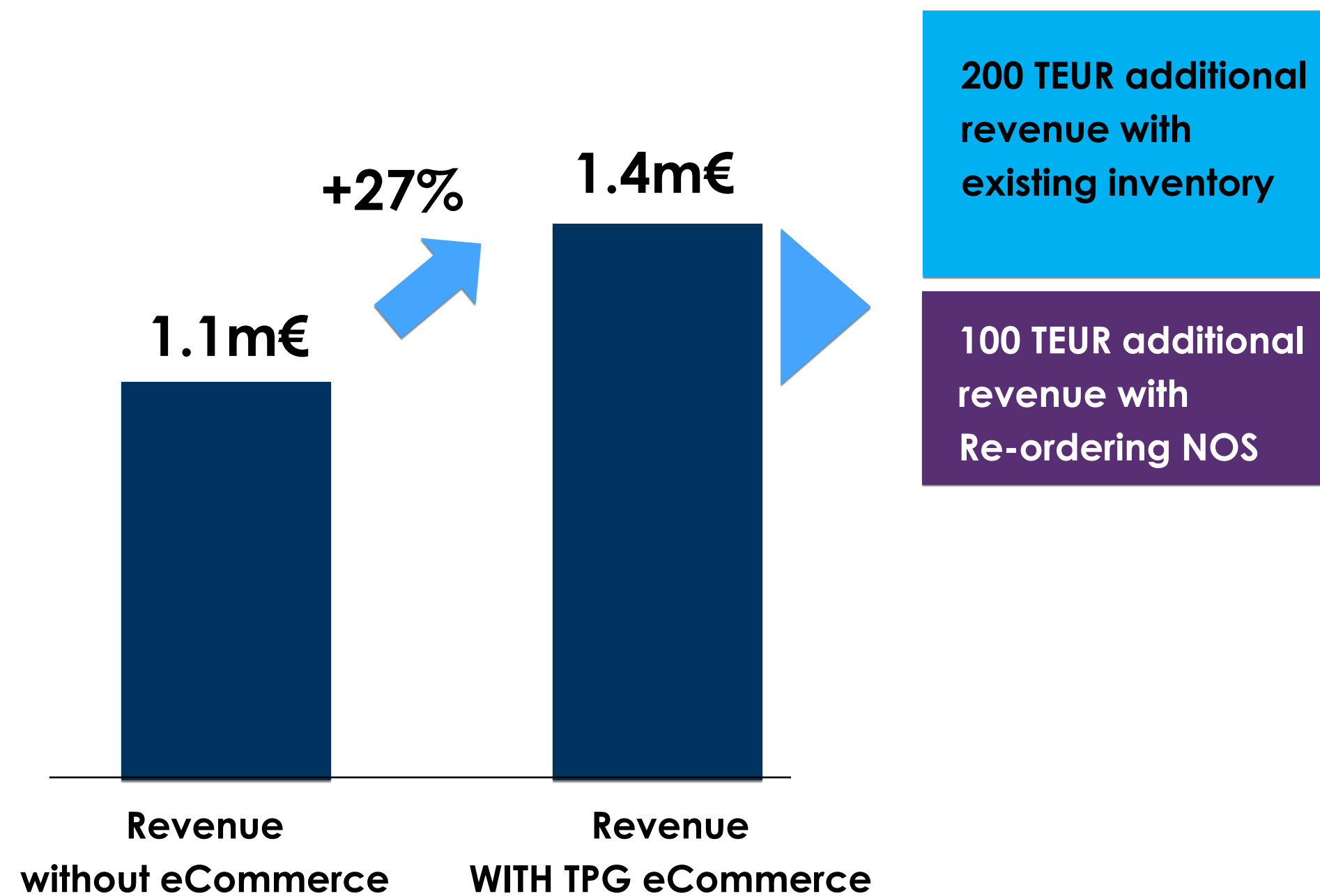
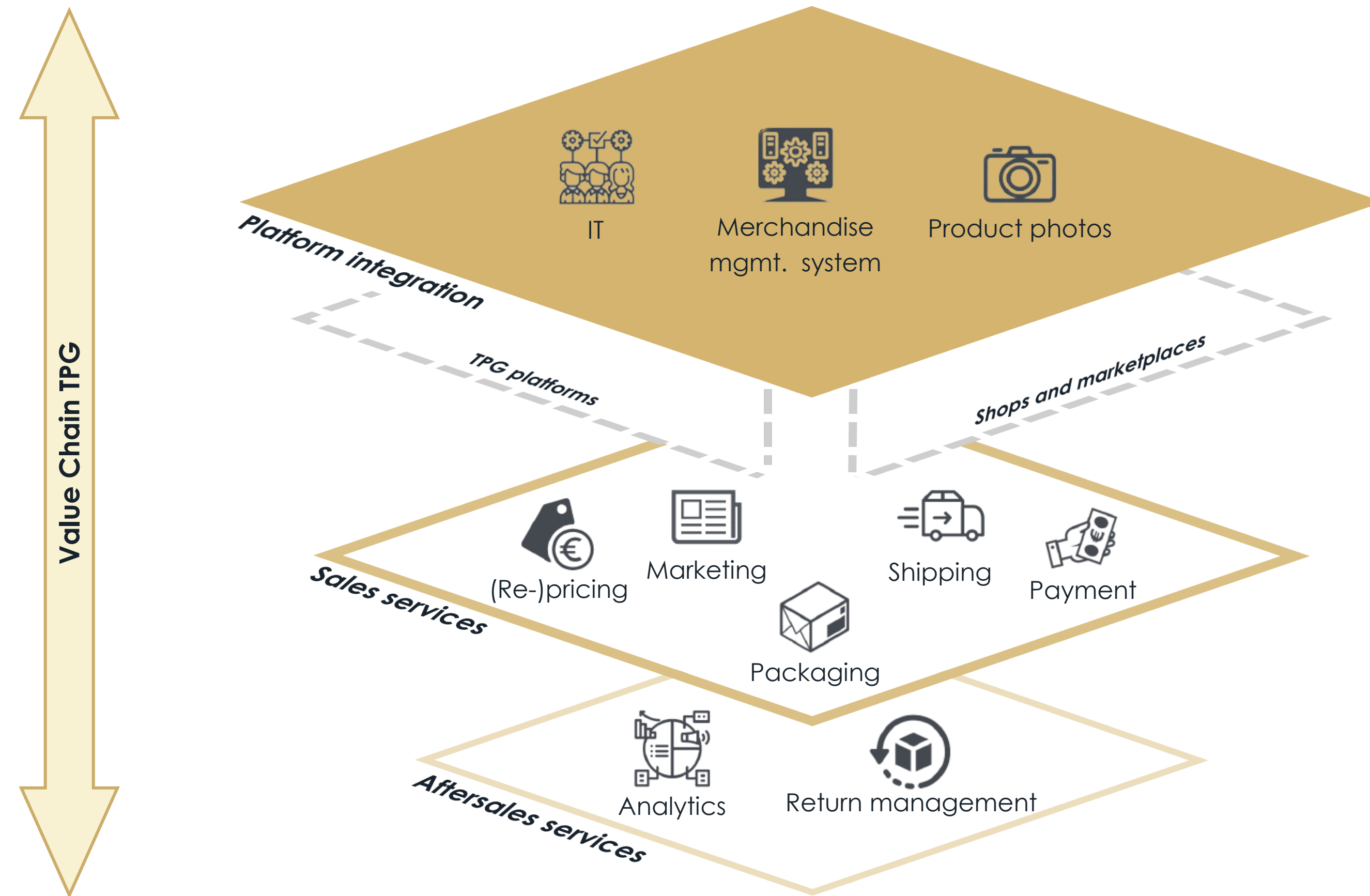
Proof of concept is reflected in over 12,000 trusting and satisfied partners



HOW WE CREATE VALUE FOR OUR PARTNERS

HOW WE RAMP UP REVENUES FOR OUR PARTNERS

Typical Point of Sale (POS), fashion

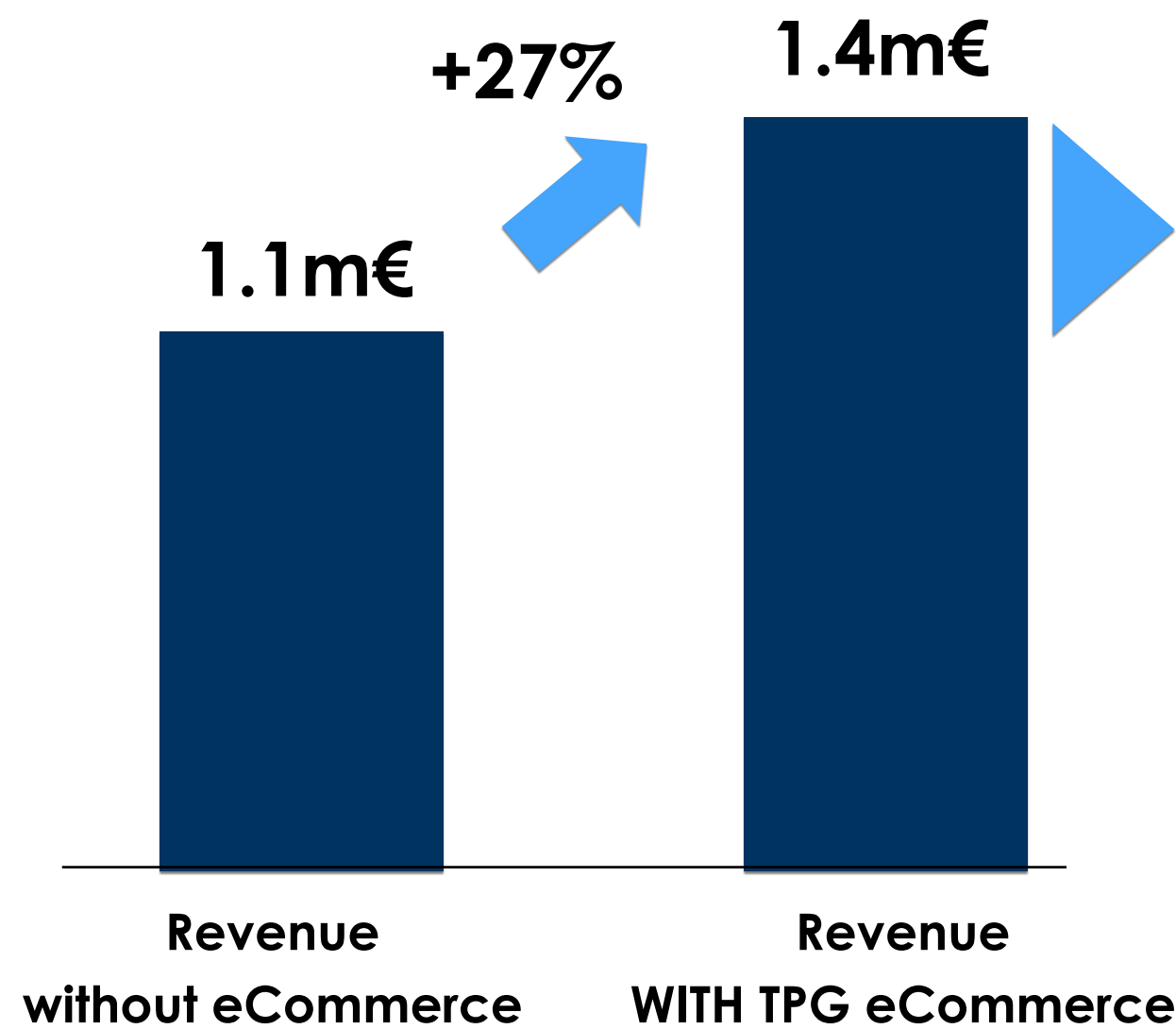


Our partner can cover the high fix costs!

HOW WE CREATE VALUE FOR OUR PARTNERS

HOW WE RAMP UP REVENUES FOR OUR PARTNERS

Typical Point of Sale (POS), fashion



200 TEUR additional revenue with existing inventory

100 TEUR additional revenue with Re-ordering NOS

1.1m€
Local revenue

0.3m€
Online revenue

- 49% material
- 17% HR
- 12% rents
- 15% others

- 47% material
- 6% HR
- 21% platform
- 15% others

7% Margin
Local revenue

11% Margin
Online revenue



“WHY M&A?”



OUR DECISION FUNNEL FOR NEW INDUSTRIES

TPG decision funnel for entering new industries

Selection of Industry:

- Are more than 150 potential platform partners in the industry?
- Is the product attractive in terms of margin, average order value and logistics?
- Have the industry partners local ERP-systems?

Entering Industry:

- Classic make or buy decision
- If there are already platform players in the industry, acquisition of one platform or alternatively buy a pure online-player and change it to a platform (after the acquisition)

Value Creation:

- Our holding is not a financial holding, we are an operative holding with more than 120 people in software, marketing, logistics and other functions.
- Our subsidiary-management is highly effective: Using our central functions, we can reduce costs, increase the number of partners/products and bring higher margins to our subsidiaries.

If 3x YES

Starting TPG-Strategy



WITHOUT M&A THESE COMPANIES WOULD NOT BE BIG

SOME THOUSAND

SIEMENS



SOME HUNDRED



fielmann



CONSTELLATION SOFTWARE INC.

CONSTELLATION SOFTWARE Inc.

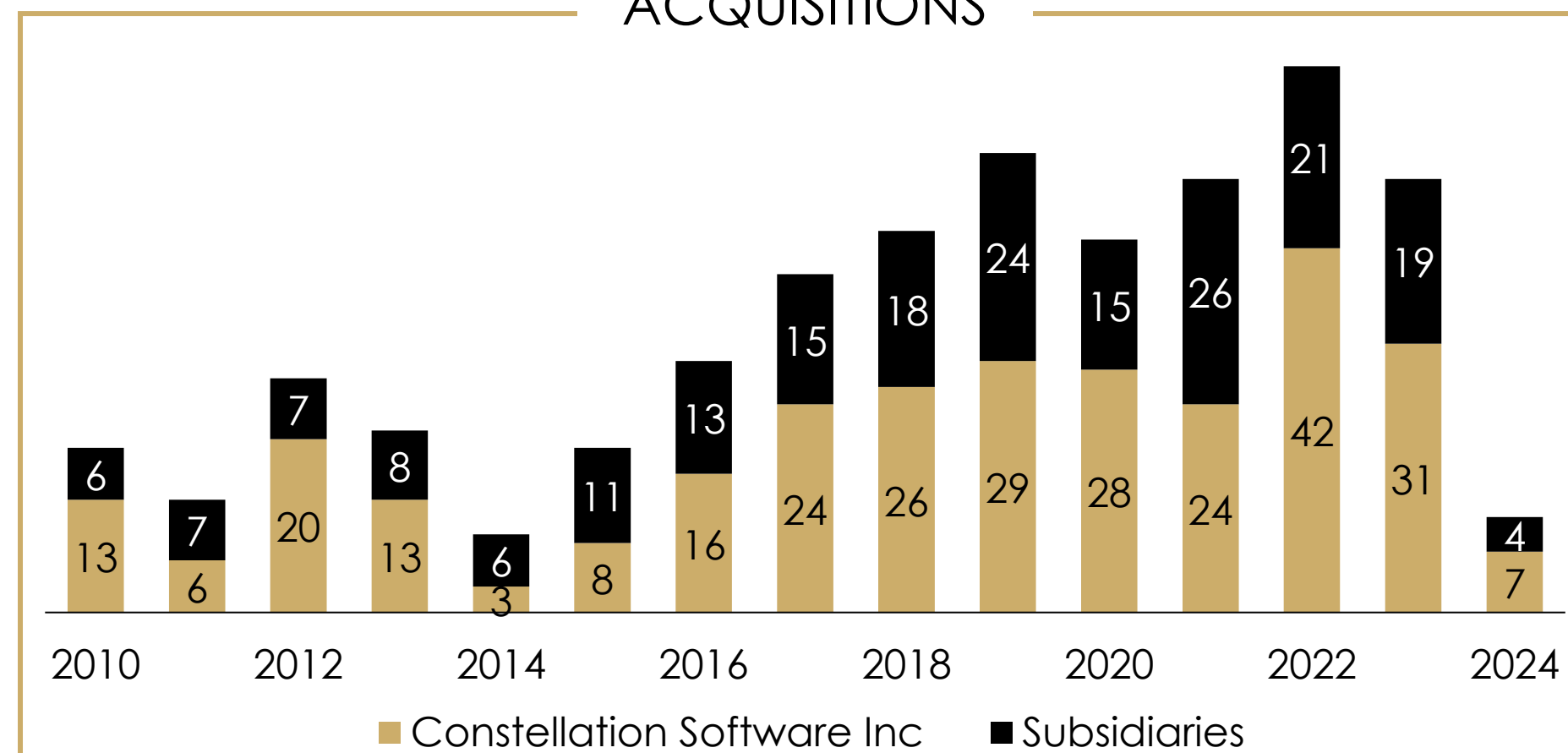


- ◆ Acquisition and holding of companies that offer software solutions for specific industry verticals
- ◆ CEO: Mark Leonard
- ◆ Revenue (2023): \$ 8.4b
- ◆ HQ: Toronto, Kanada
- ◆ Over 500 acquisitions

