



THE PLATFORM GROUP

9M 2023 Results Presentation

15 November 2023



THE PLATFORM GROUP

Key Facts



OUR MANAGEMENT STRUCTURE

Supervisory Board



Stefan Schütze
(Chairman)

- Rolf Sigmund
- Dominik Barton
- Jens Wasel
- Florian Müller

Management Board



Dr. Dominik Benner
CEO

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



Laura Vogelsang
Mgmt. Board

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

CFO fashionette AG



Reinhard Hetkamp
CFO

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

Segments

Consumer Goods







Freight Goods

Industrial Goods

Service and Retail Goods



TPG PRO-FORMA CONSOLIDATED GUIDANCE

2023 FY			Mid-term		
Revenue €440m	Adj. EBITDA €20m	GMV €700m	Leverage 1.5 – 2.3x	Adj. EBITDA Margin 7-10%	GMV €1bn
					

We are highly confident of achieving our targets

9M 2023 HIGHLIGHTS (PRO-FORMA CONSOLIDATED)



GMV growth of **+22% YoY** due to diversified portfolio + more partners



Net **revenue** growth of **+22% YoY**



EBITDA adj. of **€14.5m** (9m 2022: 10.6 m€), growth of **+37% YoY**



Number of **partners** **5.412** (09/2022: 4.572), growth of **+23% YoY**



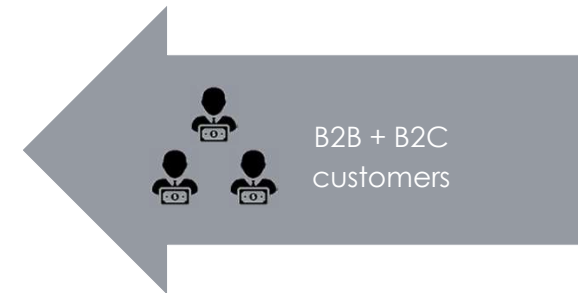
Number of **active customers** **3.3m** (2022: 2.8), growth of **+18% YoY**