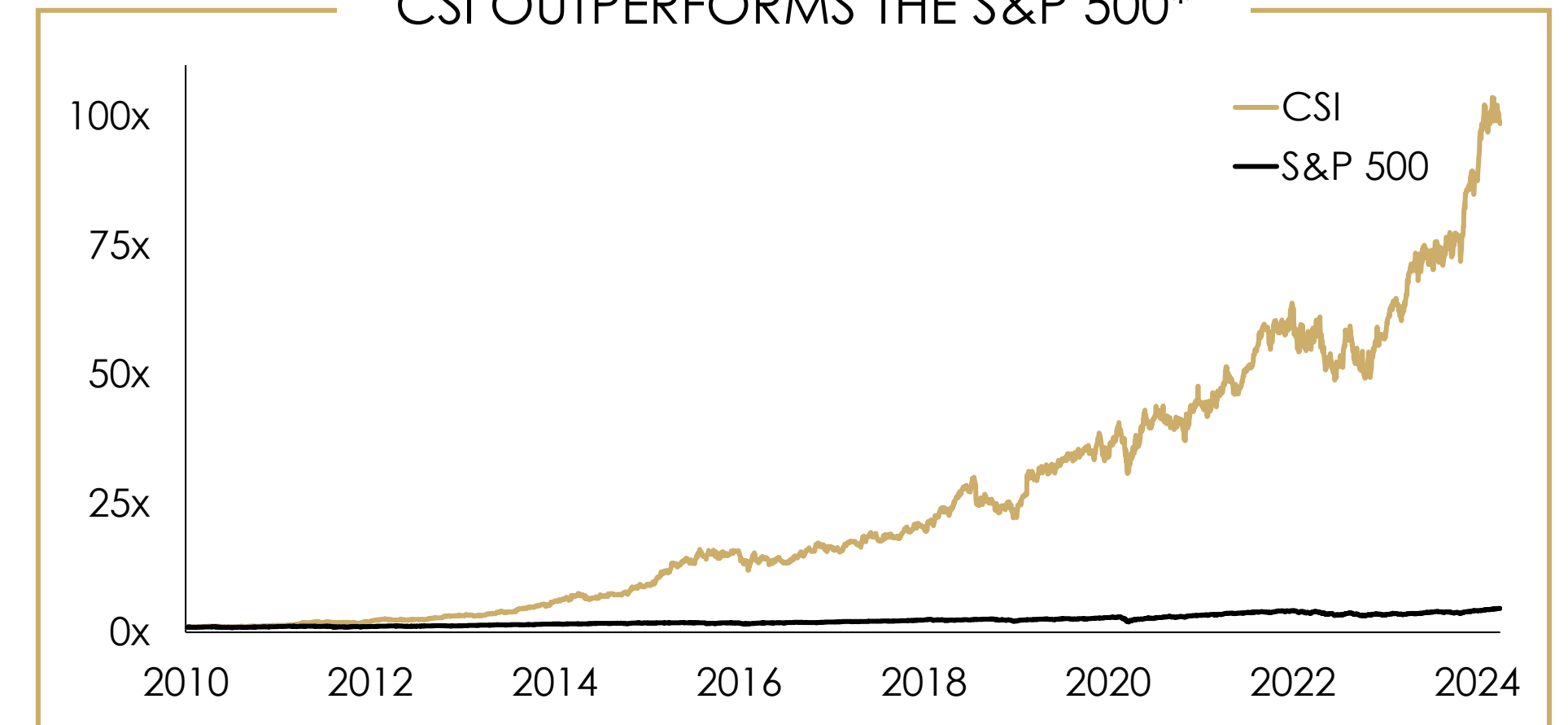
MARK LEONARD, CEO

„One of our directors has been calling me irresponsible for years. His thesis goes like this: CSI [Constellation Software Inc.] can invest capital more effectively than the vast majority of CSI's shareholders, hence we should stop paying dividends and invest all of the cash that we produce, even if that means lowering our hurdle rates. I used to argue that we needed to maintain our hurdle rates because dropping them for a few marginal capital deployments would cause the returns on our entire portfolio to drop. The evidence supported my contention, so we kept the rates high for small and mid-sized [...] acquisitions and made very few exceptions for large [...] acquisitions. The by-product of this discipline has been a perennial inability to invest all the cash that we generate.“

ACQUISITIONS



CSI OUTPERFORMS THE S&P 500*



HOW WE ACQUIRE COMPANIES

Our Requirements for new M&A Targets

Revenue & Customers

Status of the Company

Profitability & Debt

Strategy & IT

Diversified Customer base (>1.000 customers)

Revenue range €3-100m
Positive revenue development (>10-15% YoY),

No early phase investments, only proven track record

Sufficient management levels, no risk of single management issues

EBITDA adj. >3% (1st year of PMI)

Debt level <2x EBITDA

Platform strategy (or eCommerce with change to platform strategy)

High IT/ERP knowledge and TPG-software-fit

After 25 acquisitions, we have a strong track record and knowledge in post merger integration + value creation



WE ARE ANTICYCLICAL

Year 2019

Enterprise Value
2x Revenue or
8x EBITDA

20-30 Buyers per
target

Acquisitions of TPG:

0

Year 2024

Enterprise
Value
3-5x EBITDA

After Due Diligence:
Max. 3 Buyers

Acquisitions of TPG:

9



M&A PIPELINE Q1 2025

B2B Finance Software Platform

- >10m€ Revenue
- 40 employees
- Located in Germany

Acquisition:

- 50,1% Acquisition
- Management remains
- Call-/put options 2027

Status:

DD: done
SPA/Signing: Februar 2025
Closing: April 2025

B2C Luxury Platform

- 20-30m€ GMV
- Focusing on vintage goods
- Located in France

Acquisition:

- 50,1% Acquisition
- Management remains

Status:

DD: February 2025
SPA/Signing: March 2025
Closing: May 2025

B2C Optician Platform

- Located in Germany
- Locales Stores and Online Platform

Acquisition:

- 50,1% Acquisition
- Management remains
- Call-/put options 2027

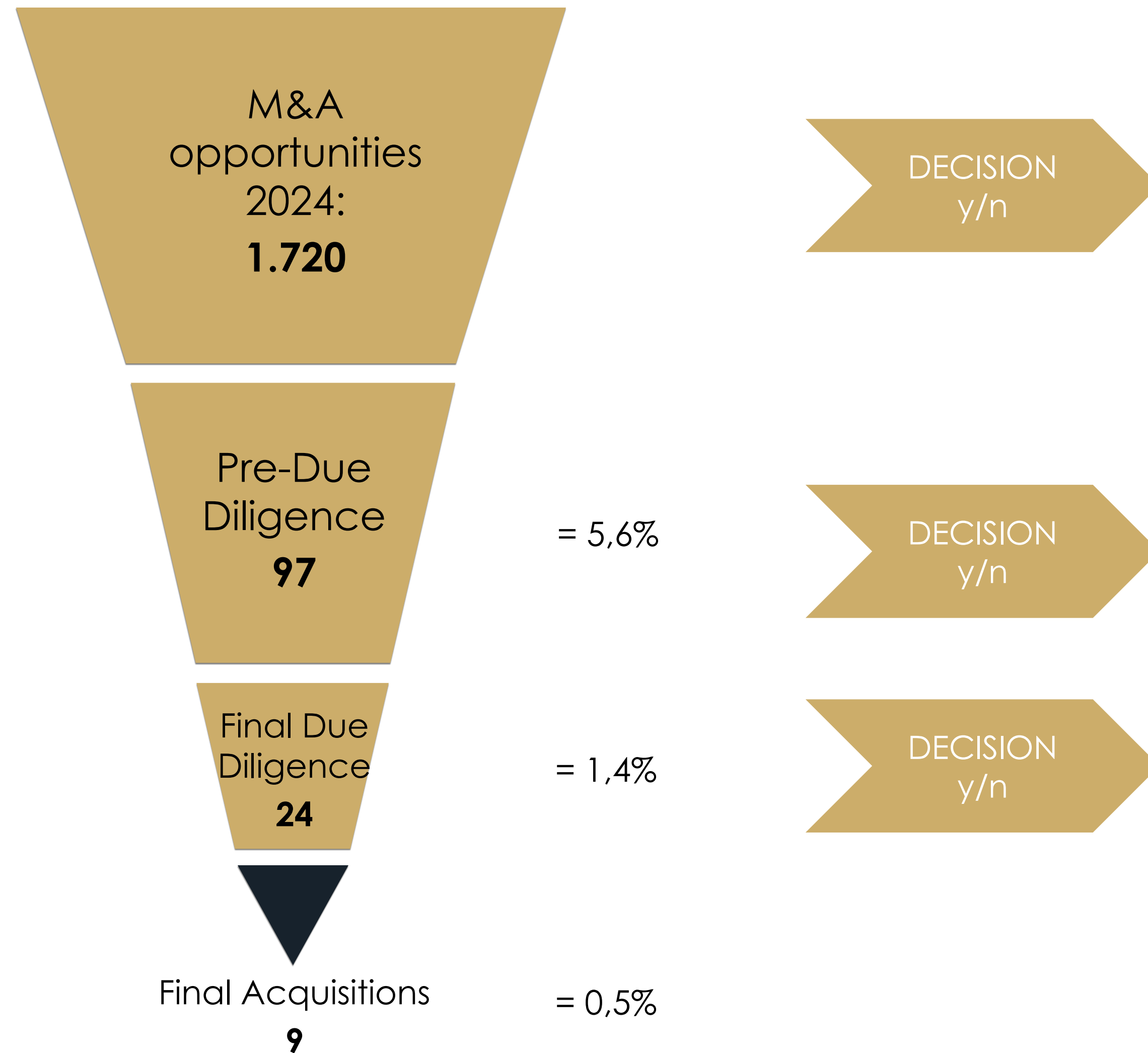
Status:

DD: done
SPA/Signing: February 2025
Closing: March 2025



M&A EXECUTION

OUR M&A FUNNEL – STATUS 12/2024



REASONS to STOP PRE-DD-PHASE

- Industry-specific reasons: 45%
- Target-specific reasons: 40%
(management, valuation, financials, IT, exit strategy)
- Lack of synergies: 11%
- Others reasons: 4%

REASONS to STOP DD-PHASE

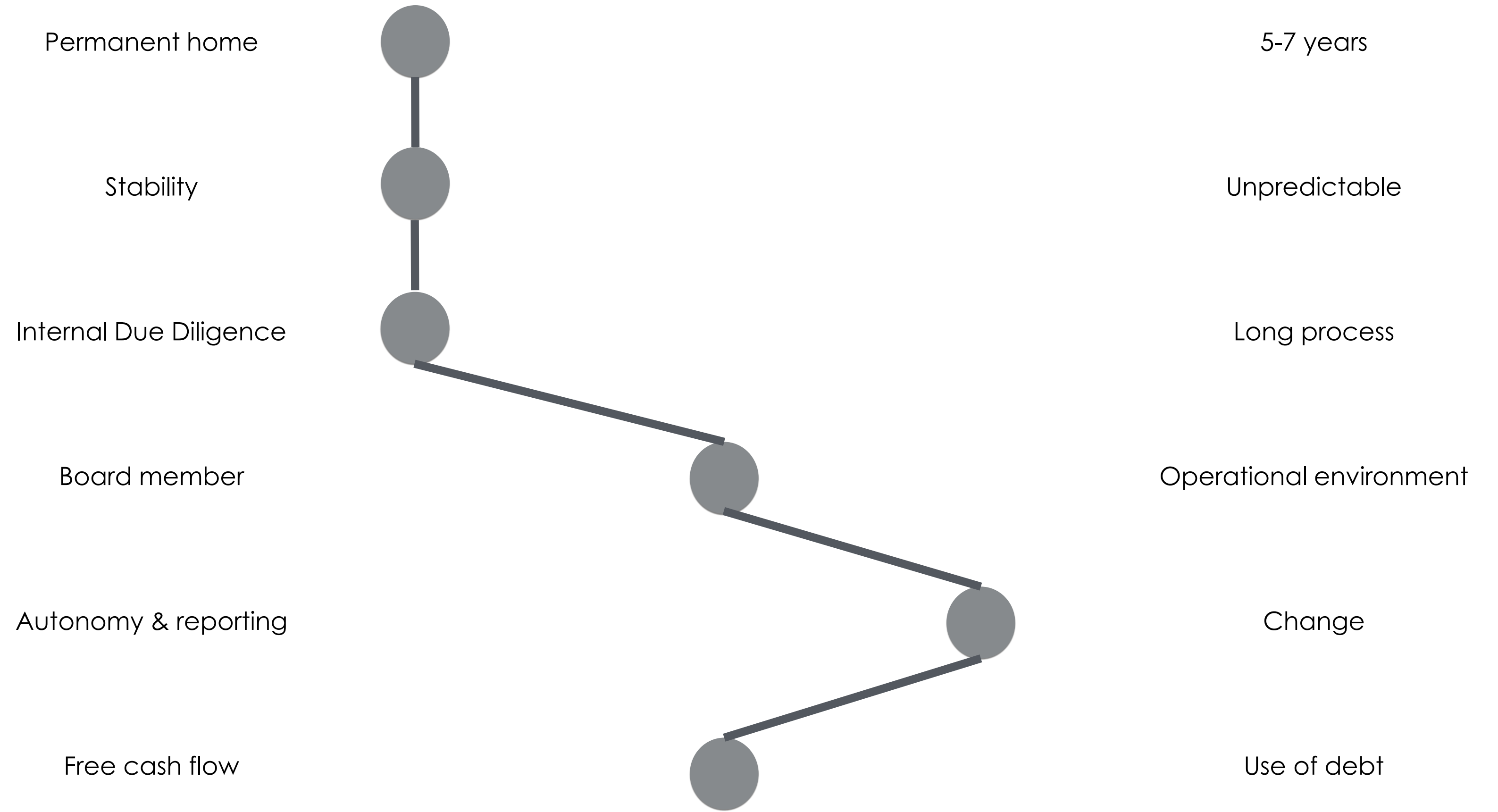
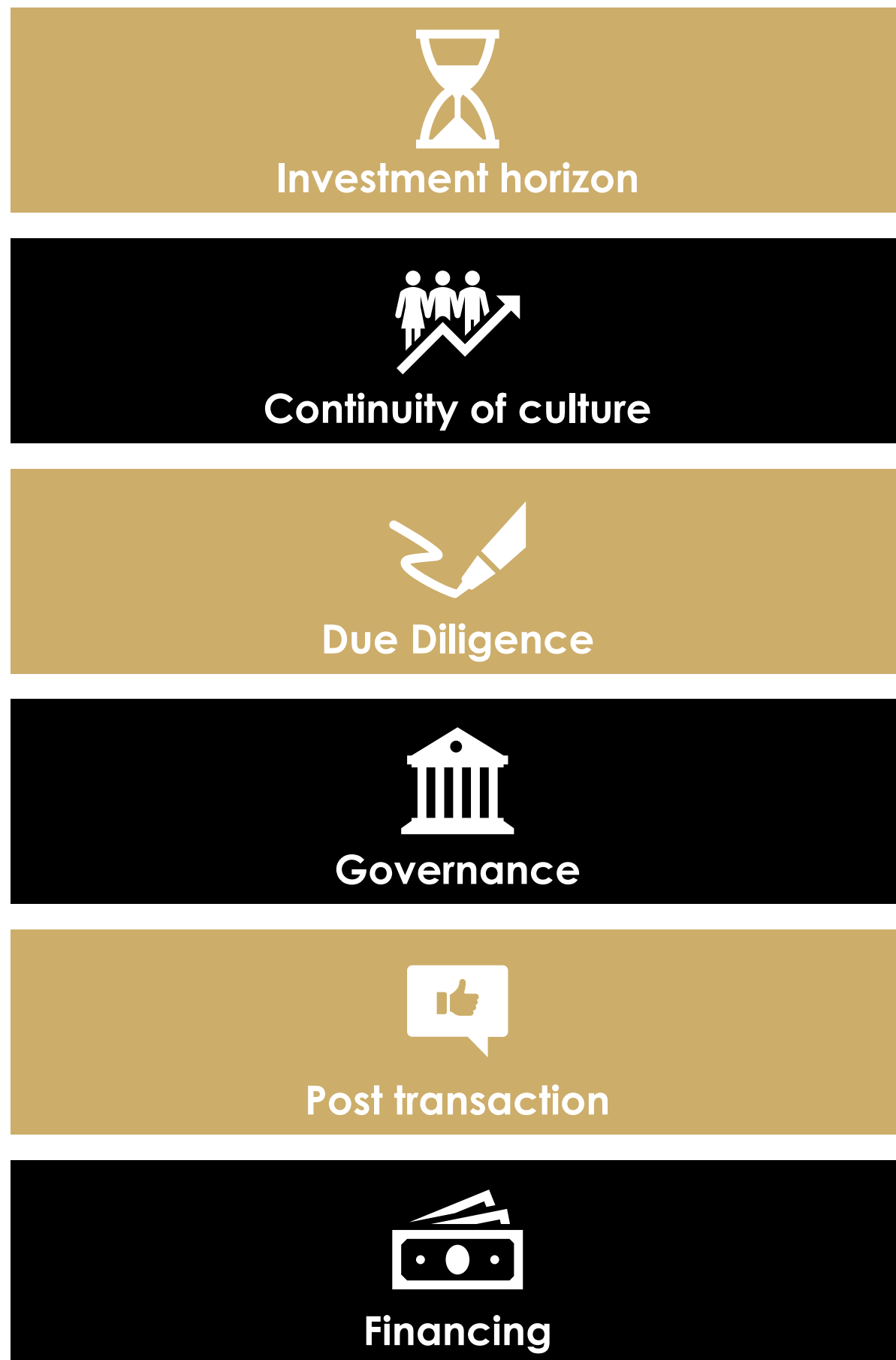
- DD red flag findings: 52%
(legal, financial, tax, ESG, IT HR, Marketing/Commercial)
- Lack of synergies: 42%
(software synergies, revenue synergies, cost synergies)
- Others reasons: 6%



A PRIVATE STRATEGY FOR PUBLIC MARKETS

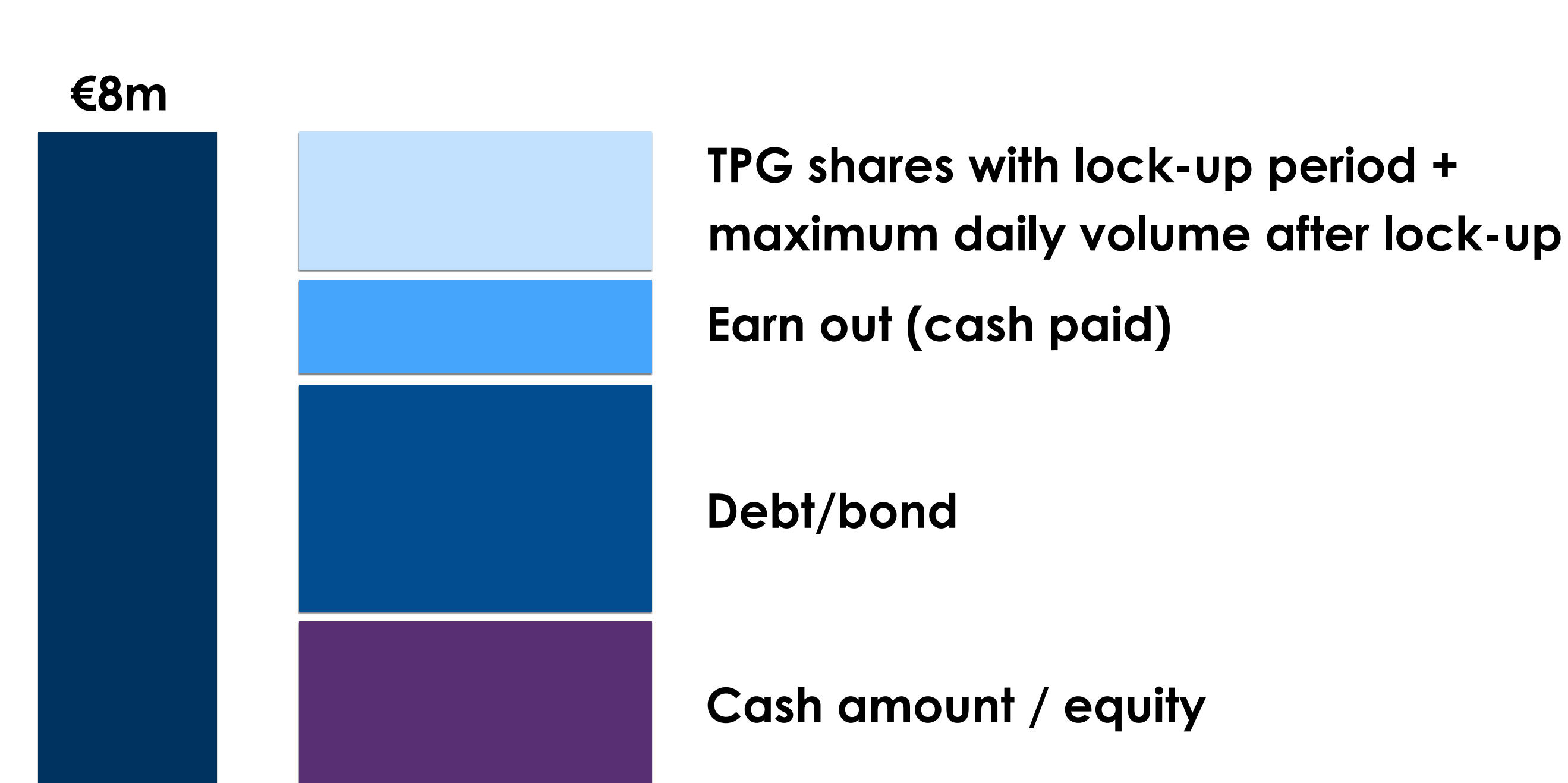
STRATEGIZING GROWTH THROUGH PROGRAMMATIC ACQUISITIONS

— ACQUISITION-DRIVEN COMPUNDERS — **TPG APPROACH** — PRIVATE EQUITY INVESTORS



OUR PAYMENT METHOD FOR ACQUISITIONS

MIXTURE OF EQUITY, DEBT AND SHARES WITH LOCK-UP: **A TYPICAL CASE**



Purchase Price

TPG shares with lock-up period + maximum daily volume after lock-up

Earn out (cash paid)

Debt/bond

Cash amount / equity

Return on Investment:

- **€8m Investment**
- **€1.9m EBIT p.a.**
- **Factor 4.2**
- **ROI > 23%**

TPG Shares

31.12.2023: 17,2m shares

31.12.2024: 20,2m shares

→ 3 Mio. new shares

(a) Lott Fahrzeugteile

(b) Mister Spex

(c) 0815 Group

(d) OEGE Group

(e) Simon Profi Technik

(f) Winkelstraat

(g) ViveLaCar

(h) Avocadostore



WHY WE BELIEVE IN OUR VALUE DRIVEN APPROACH

**TPG
Acquisitions**

**Factor: 3-5
ROI: >20%**

**Software
Acquisitions**

**Factor: 8-14
ROI: >9%**

**Real Estate
Acquisitions**

**Factor: 13-25
ROI: >4%**



**SOFTWARE
COMPANIES**



“SEEMS LIKE A MIX OF MANY SHOPS...”

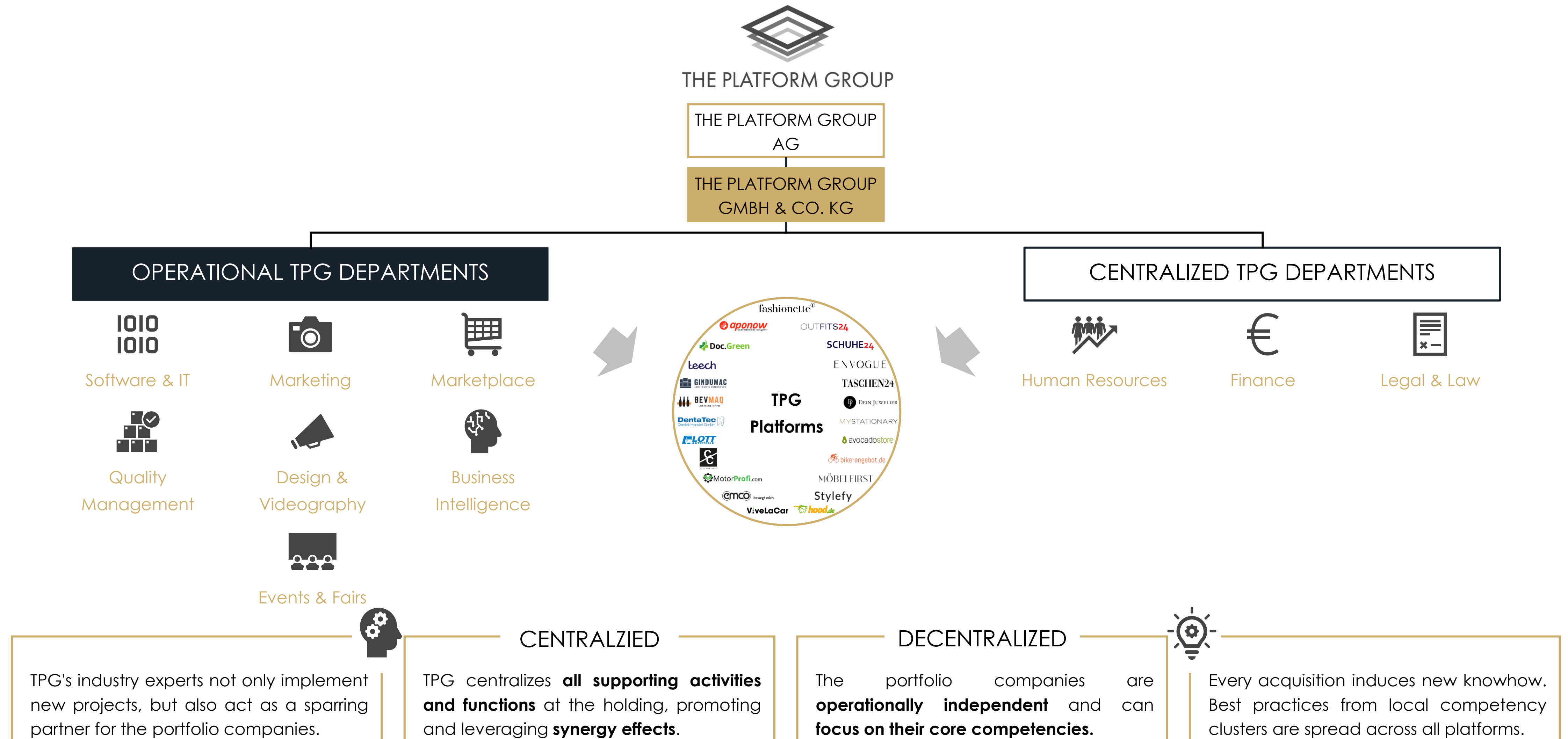
“THEY BUY SMALL, NON RELEVANT
COMPANIES...”



WITH TPG SOFTWARE OUR PARTNERS GET ACCESS TO GLOBAL ECOMMERCE – 25 INDUSTRIES COVERED



WE ARE AN OPERATIVE HOLDING – AND SCALE GROWTH



“WHY NOT JUST
SAAS-REVENUES?”



SAAS-MODELS

YES, we have SaaS-Revenues – but it is not our focus.

Why do we *NOT* focus on SaaS-Revenues?

Control

We want to have full control on the eCommerce Value Chain. Means: Not just offering software, we make A-Z as a full service for our 11.800 partners. Starting from coding ERP-interfaces, offering excellent software solution, manage the full payment process and take care about tax-declarations and customs for our partners, we have full control on the Value Chain.

Value creation

We can achieve higher €-margins when we fully control the eCommerce Value Chain, cover all processes and services for our partners.

Replaceability

When we would offer only SAAS-solutions to external parties, we would have nice %margins, but after 2-3 years (contract time) we always would have a higher risk of being replaced by another software. Because we develop and run our own software solutions for our partners and cover the full Value Chain of eCommerce, our risk of replaceability is low.



“HOW CAN YOU GROW BY STAGNATING
MARKETS?”



WE **GROW** BY PARTNERS, **NOT** BY INDUSTRY

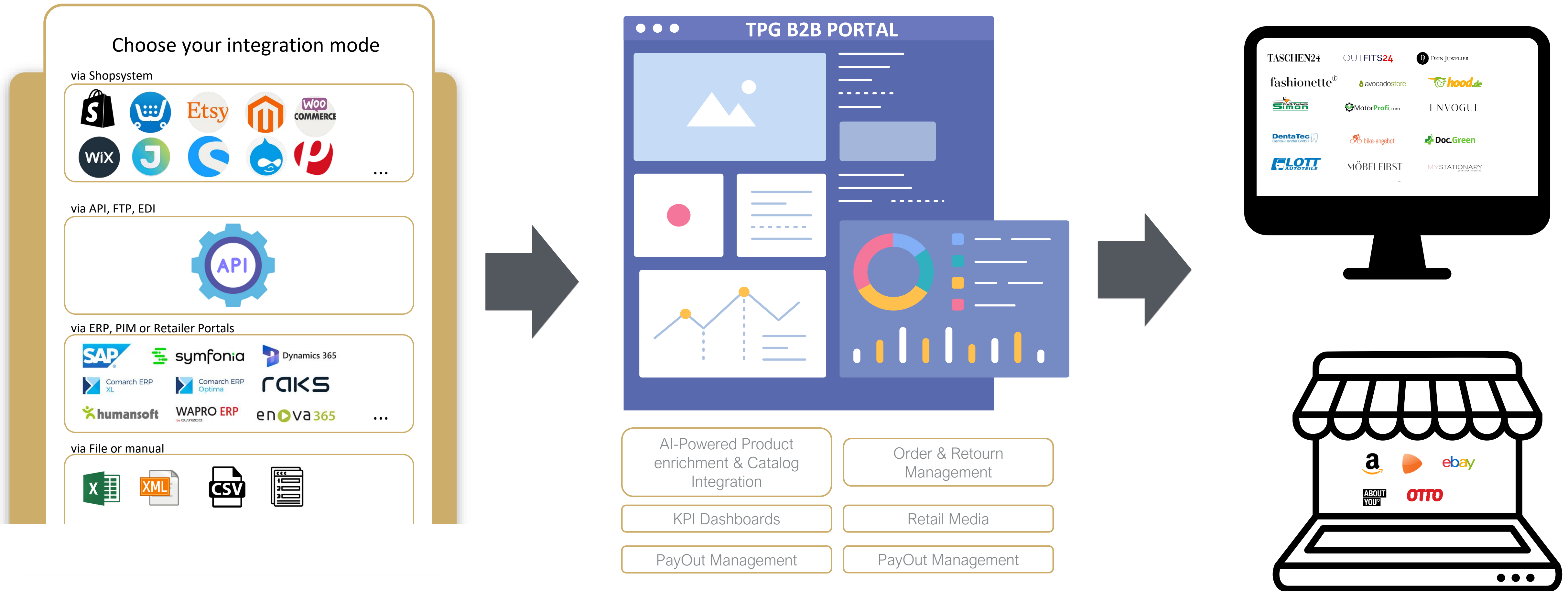
Number of Partners 2024 vs. 2023



“IS AMAZON A COMPETITOR?”



WE SELL ON MORE THAN 50 CHANNELS



“WHAT IS YOUR PEER GROUP?”

“ARE YOU A SOFTWARE, ECOMMERCE OR
SERIAL ACQUIRER GROUP?”



“WHY ARE YOU STOCK EXCHANGE LISTED?”

“WHY DO YOU MAKE SEVERAL SMALL
CAPITAL INCREASES PER YEAR?”





THE PLATFORM GROUP

Financials & Outlook



OVERVIEW FY 2024 / FY 2023

CONTINUING OPERATIONS

	2023	2024
GMV	€ 705m	€ 903m
Net revenue (EUR m)	€ 440.8m	€ 524.6m
Other revenues (EUR m)	€32.8m	€29.1m
Gross Margin	31.1%	35.3%
Marketing Cost Ratio	5.9%	6.4%
Distribution Cost Ratio	7.5%	7.8%
HR Cost Ratio	4.7%	5.4%
Adj. EBITDA (EUR m) (% margin)	€ 22.6m (5.1%)	€ 33.2m (6.3%)
Reported EBITDA (EUR m) (% margin)	€ 47.4m (10.7%)	€ 55.6m (10.6%)
Net profit (EUR m) (% margin)	€ 33.3m (7.6%)	€ 35.5m (6.8%)

Guidance / market expectation

GMV-Guidance: € 880-900m → outperformed

Revenue-Guidance: € 500-520m → outperformed

EBITDA adj.-Guidance: € 29-32m → outperformed

EBITDA reported: € 55.6 m → above internal expectations

Net profit: € 35.5 m → above internal expectations

OVERVIEW FY 2024 / FY 2023

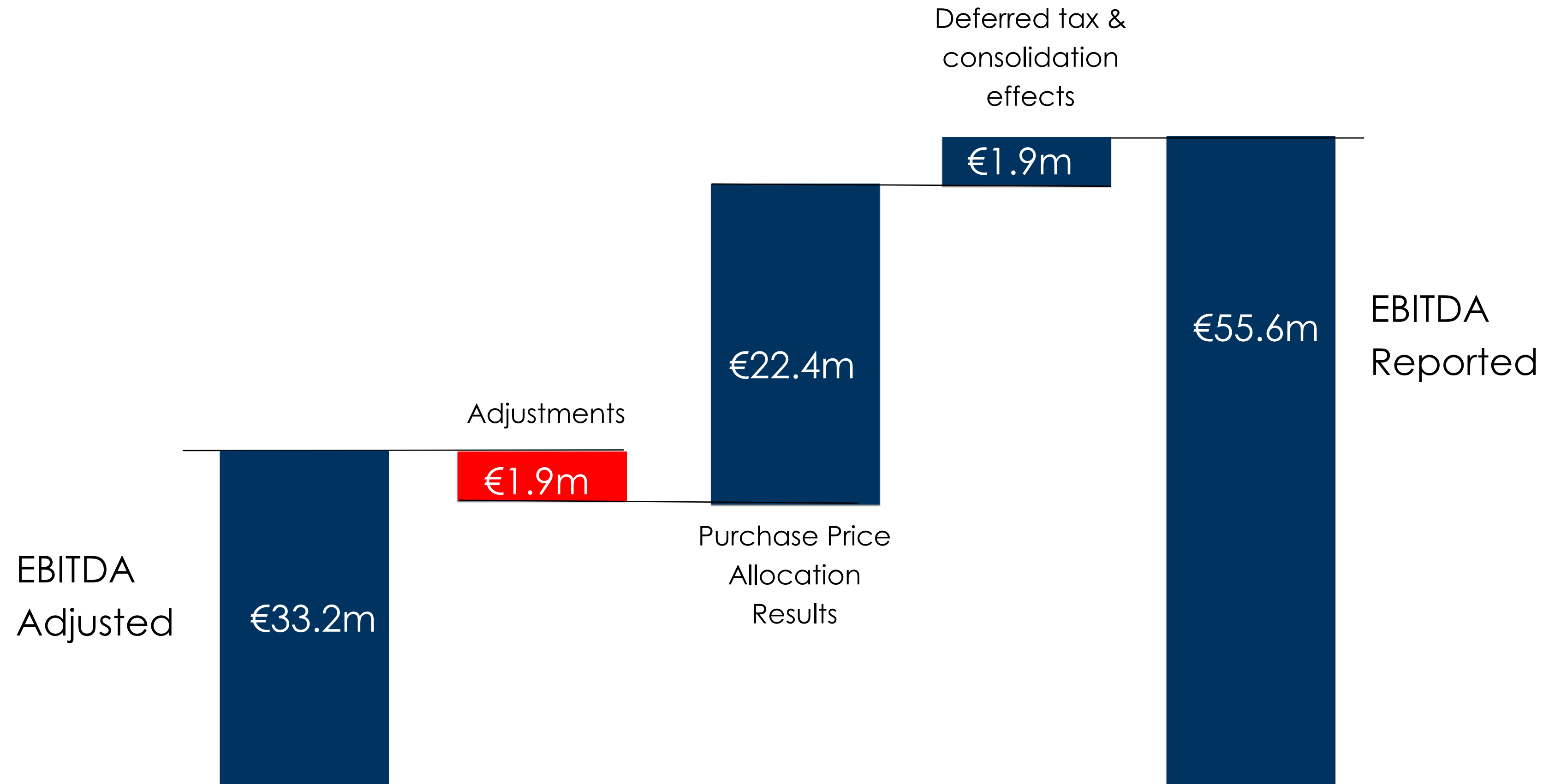
CONTINUING OPERATIONS

	2023	2024
Net profit (EUR m), continuing operations	€ 33.3m	€ 35.5m
Net profit (EUR m), not-continuing operations	€ -6.4m	€ -2.8m
Net profit (EUR m), total	€ 26.9m	€ 32.7m
thereof minorities	€ 1.1m	€ 1.6m
Earnings per share (EUR), total	€ 1.5	€ 1.6
Earnings per share (EUR), continuing operations	€ 1.9	€ 1.7

Guidance / market expectation

Earnings per share (FY 2024, cont. operations) with €1.7 above expectations.

FROM EBITDA ADJUSTED TO EBITDA REPORTED



THE PLATFORM GROUP: SEGMENT OVERVIEW

- Higher consumer confidence in Q3-Q4
- Acquisition of 0815, Chronext, Lyra Pet, Aplanta, Avocadostore
- EBITDA > 7%
- Strongest revenue increase in 2024

Consumer Goods

Products with simple logistics and focus on consumer goods

- Sustainable Products
- Fashion/Shoe/Luxury
- Accessories
- Jewelry and Watches

Freight Goods

Products with complex transport, logistics and delivery processes in the area of freight logistics

- Furniture
- Forest Equipment
- Bicycles
- E-Scooters
- Cars

- Strong increase in delivery costs in 2024
- Acquisition of Jungherz
- EBITDA > 8%
- Strongest revenue increase in 2024

- After poor margin development in 2023, actions have been implemented
- EBITDA > 3,5%
- Acquisition of Wehrmann Group (wood machines)

Industrial Goods

B2B focus on industrial goods and industrial solutions

- Trading with used machines / B2B
- Dental equipment B2B
- Hairdressing B2B platform
- Car/truck parts trade
- Industrial supplies

Service & Retail

Products and services that are remunerated on the basis of performances

- Platform for local pharmacies
- Platform for pharmaceutical manufacturers
- Online learning platforms
- Finance and real estate platforms
- Local Stores

- Higher revenues due to more customers and higher AOV
- EBITDA > 4%
- Acquisition of Firstwire (B2B finance platform)



THE PLATFORM GROUP: NON-FINANCIAL KPI

	2023	2024
Number of Orders	6.2m	7.1m
Average order value (EUR)	114	124
Active Customers	4.0m	5.1m
Number of Employees (31.12.)	688	1.042
Number of Partners (31.12.)	5.520	13.521

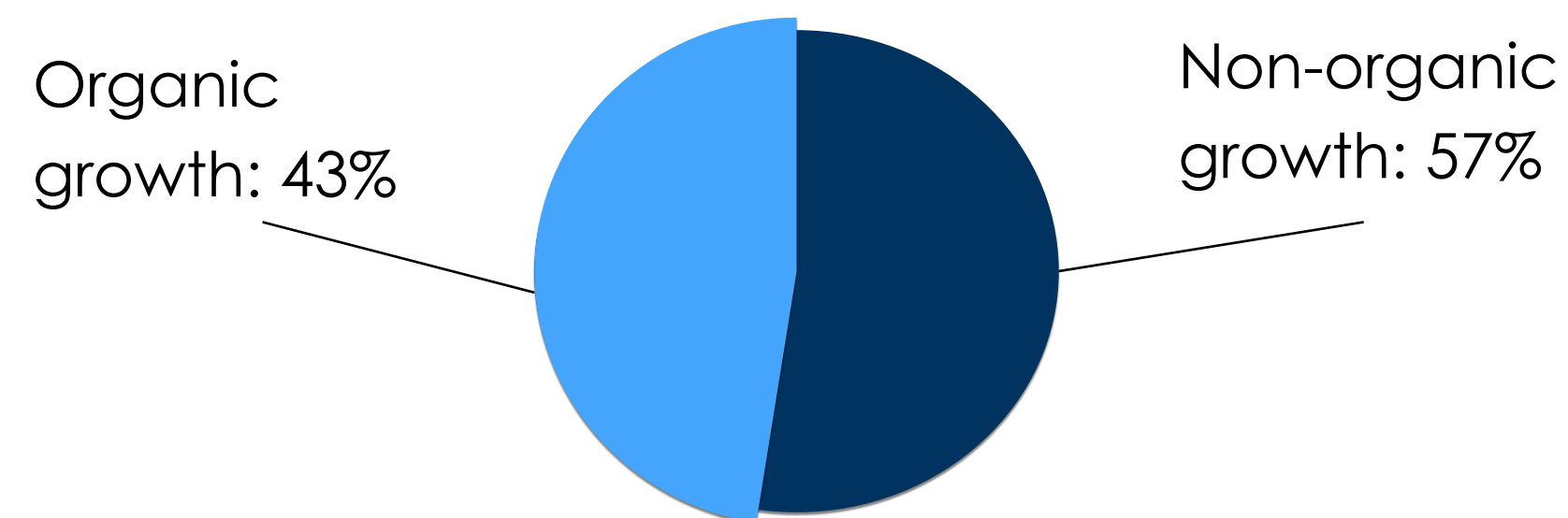
Takeaways

Positive development: More partners (13.521) bring more products. More products bring more customers (5.1m), more customers bring more orders (7.1m).