We are highly confident of achieving our targets 2023

WITH TPG SOFTWARE OUR PARTNERS GET ACCESS TO GLOBAL ECOMMERCE – 18 INDUSTRIES COVERED

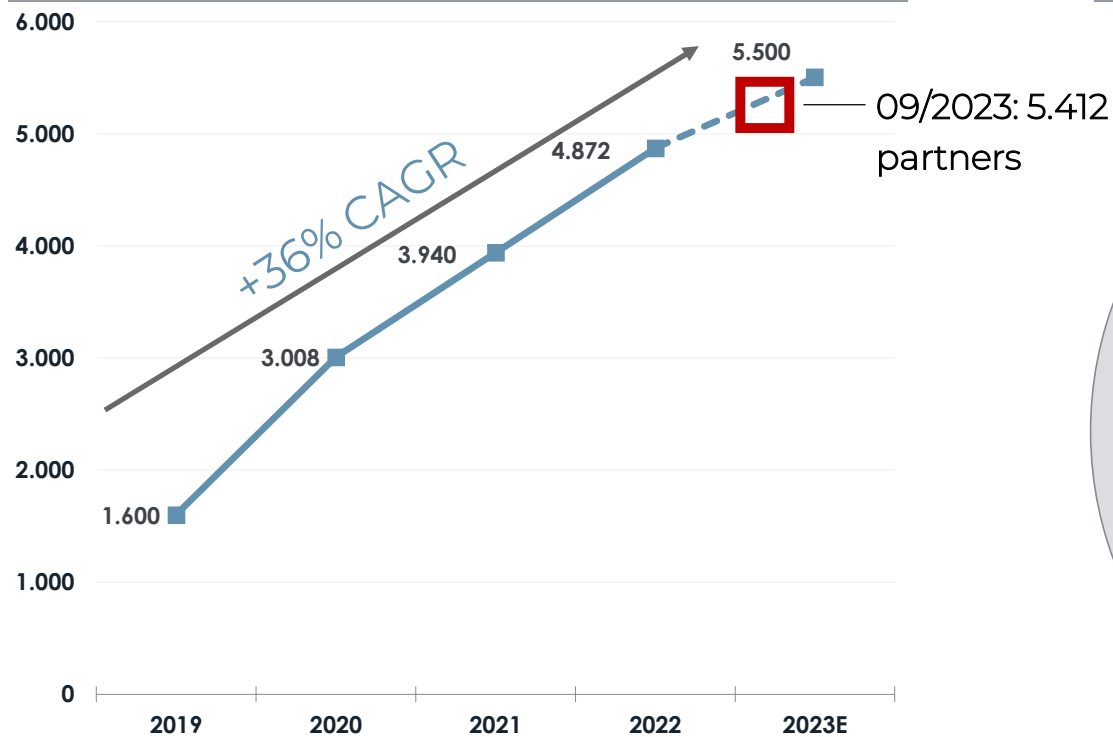


CONSUMER GOODS	 f fashionette®  OUTFITS24  DEIN JUWELIER  SCHUHE24  ENVOGUE  TASCHEN24  MYSTATIONARY
FREIGHT GOODS	 MÖBELFIRST  GEM-S  emco elektroroller  CLUNO  ViveLaCar  bike-angebot  Simon  Stylefy
INDUSTRIAL GOODS	 FLOTT AUTOTEILE  BEVMAQ  MPF  DentaTec   GINDUMAC Global Industrial Machinery Cluster
SERVICE & RETAIL GOODS	 apowow  Doc.Green  teech  KlickA  Value Property Platform 10 local Stores

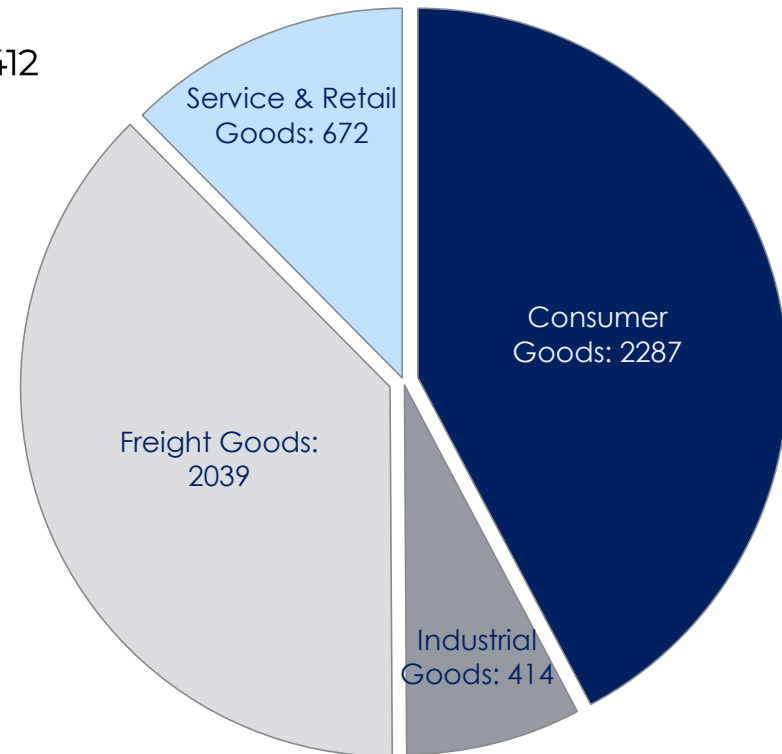


OUR PARTNERS HAVE CONSISTENTLY GROWN

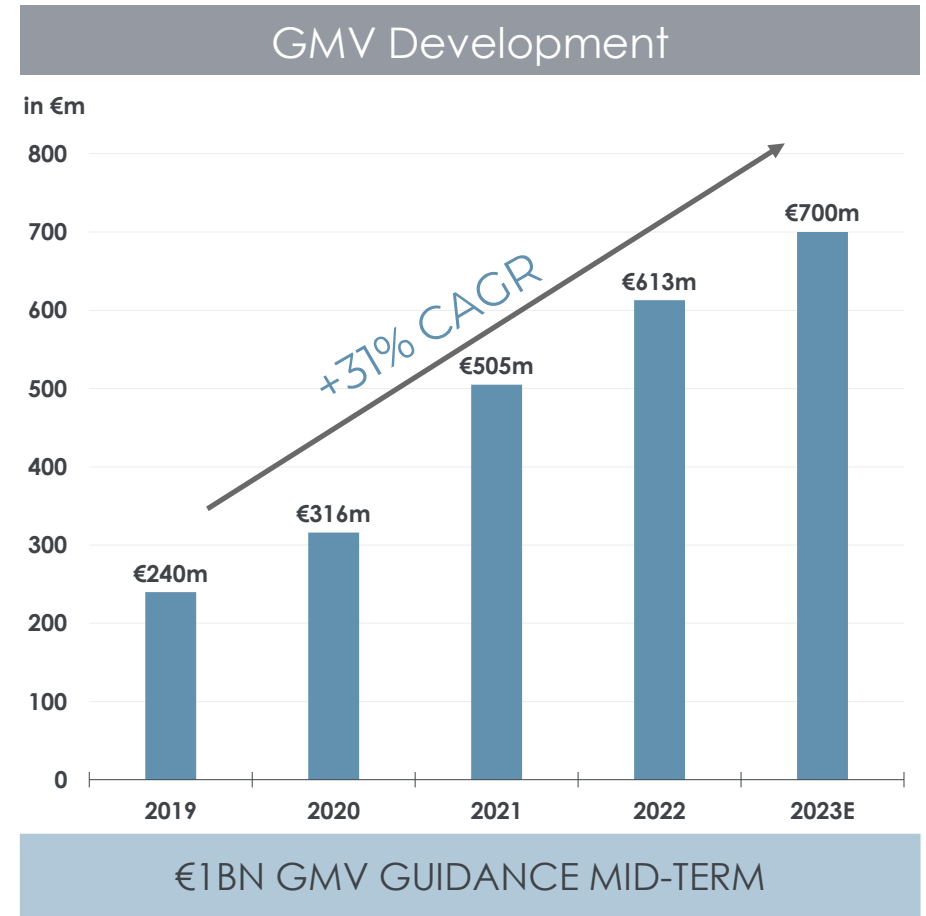
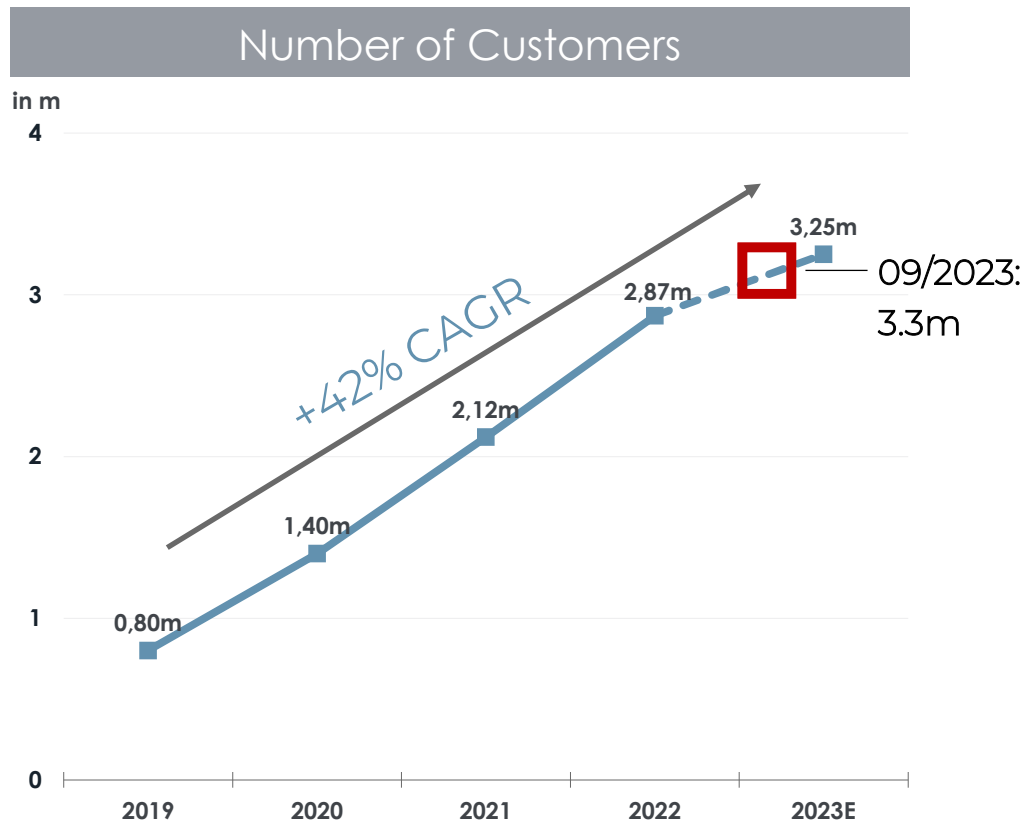
Number of Partners



Partners by Segment 09/2023



A GROWING CUSTOMER BASE WHICH DRIVES GMV



Source: Company. Pro-Forma consolidated. Continuing operations in FY 2023.