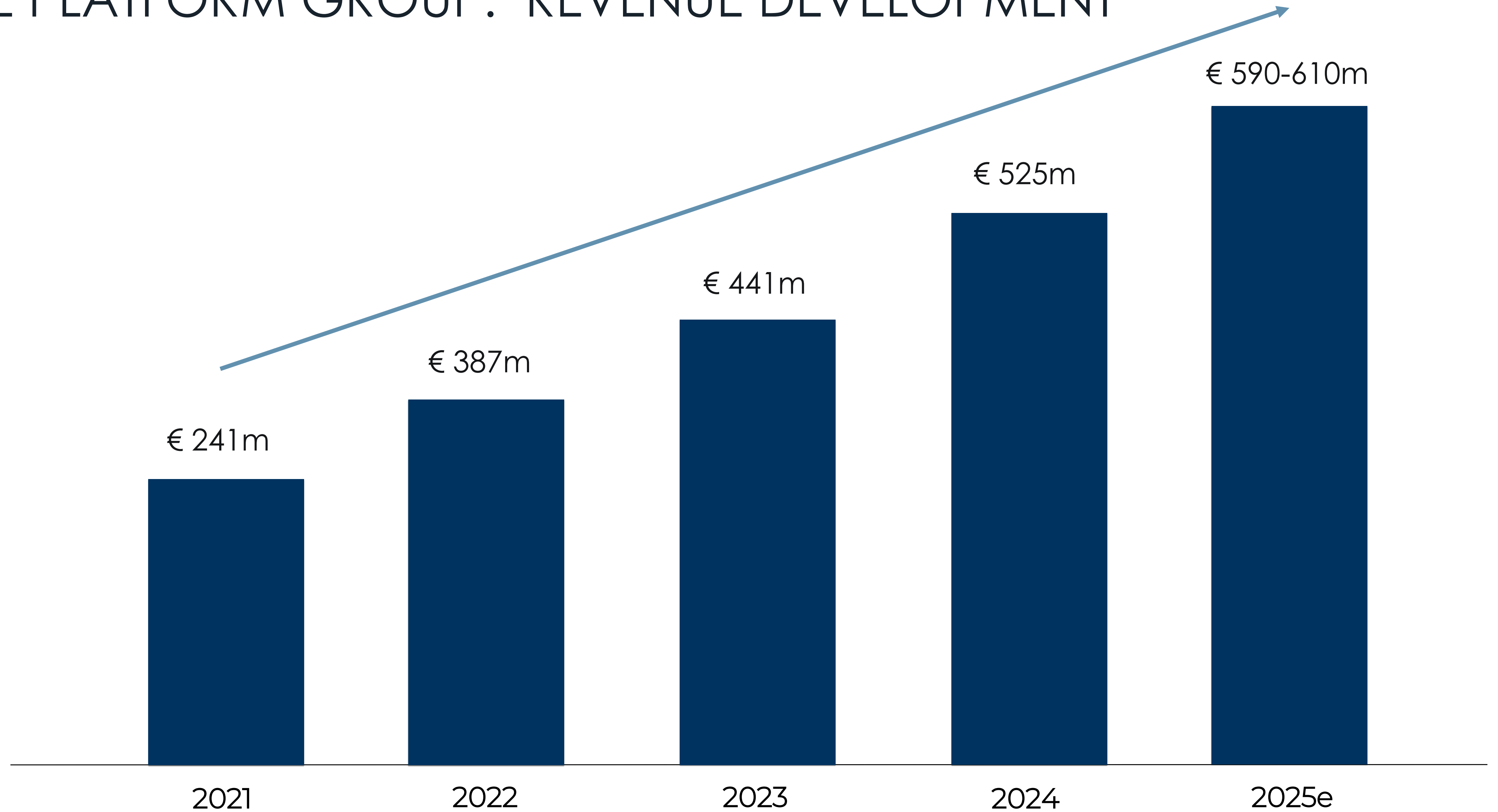
Average order value increased to 124€ (2023: 114€), due to less discounts and delisting of low price-products.

Higher staff (1.042 employees) due to acquired companies.

Total growth of revenue FY 2024 / FY 2023: €83.8m (=100%)

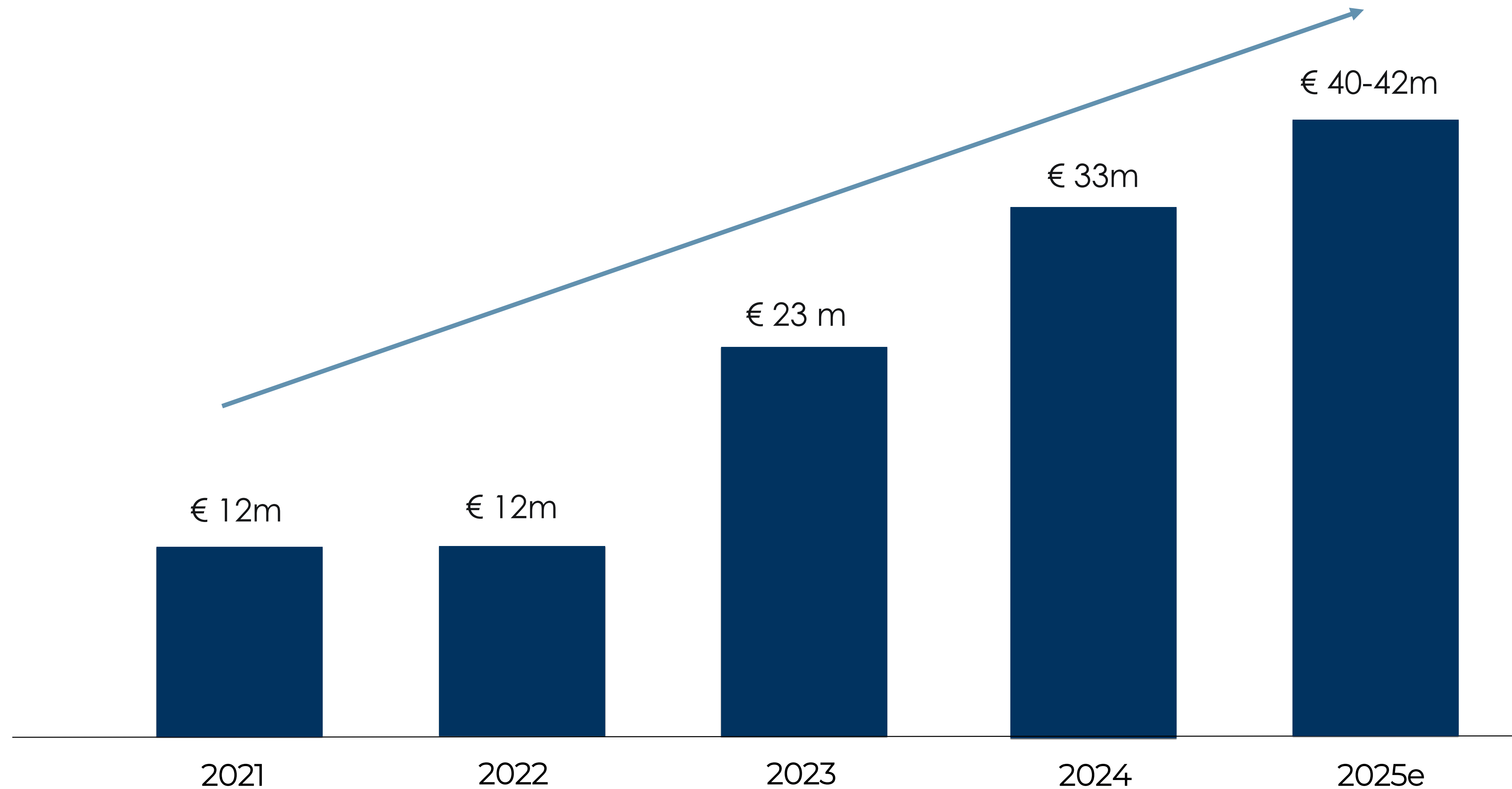


THE PLATFORM GROUP: REVENUE DEVELOPMENT



Pro-Forma figures for FY 2022, 2023. FY 2022 and FY 2023 continued operations. 2025e according to guidance. 2021 TPG/Fashionette combined.

THE PLATFORM GROUP: ADJUSTED EBITDA DEVELOPMENT



Pro-Forma figures for FY 2022, 2023. FY 2022 and FY 2023 continued operations. 2025e according to guidance. 2021 TPG/Fashionette combined.

DEBT SITUATION

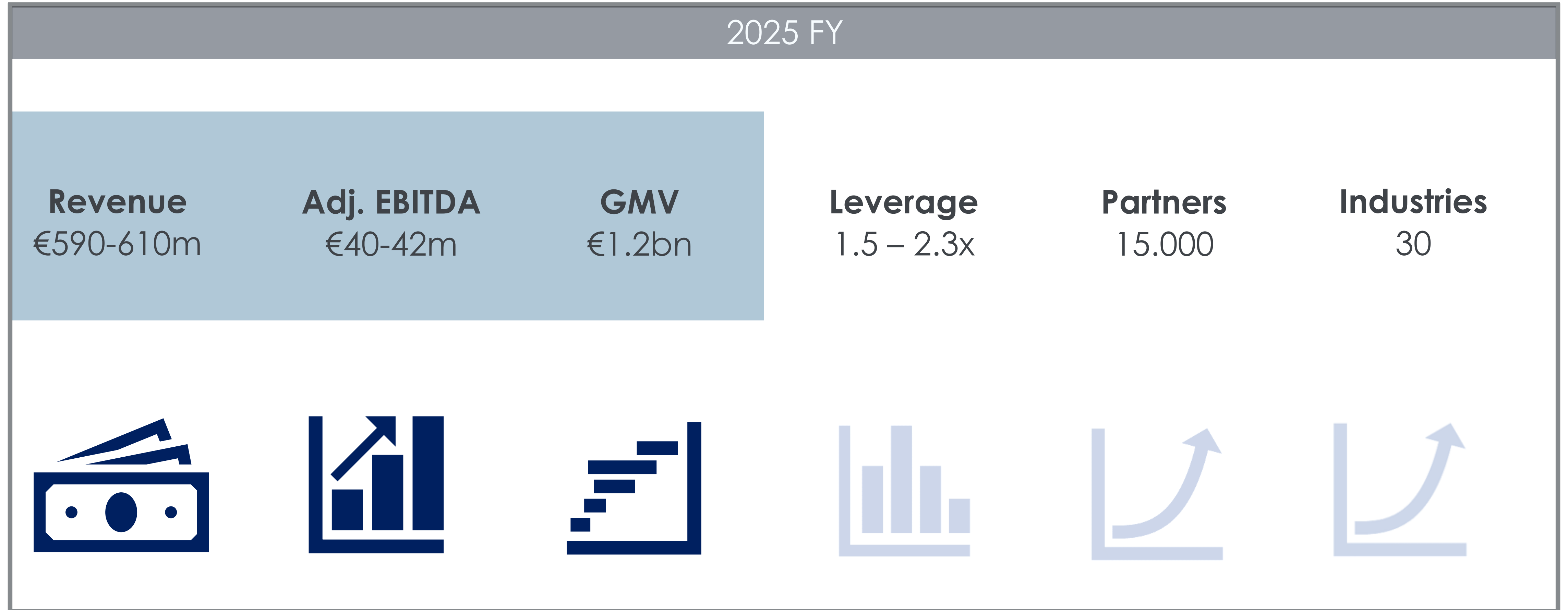
(€m)

	30.09.2024	31.12.2024	31.12.2025 FC
Cash + Cash equivalents	€ 17.2m	€ 20.3m	€ 14.5m
Long term Debt (bank loans)	€ 32.3m	€ 33.1m	
Short term Debt (bank loans)	€ 37.8m	€ 26.1m	€ 107.6m
Bond	€ 30.0m	€ 50.0m	
Net Debt	€ 82.9m	€ 88.9m	€ 91.1m
LTM EBITDA	€ 32.7m	€ 33.2m	€ 40-42m
Leverage	2.5 x	2.6 x	2.3 x



Target Leverage 2025-2026
1.5 – 2.3x LTM EBITDA

TPG GUIDANCE 2025 (01/2025)



TPG GUIDANCE 2025 (01/2025)

Developments 2024 - Relevance for 2025

Consumer confidence is higher, other EU markets and US have turnaround after post covid-decline. Higher forecasts of eCommerce companies (Zalando, MyTher.)

Higher profitability due to cost efficiency program (2024) and scalable cost structure

Distribution + logistic cost development negative for margin development – actions have been defined

Excellent conditions for new M&A acquisitions in 2025 with fair values

Increased scalability of our TPG One Software Platforms allows us to connect partners faster and enter new industries within <4 month

Our 4 segments grow. Industrial good segment with positive margin development in 2025 expected.



Strong Guidance for 2025



TPG MIDTERM GUIDANCE (01/2025)

NEW
MIDTERM
GUIDANCE 2026

MIDTERM GUIDANCE (2026)

Revenue
€700m

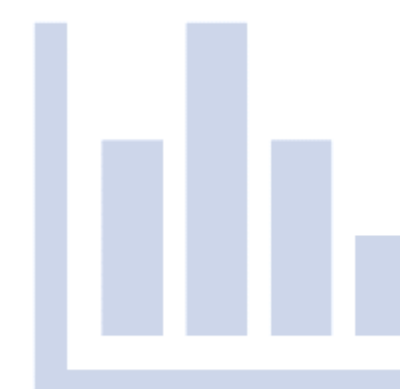
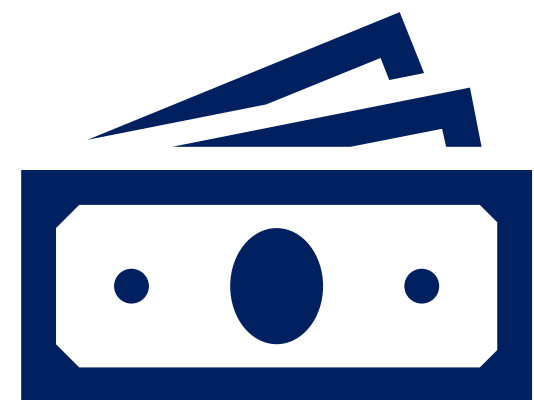
Adj. EBITDA
7-10%

GMV
€1.5bn

Leverage
1.5 – 2.3x

Partners
17.000

Industries
35





Case Study: Chronext



CASE: CHRONEXT

LUXURY WATCH PLATFORM

Founded: 2013

Location: Cologne, Munich

Employees: 41

Customers: 70% DACH, 30% EU/Rest of World (60 countries)

GMV: >€65m (2025e)

EBITDA: >4% (2025e)

AOV: €10.686

Acquired: December 2024 (Asset Deal)

PMI: Since September 2024

CHRONEXT

Buy Watch Certified Pre-Owned New Arrivals Journal

Discover Rolex

Rolex at CHRONEXT

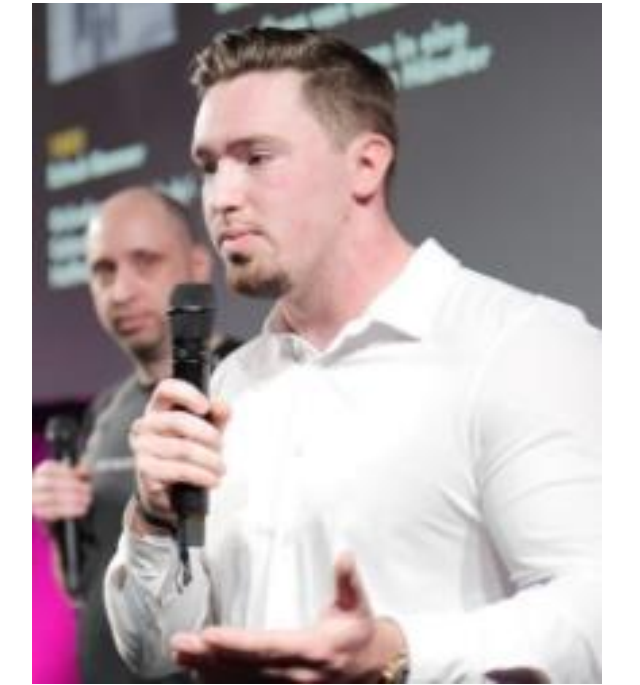
Discover our exclusive new arrivals and offers from Rolex, and start the new year with your favorite Rolex model!