Segment Overview



THE PLATFORM GROUP: SEGMENT OVERVIEW

Consumer Goods

Products with simple logistics and focus on consumer goods

-  Shoes
-  Fashion / 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

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

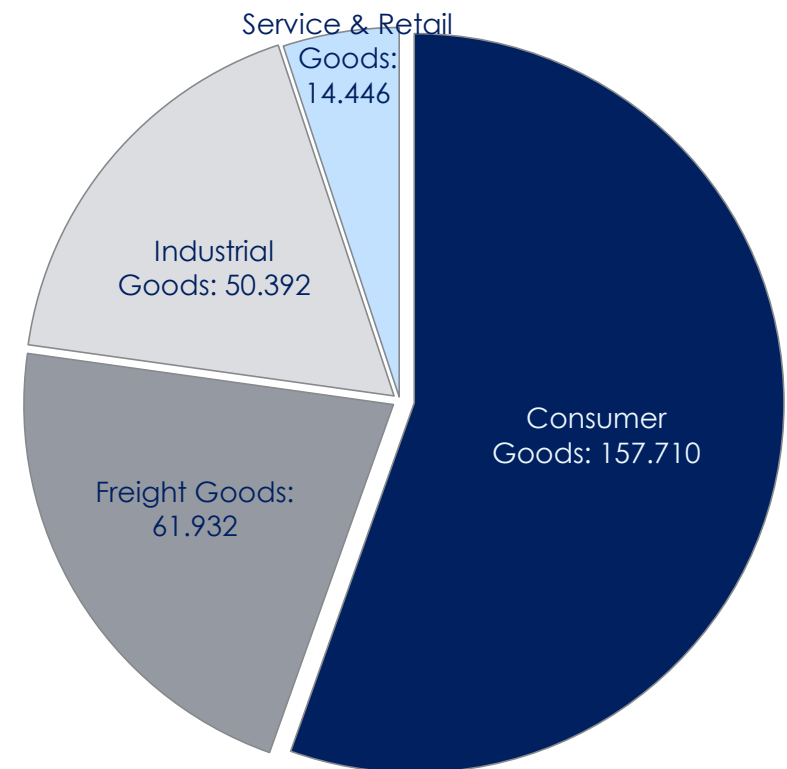
Service & Retail

Products and services that are remunerated on the basis of performances

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

Revenues by Segment (09/2023)

(in m€, pro-forma, continuing operations)



SEGMENT HIGHLIGHTS

Segment **Freight Goods** with strongest **growth of +189% YoY**

Acquisition of Simon-Profi-Technik GmbH (forest equipment) in the Freight Good segment (by Sept. 2023)

Positive development of **Consumer Good** segment (revenue, EBITDA and number of partners)

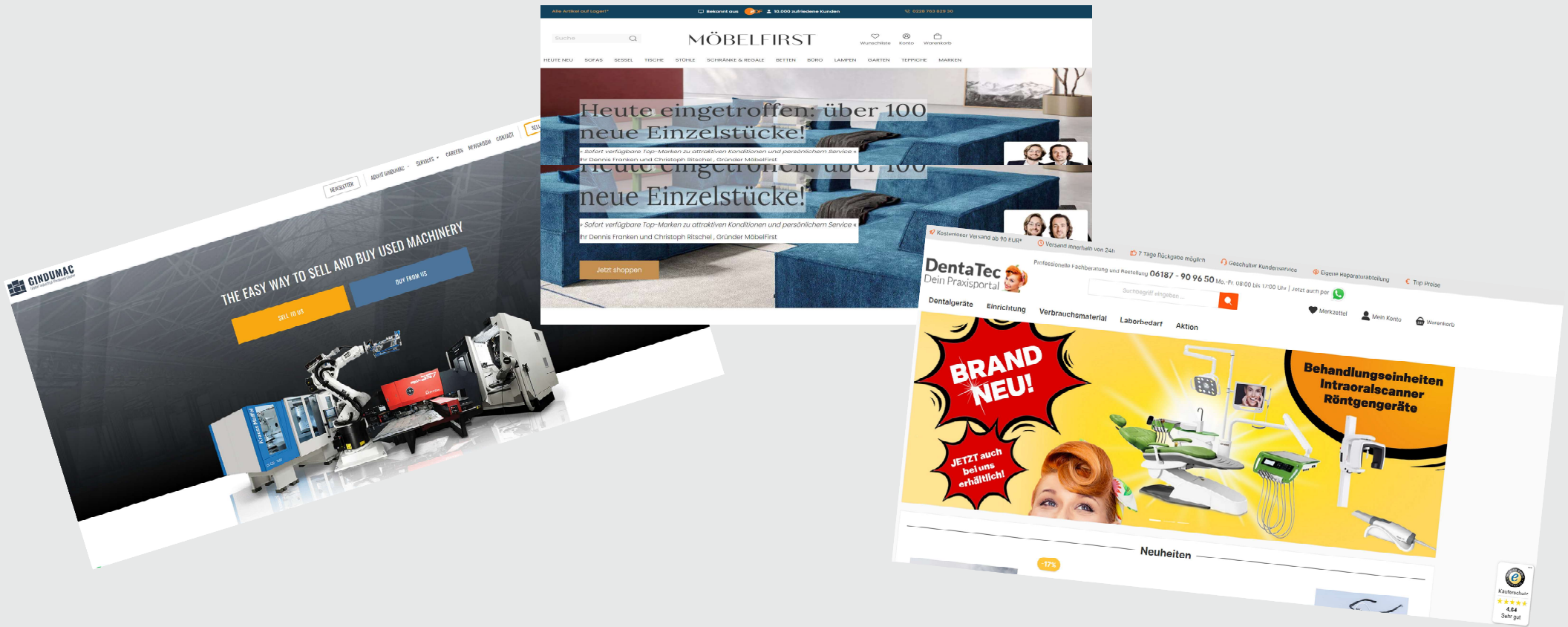
Positive, profitable **sell-off development for cars** by ViveLaCar/Cluno to reduce debt-level and achieve positive contribution margin

Growing number of **active customers** in all segments

With our growing B2B-focus we (1) are more independent from customer's spending, can (2) expand our diversified industry portfolio and (3) boost profitability

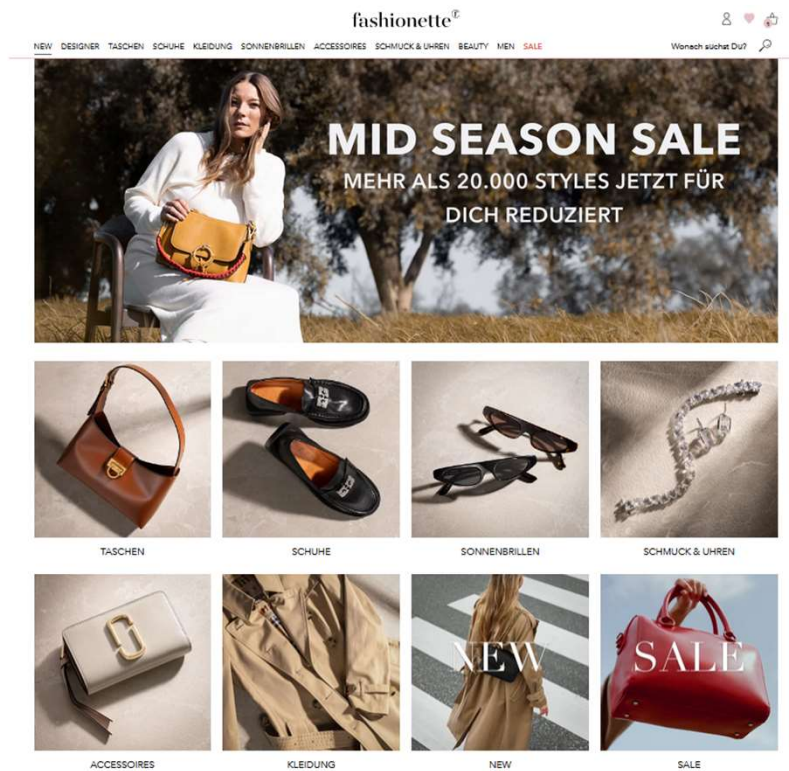


PLATFORM DEMONSTRATION



Source: Company

FASHIONETTE (CONSUMER GOODS SEGMENT)



FACTS & FIGURES*

- > 350 Brands
- > 1 Mio. active customers
- 14 European Countries
- Successful launch of luxury fashion platform by 09/2023



* fashionette incl. Brandfield B.V.

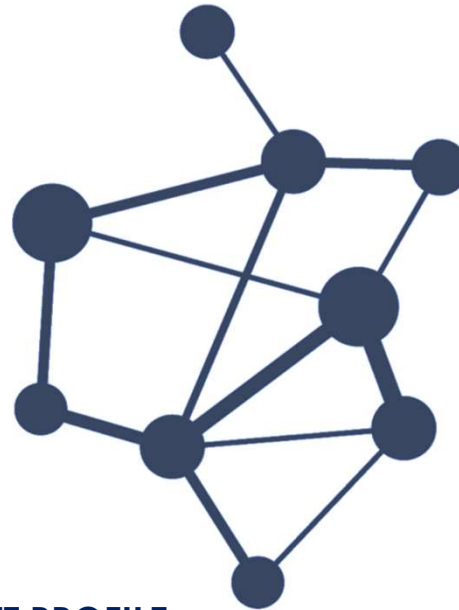
FASHIONETTE (CONSUMER GOODS SEGMENT)