Frederike







Philipp








Frederic



CASE: CHRONEXT LUXURY WATCH PLATFORM

<p>Vintage</p>  <p>Rolex GMT-Master 16700 €13,850 €12,990</p> <p>Mon, 03/02</p>	<p>Good</p>  <p>Rolex Explorer II Freccione 1655 €19,900 €19,000</p> <p>Mon, 03/02</p>	<p>Good</p>  <p>Rolex Explorer 1016 €18,499 €16,500</p> <p>Mon, 03/02</p>	<p>Very Good</p>  <p>Rolex Yacht-Master 168623 €7,350 €6,800</p> <p>Mon, 03/02</p>
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<p>Very Good</p>  <p>Patek Philippe Nautilus 5726/1A-014 €112,990 €105,500</p> <p>Mon, 03/02</p>	<p>Unworn - New</p>  <p>Patek Philippe Nautilus 5711/1R-001 €149,000</p> <p>Mon, 03/02</p>	<p>Like New</p>  <p>Patek Philippe Nautilus 5726/1A-001 €112,450 €96,000</p> <p>Mon, 03/02</p>	<p>Good</p>  <p>Patek Philippe Nautilus 3900/1J-010 €68,000</p> <p>Mon, 03/02</p>
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STORIES

When Style Meets Significance: The Perfect Watches for Chinese New Year

Read more >

<p>DEEP DIVE</p>  <p>Watch Trends 2025: A Dynamic Start to the Year!</p>	<p>DEEP DIVE</p>  <p>A Look at the Market for Pre- Owned Luxury Watches in</p>	<p>DEEP DIVE</p>  <p>The Value of the Brand and the Significance of Rarity</p>	<p>DEEP DIVE</p>  <p>Watches for the New Year: Our Bestseller Highlights</p>
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Deep Dive

<p>DEEP DIVE</p>  <p>Watch Trends 2025: A Dynamic Start to the Year!</p>	<p>DEEP DIVE</p>  <p>A Look at the Market for Pre- Owned Luxury Watches in</p>	<p>DEEP DIVE</p>  <p>The Value of the Brand and the Significance of Rarity</p>	<p>DEEP DIVE</p>  <p>Watches for the New Year: Our Bestseller Highlights</p>
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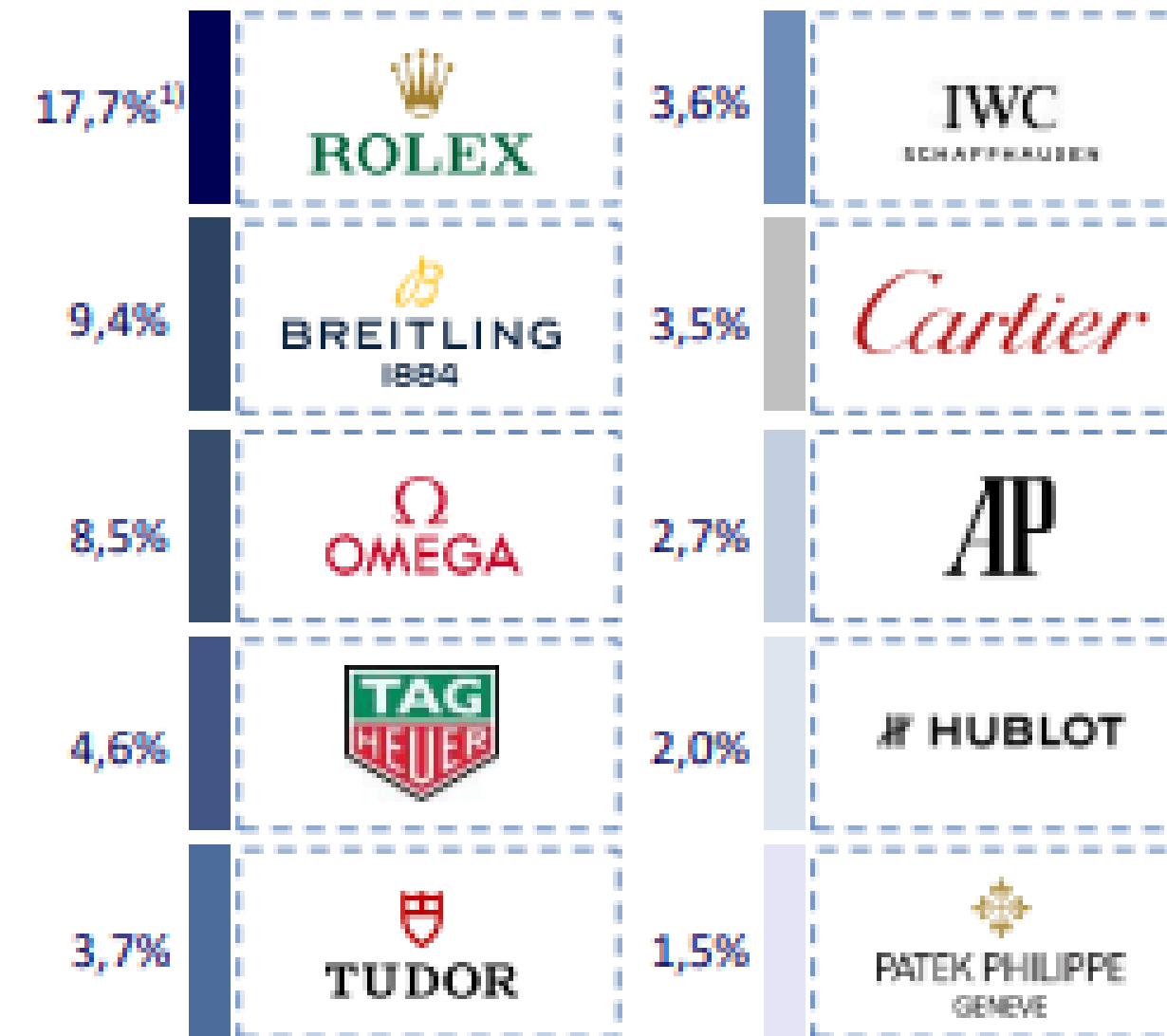


CASE: CHRONEXT

LUXURY WATCH PLATFORM



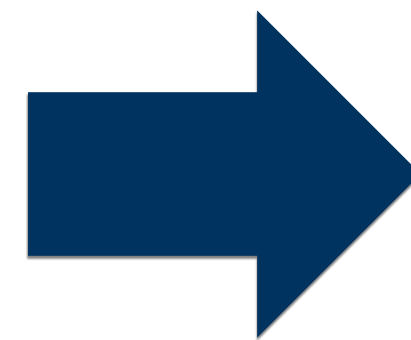
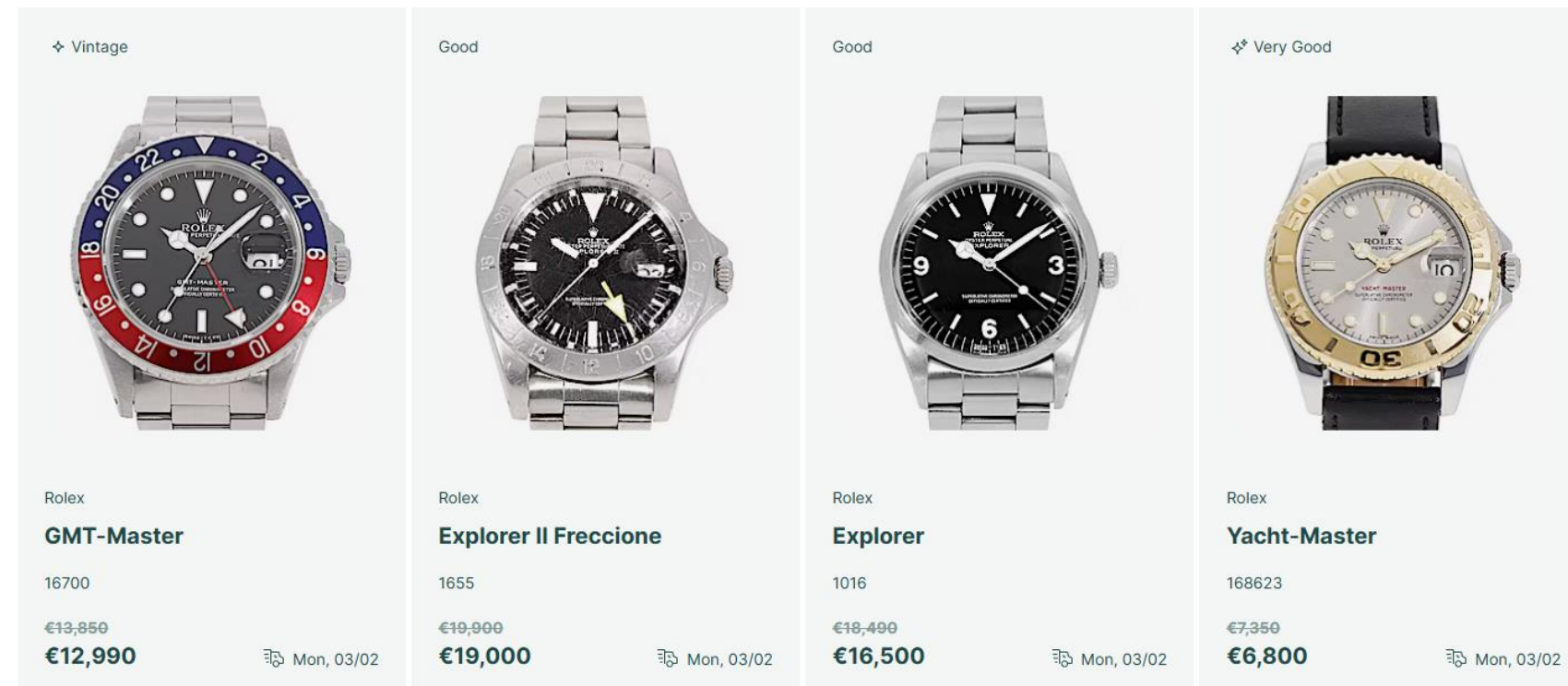
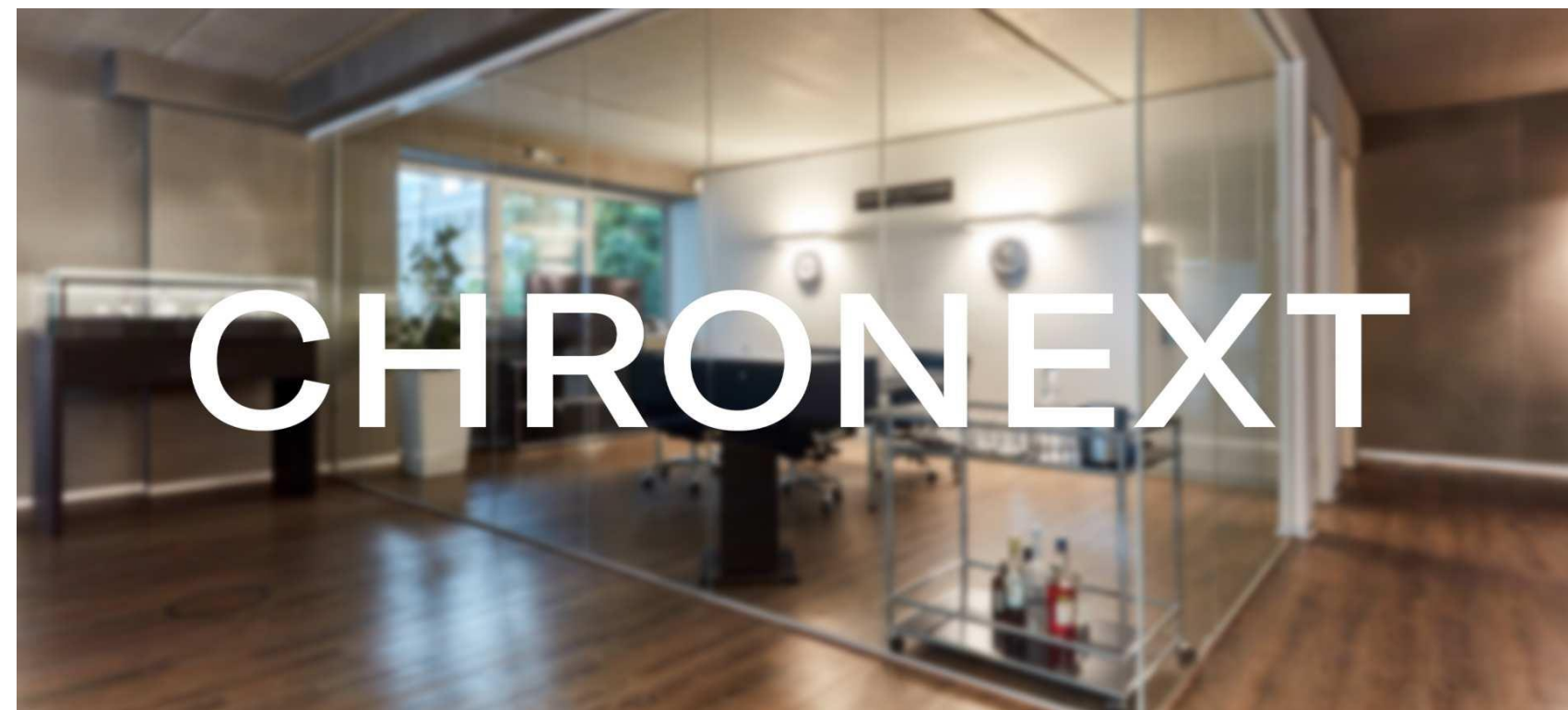
Inventory (2024)



Locations (2024)

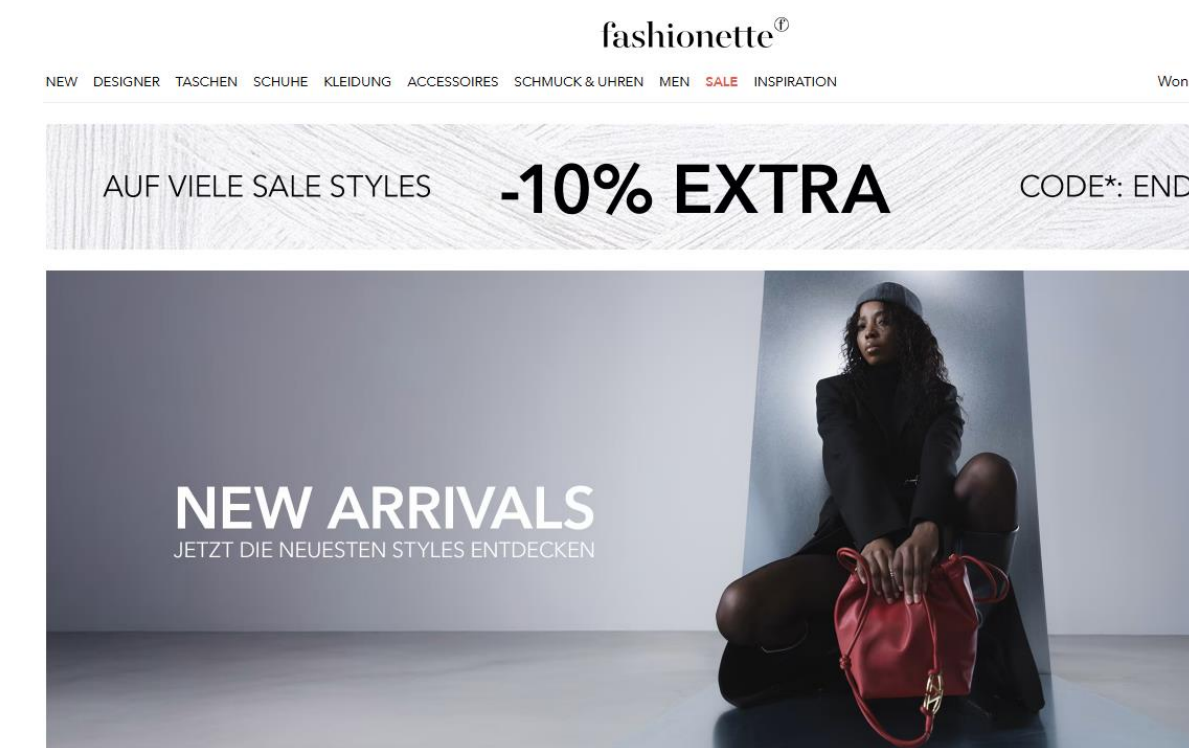


CASE: CHRONEXT LUXURY WATCH PLATFORM



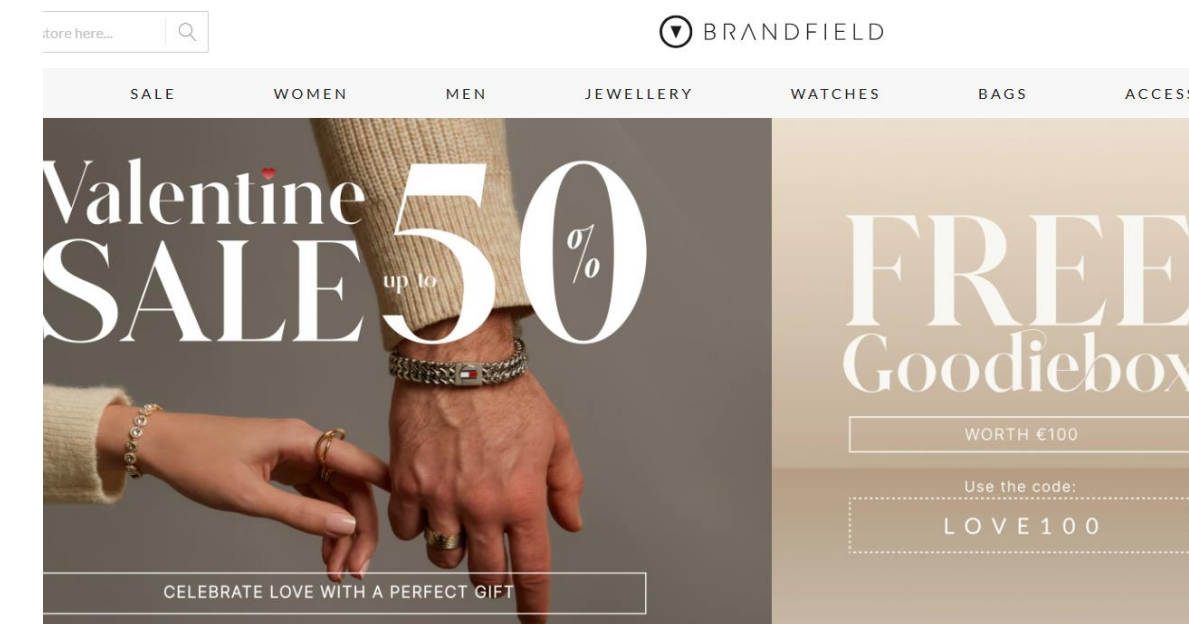
1

Cross-Listing on Fashionette in 2025 (75% of products)