Reason for the merger of fashionette and The Platform Group

STRATEGIC DEVELOPMENT

The ambition is to make fashionette a platform company for luxury

- Facilitate strategic collaboration in platform strategy, marketing and sales, technology and software development
- TPG's existing B2B software can be used to connect partners across Europe with their ERP systems



CONSIDERABLE SYNERGY POTENTIAL

- Sales synergies and cross-selling potential
- Network effects in the TPG platform network
- Cost synergies
- Synergies in the area of software, ERP interfaces and AI

CAPITAL MARKET PROFILE

- Focus on strengthening the capital market profile
- Enable a profitable equity story



Financials



AT A GLANCE – KEY PRO-FORMA NUMBERS 01-09/2023

CONTINUING OPERATIONS

TPG HAS STRONG GROWTH IN GMV, REVENUE AND EBITDA

REVENUE

€ 284m
9/2023

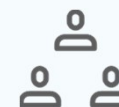
+22% vs 09/2022

GMV

€ 469m
9/2023

+22% vs 9/2022

EMPLOYEES



671 9/2023

ADJ. EBITDA

€ 14.5m
9/2023

+37% vs 09/2022

PARTNERS



5.412 9/2023

CUSTOMERS

3.3m
9/2023

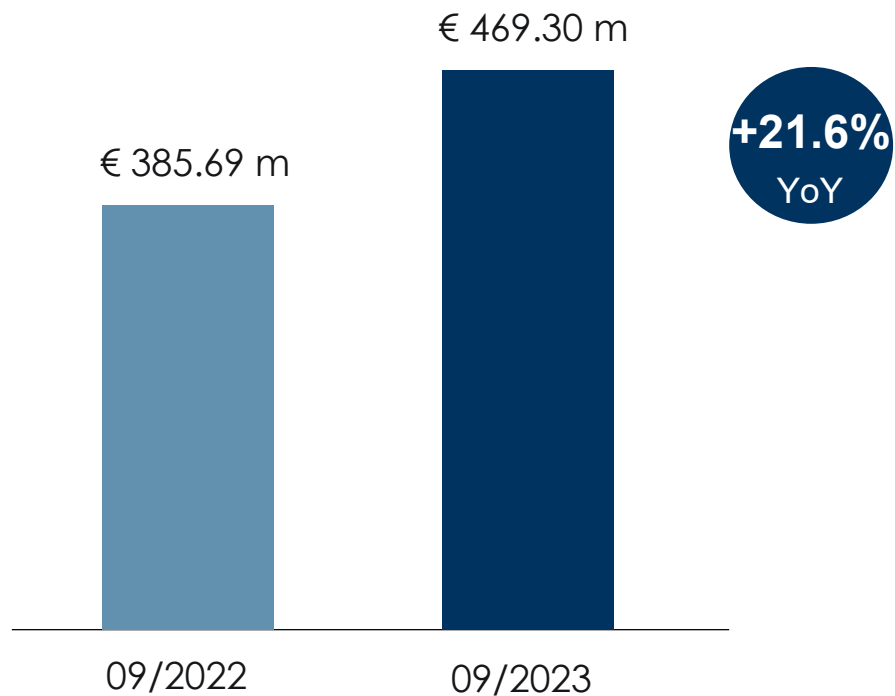
+18% vs 09/2022

All Pro-Forma figures are based on continued operations. Fashionette AG announced in Q1 2023 and Q2 2023 the closure of the business units of (a) beauty and (b) smartwatches, in Q3 2023 the planned sale of both units was published.