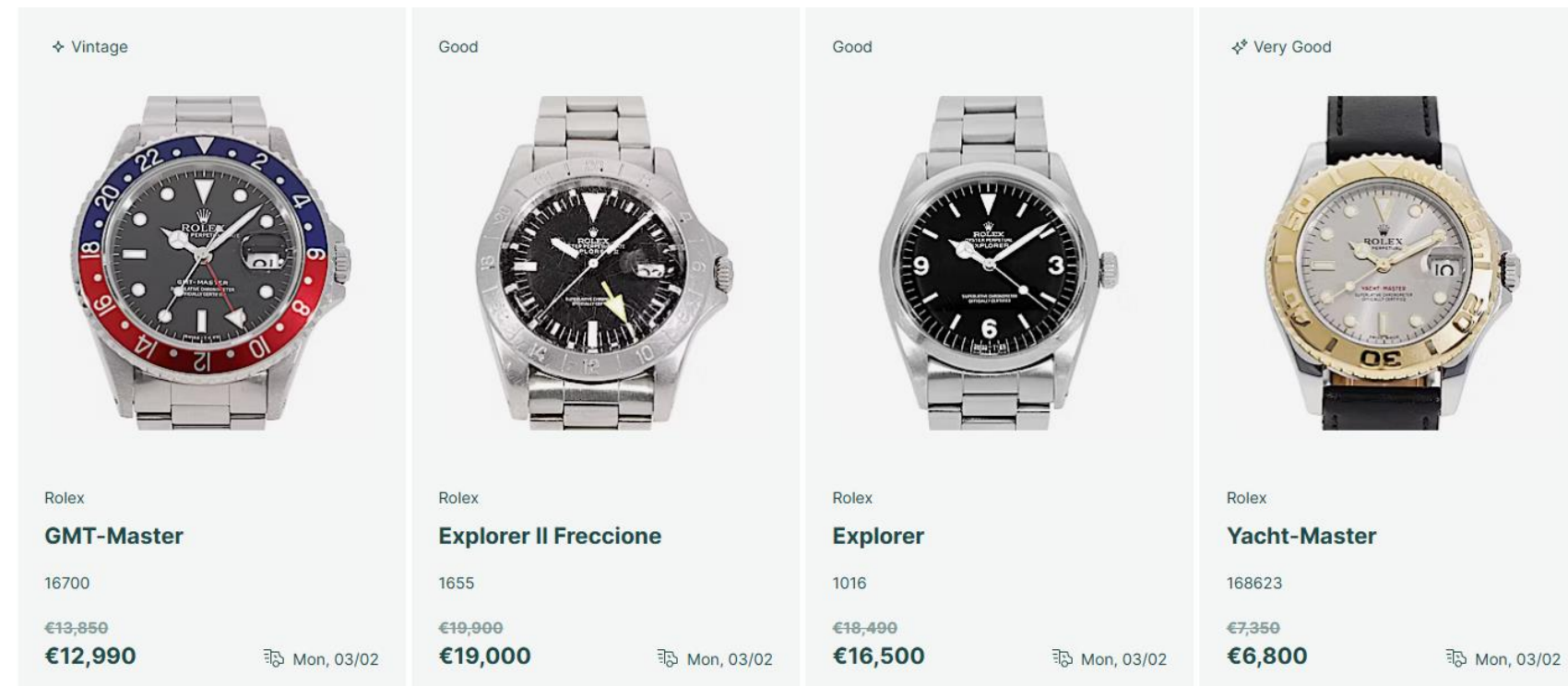
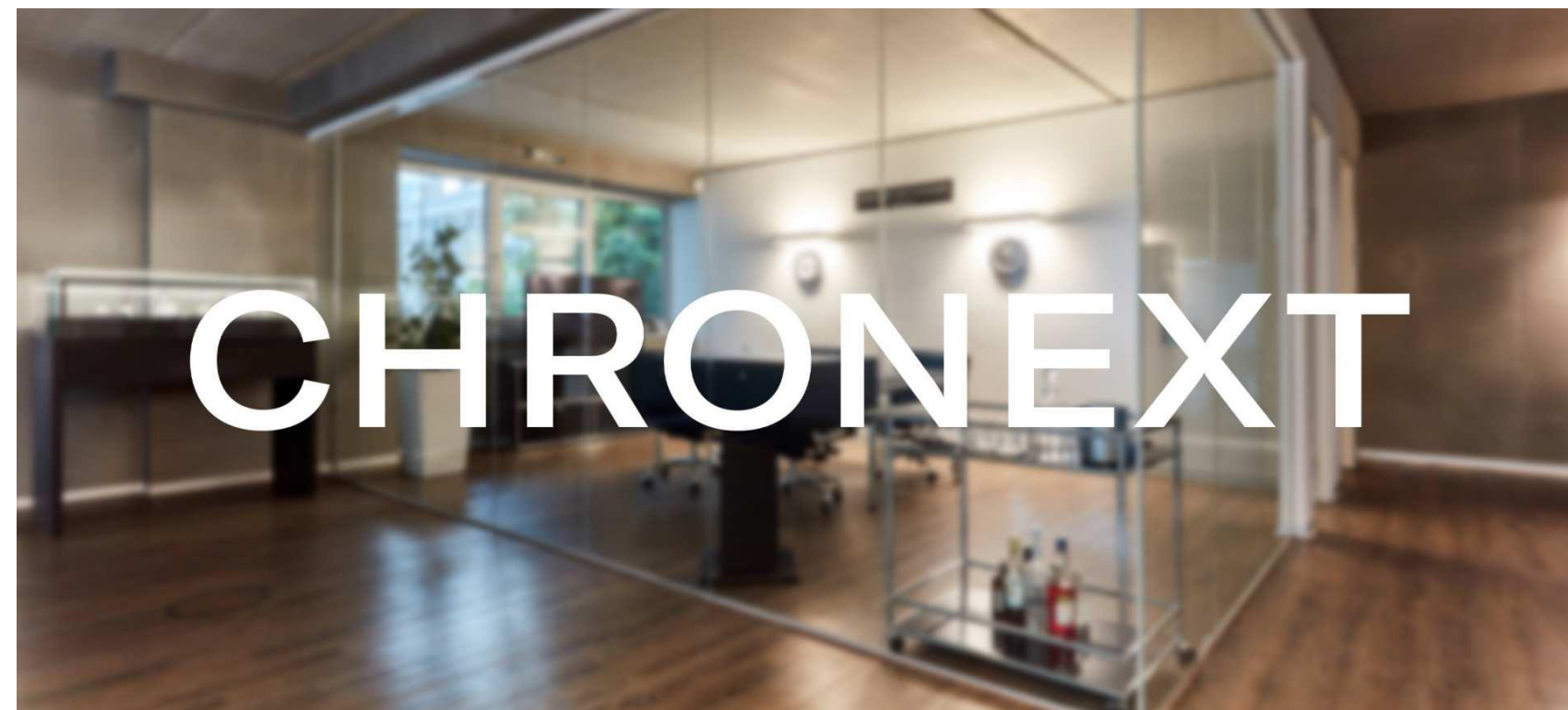
2

Cross-Listing on Brandfield in 2025 (71% of products)



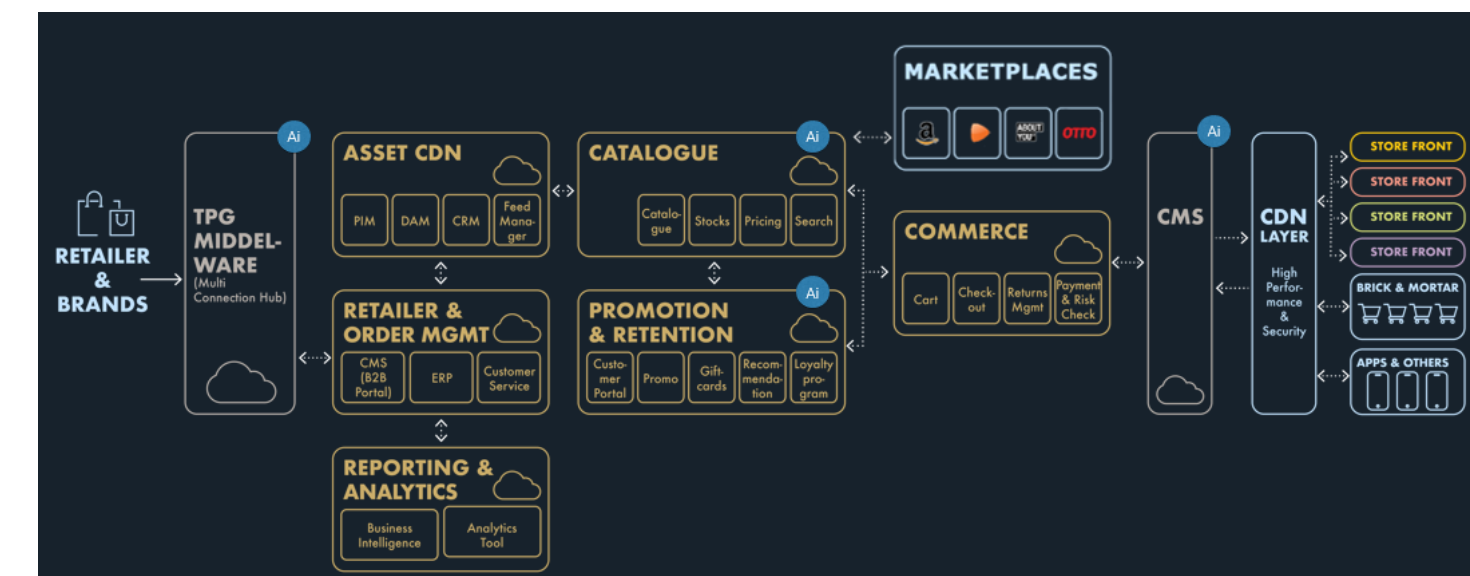
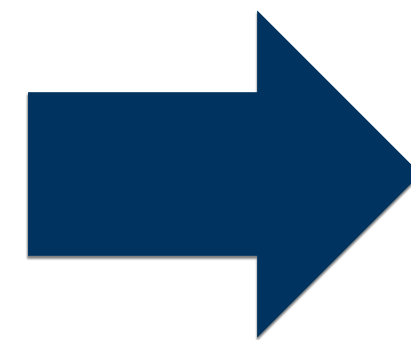
CASE: CHRONEXT

LUXURY WATCH PLATFORM



3

Start with TPG software project and implement TPG One → Partner-model to increase platform