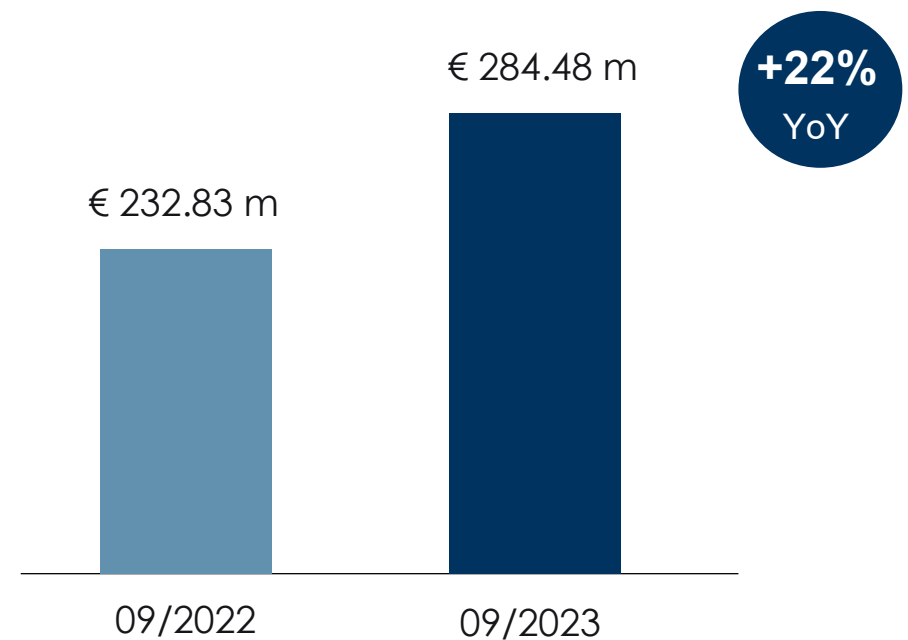
STRONG GMV AND REVENUE GROWTH

CONTINUING OPERATIONS

GMV Growth 9M



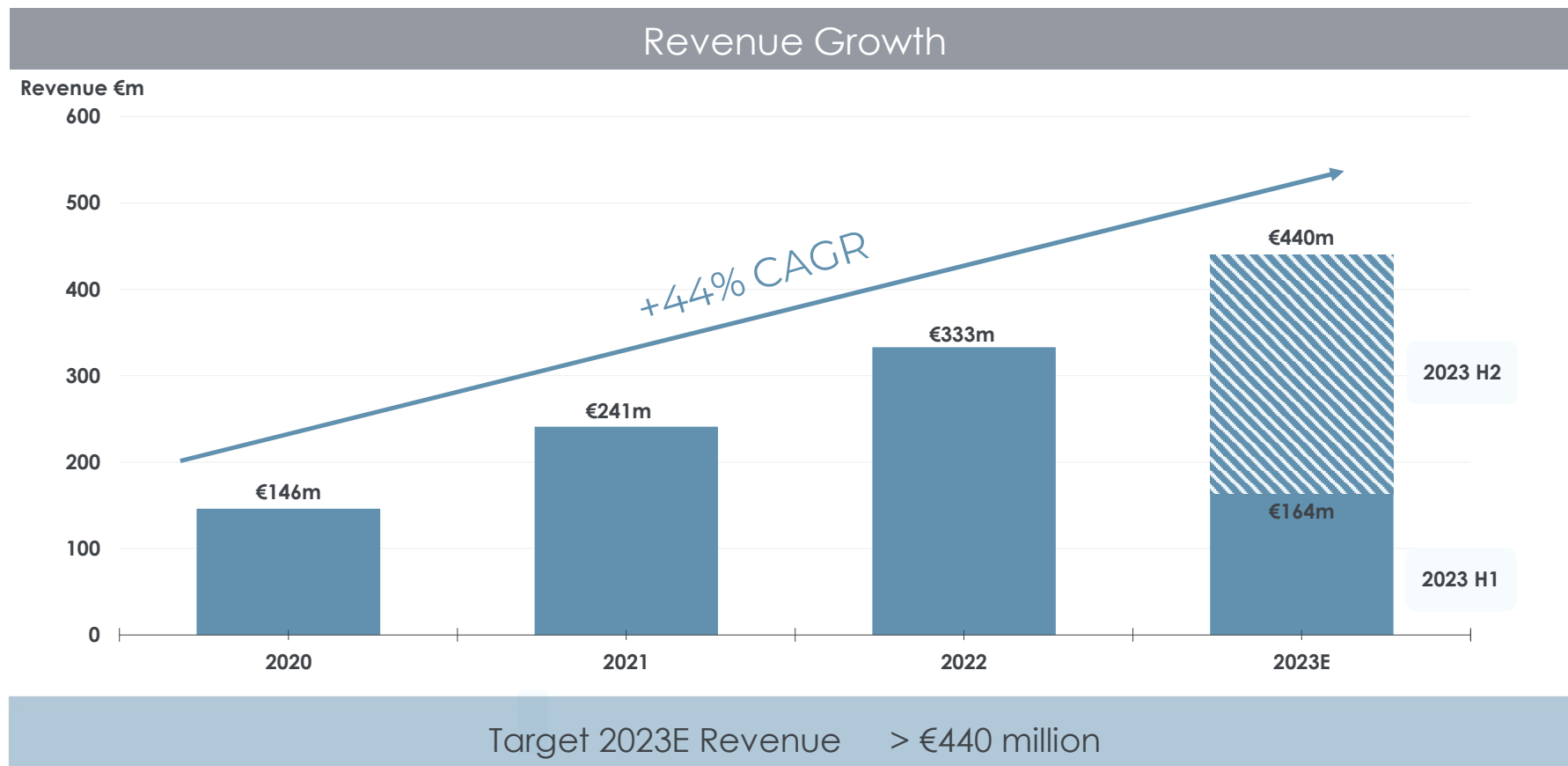
Revenue Growth 9M



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REVENUE GROWTH 2020-2023E