4

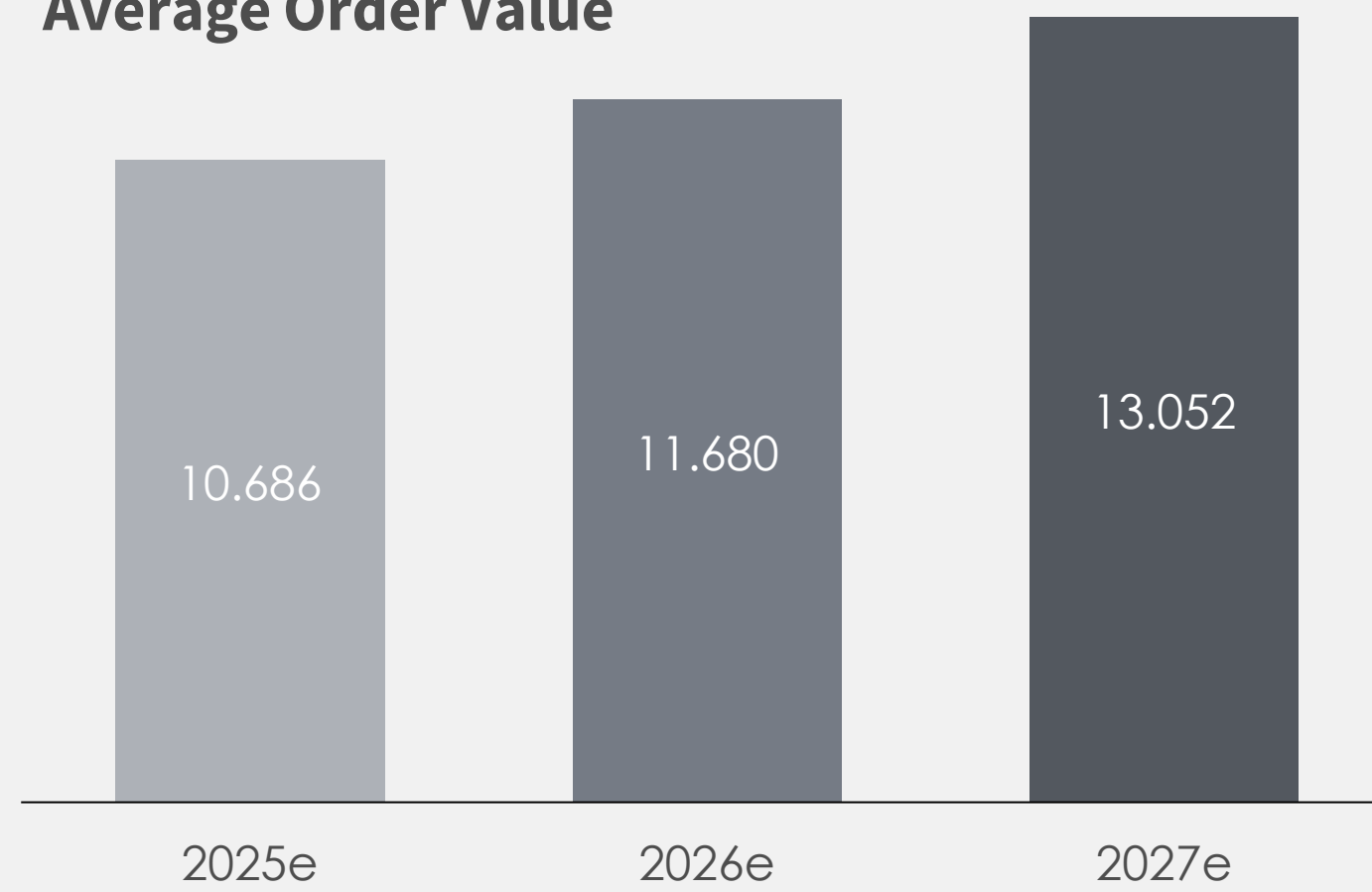
Cross-Listing on Winkelstraat in 2025



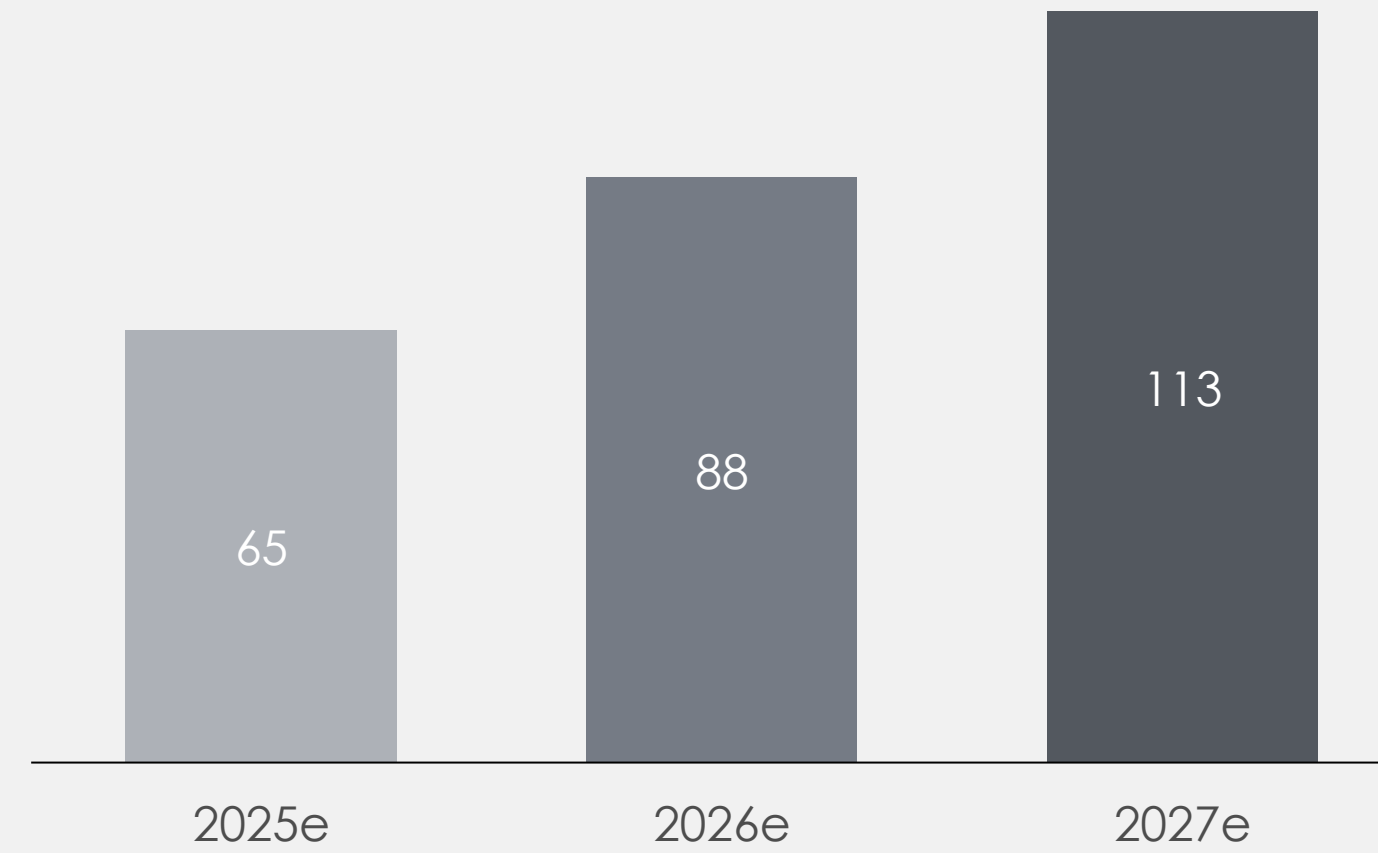
CASE: CHRONEXT

LUXURY WATCH PLATFORM

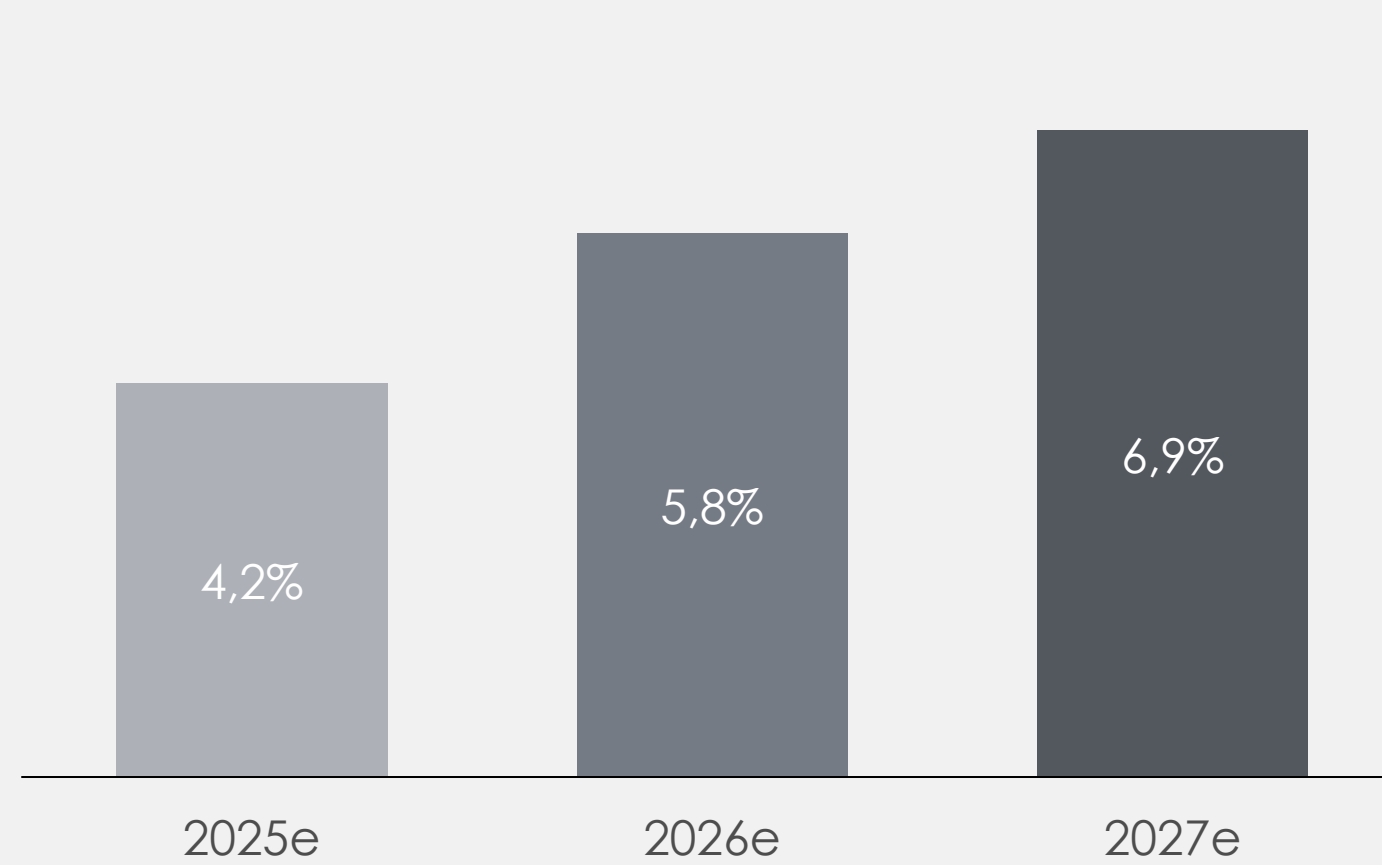
Average Order Value



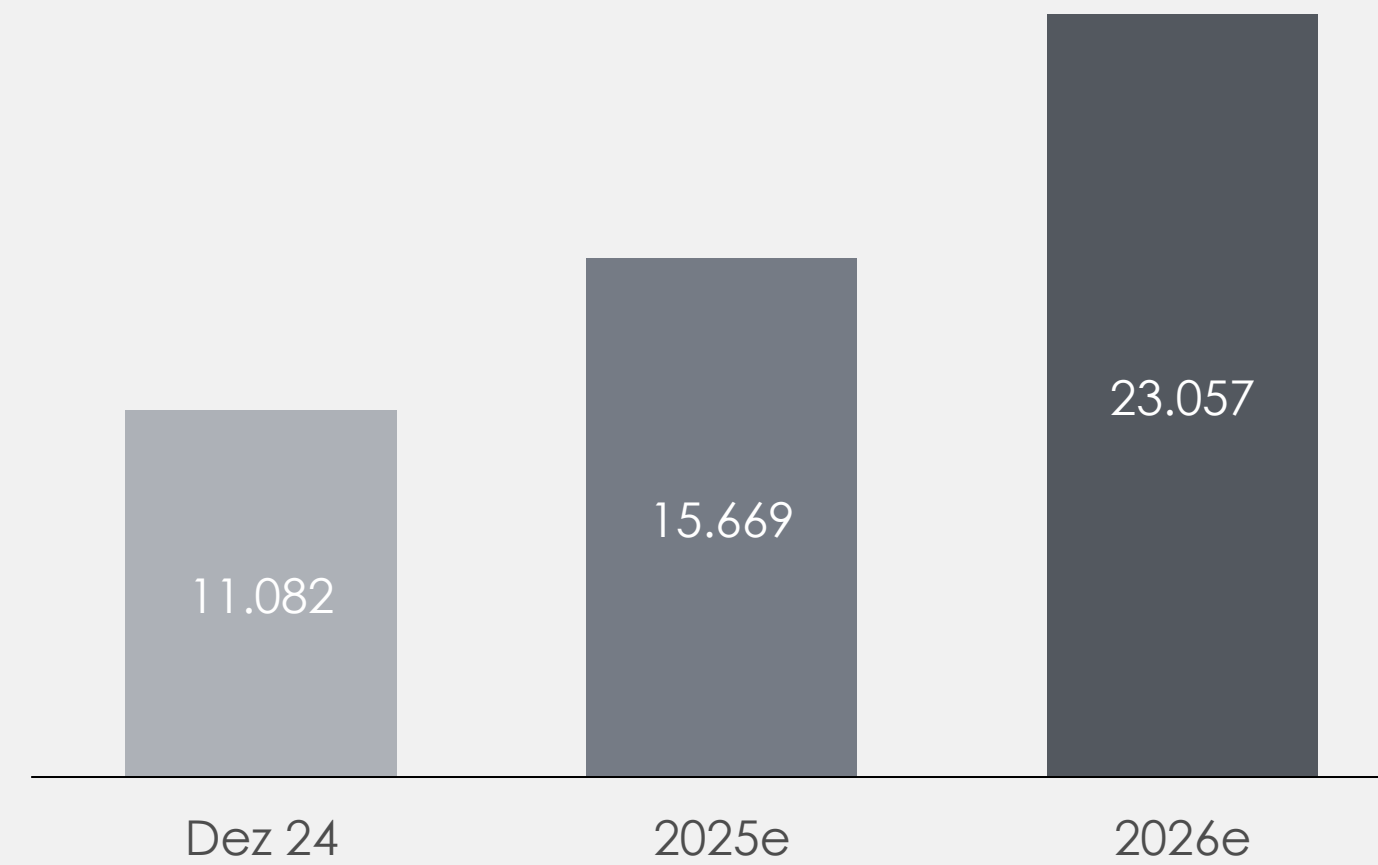
GMV (in € m)



EBITDA-Margin (in %)



Products on platform



**ROI Target:
>22%**





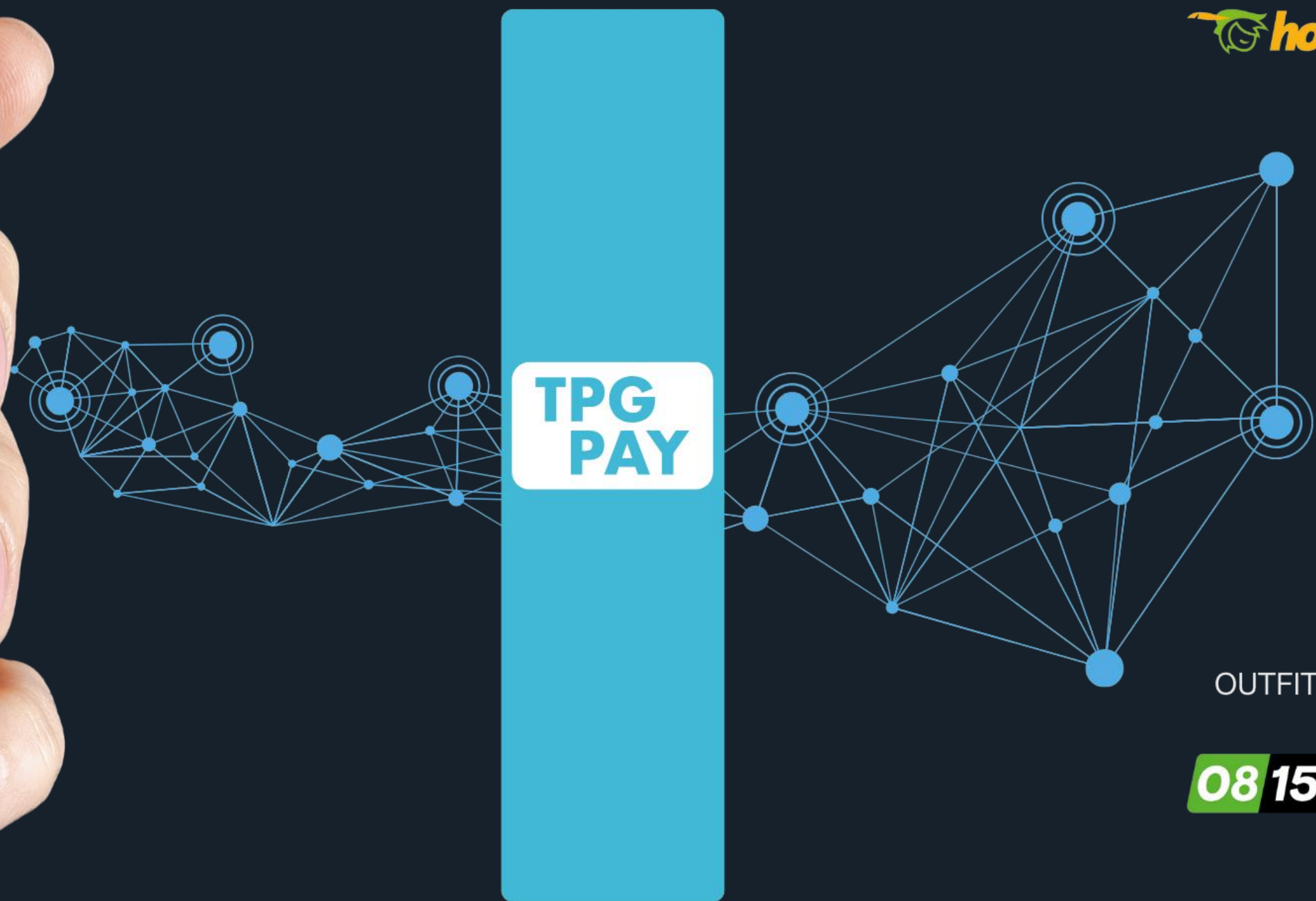
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TPG PAY



TPG PAY

pay in all shops



fashionette®



WS ■ NL

OUTFITS 24

SCHUHE 24

08 15



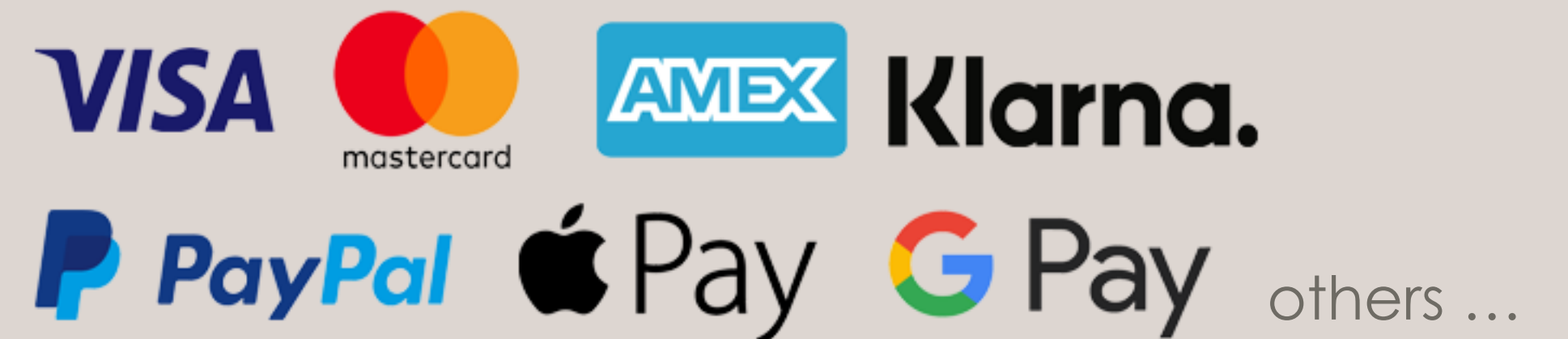
... and all other shops



TPG PAY

TPG PAYMENT SOLUTION

1. Seamless integration of all major payment types



2. Internal Risk Check Tool for TPG PAY

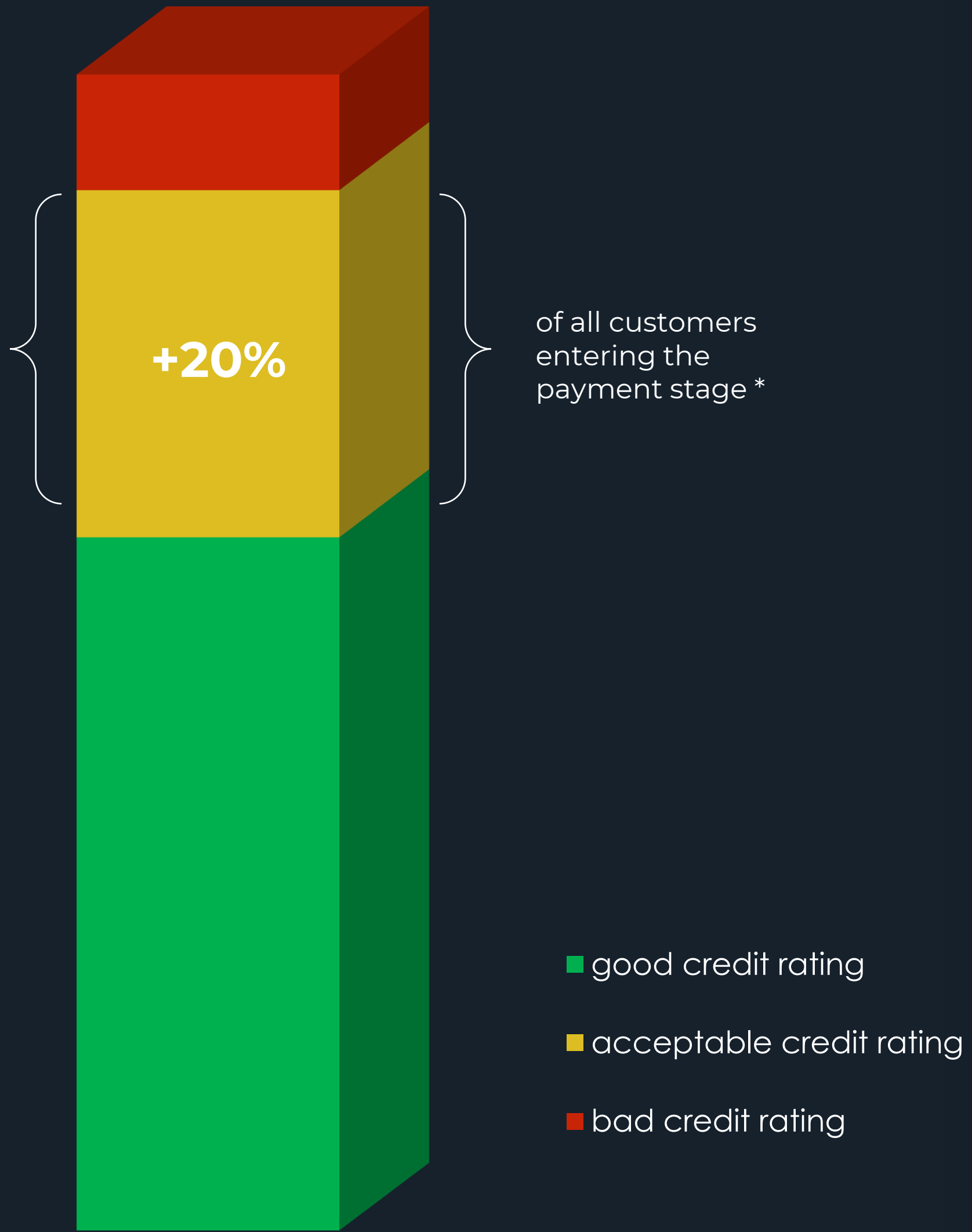
3. TPG PAY:

- Pay on invoice
- Pay in installments
- monthly invoice
- BNPL



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TPG PAY LEVERAGES REVENUE WITH „YELLOW“ CUSTOMERS



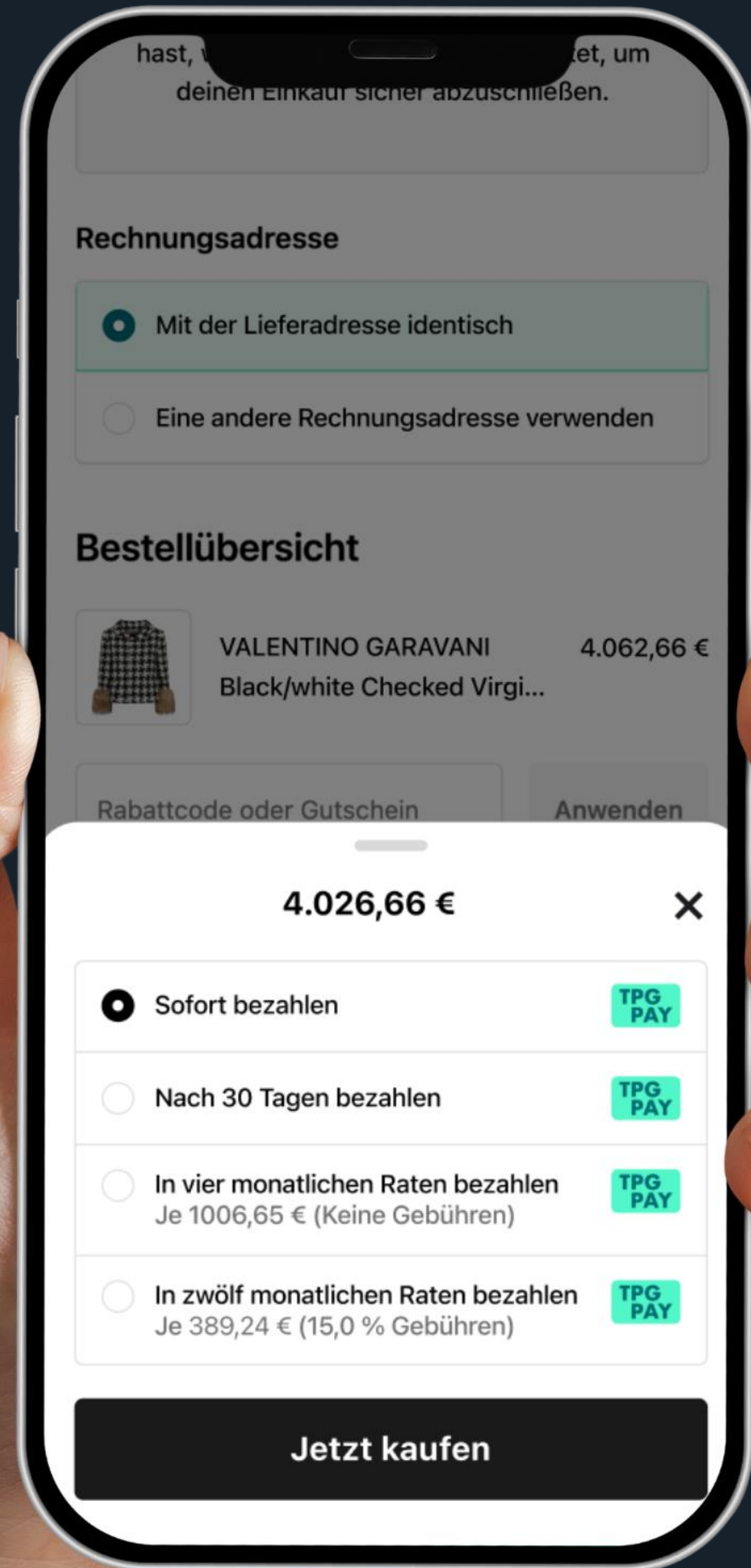
*based on internal research of all TPG shops

- Currently +20% out of 100% of the customers entering the payment stage, having an elevated credit risk
- These customers have been rejected in the past
- TPG PAY provides a sophisticated risk check procedure, using internal and external data sources
- Based on the TPG Score Non-Recourse Factoring will be initiated or receivables will be internalized
- Benefit: more revenue, reduced factoring and transaction fees
- TPG has an own fraud department



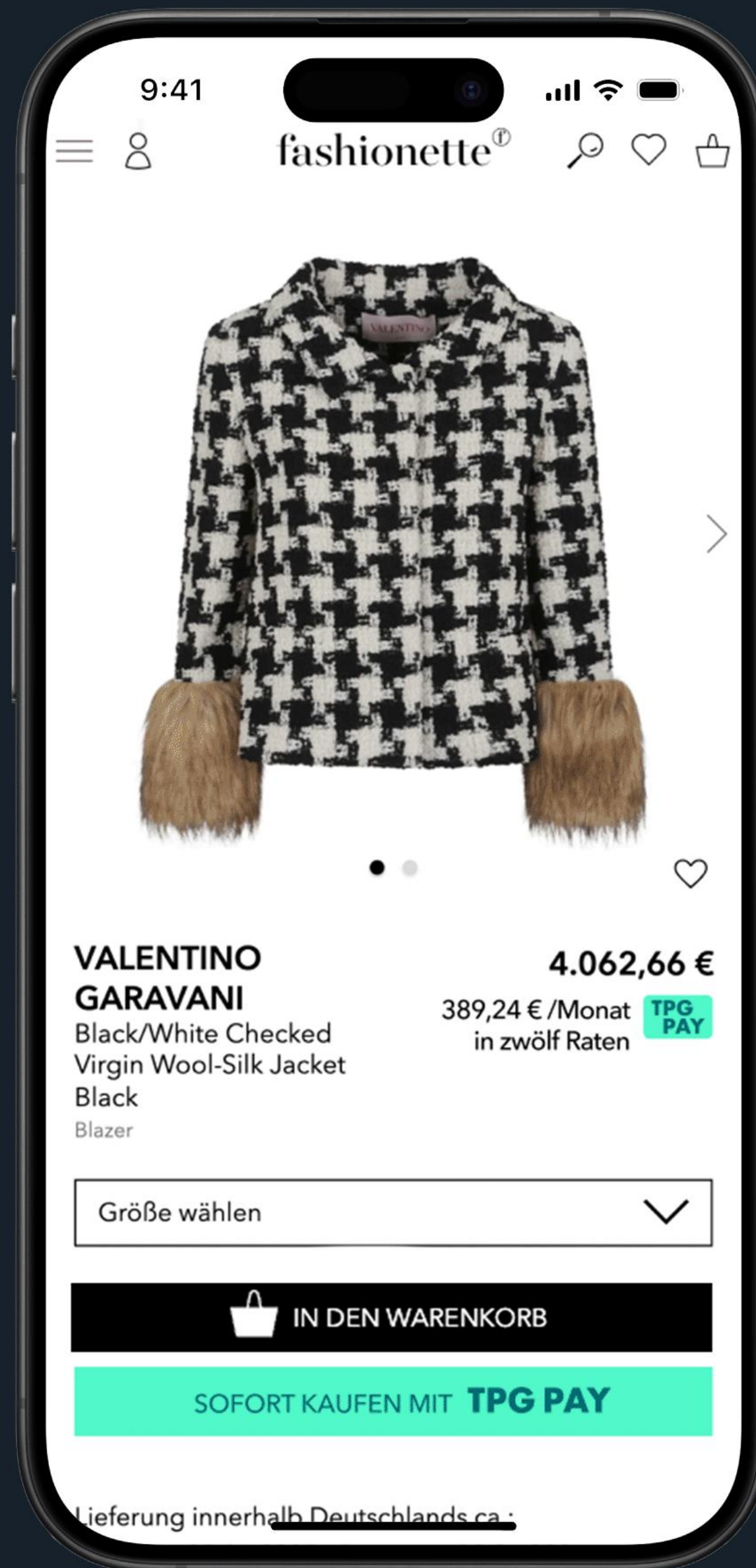
TPG PAY IN ALL OUR SHOPS

1. Development of a modular payment solution
2. Seamless integration in any kind of e-commerce solutions
Shopify Payment App, Shopware Plugin, Woocommerce etc.
3. TPGPAY API will be available for 3rd Parties

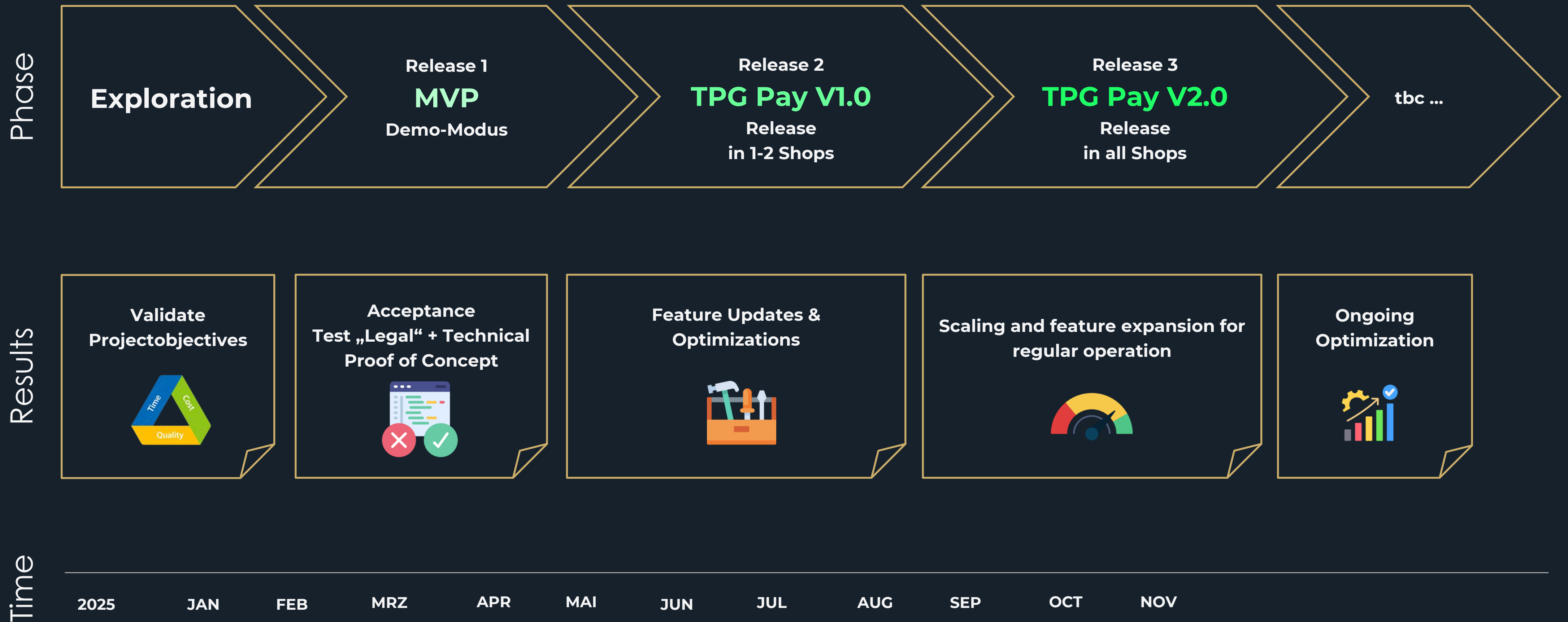


**TPG
PAY**

UX MOCK UP



TIMELINE



THANK
YOU!



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Scaling E-Commerce via External Marketplaces

Unlocking Growth & Synergies through
Marketplace Expansion





FASTER REVENUE GENERATION THROUGH EXTERNAL MARKETPLACES

- Fast access to high-purchasing-power customers
- Reduction of Customer Acquisition Costs (CAC)
- Utilization of marketplace logistics & payment processing
- Optimization through middleware & automation
- Increase in conversion rate through data-driven listing



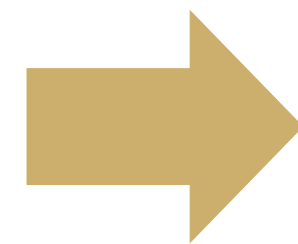
Choose your integration mode

via Shopsystem

via API, FTP, EDI

via ERP, PIM or Retailer Portals

via File or manual



TPG RETAILER PORTAL

AI-Powered Product enrichment & Catalog Integration

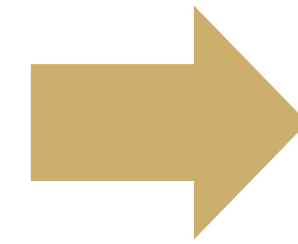
Order & Return Management

KPI Dashboards

Retail Media end of 2024

PayOut Management

PayOut Management



淘宝网
Taobao.com

fashionette[®]

Galeries Lafayette

★ macy's

WS NL

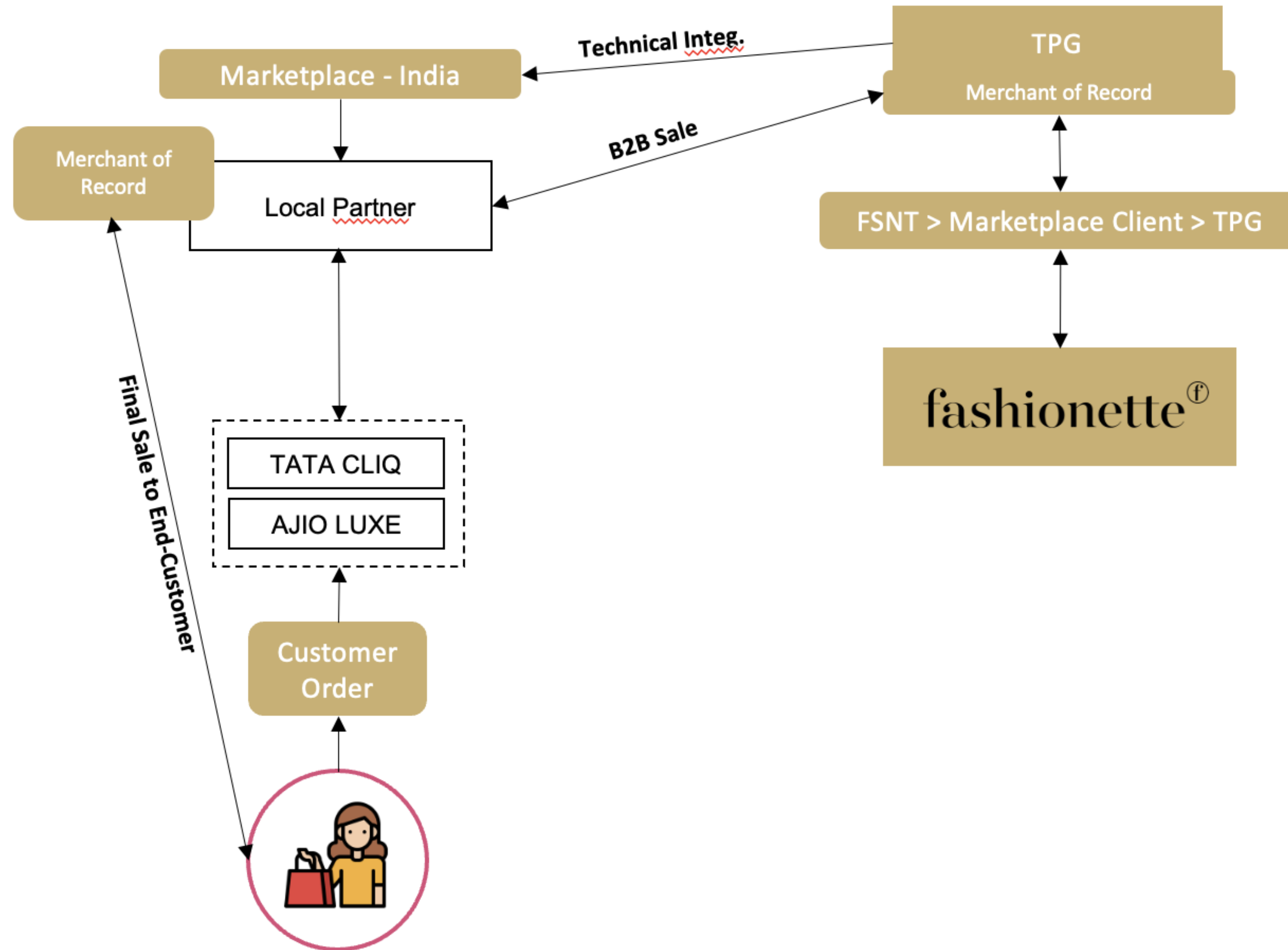


THE FIRST 90 DAYS – STRATEGY FOR RAPID GROWTH

- **1. Technical Integration & Data Optimization**
- Automated categorization & SEO optimization
- Dynamic pricing & competitive analysis
- **2. Performance Marketing & Promotions**
- Leverage sponsored listings & discount vouchers
- Participate in marketplace promotional campaigns
- **3. Optimization & Scaling**
- Track KPIs & conversion rates
- Expand product assortment & integrate with new marketplaces



INTERNATIONAL EXPANSION – INDIA





SYNERGIES IN POST-MERGER INTEGRATION (PMI)

Centralized Marketplace Strategy

- Utilization of shared seller accounts
- Optimization of logistics & inventory management
- Consistent brand representation across marketplaces

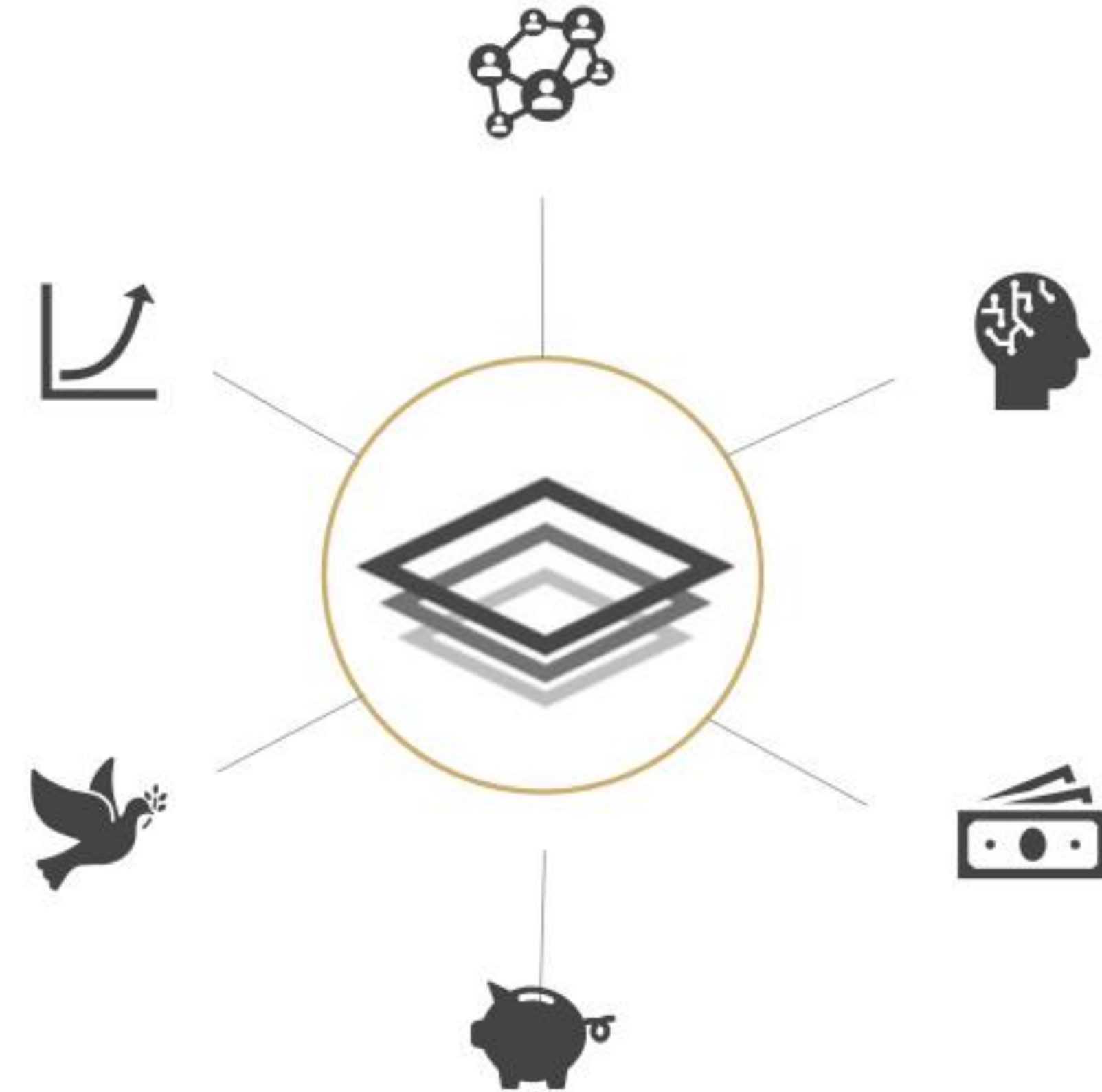
Operational Implementation

- Middleware for centralized control
- Harmonization of product data & pricing
- Leveraging cross-selling potential



ONE PLATFORM AS A CORE COMPETENCY

1. **Scalability:** Expansion to include new products and brands
2. **Premium Customer Experience:** Exclusive, personalized offers
3. **High-Quality Brand Presence:** Maximum visibility for premium brands
4. **Tailored Product Selection:** Curated, target-group-specific products
5. **Profitable Growth:** Additional revenue and reach
6. **Independence:** Full control over pricing, rules, and platform strategy





REVENUE LEVERS THROUGH MARKETPLACES IN THE POST-MERGER PHASE

Revenue Growth Levers

1. Faster market entry through existing platforms
2. Scalability via centralized systems
3. Cost efficiency through automated processes
4. Cross-selling & upselling across multiple channels
5. International expansion leveraging existing infrastructure



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