CONTINUING OPERATIONS

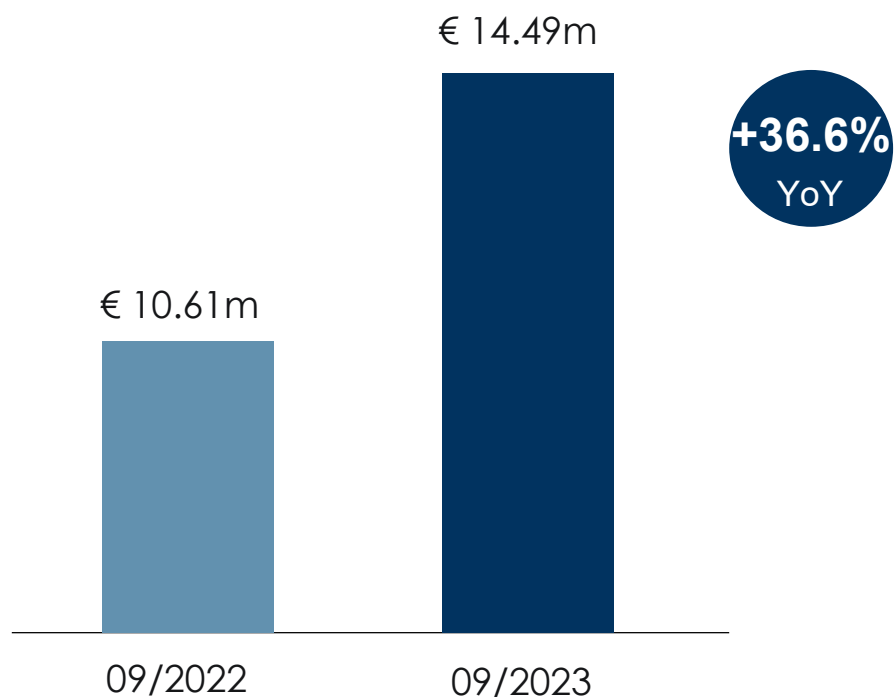


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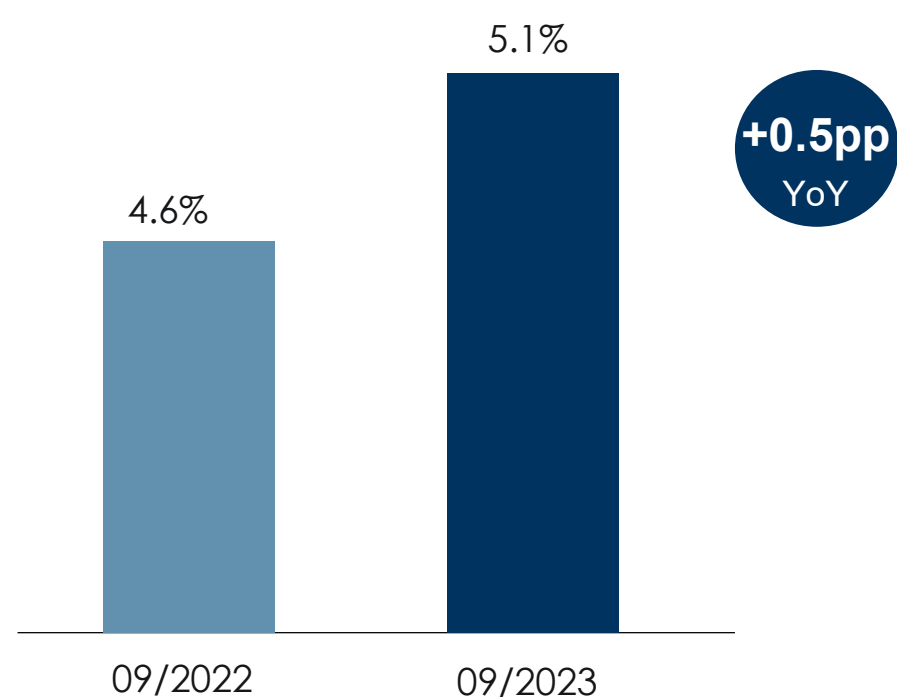
PROFITABILITY AS A KEY FOR SUSTAINABLE GROWTH

CONTINUING OPERATIONS

EBITDA adj. 9M



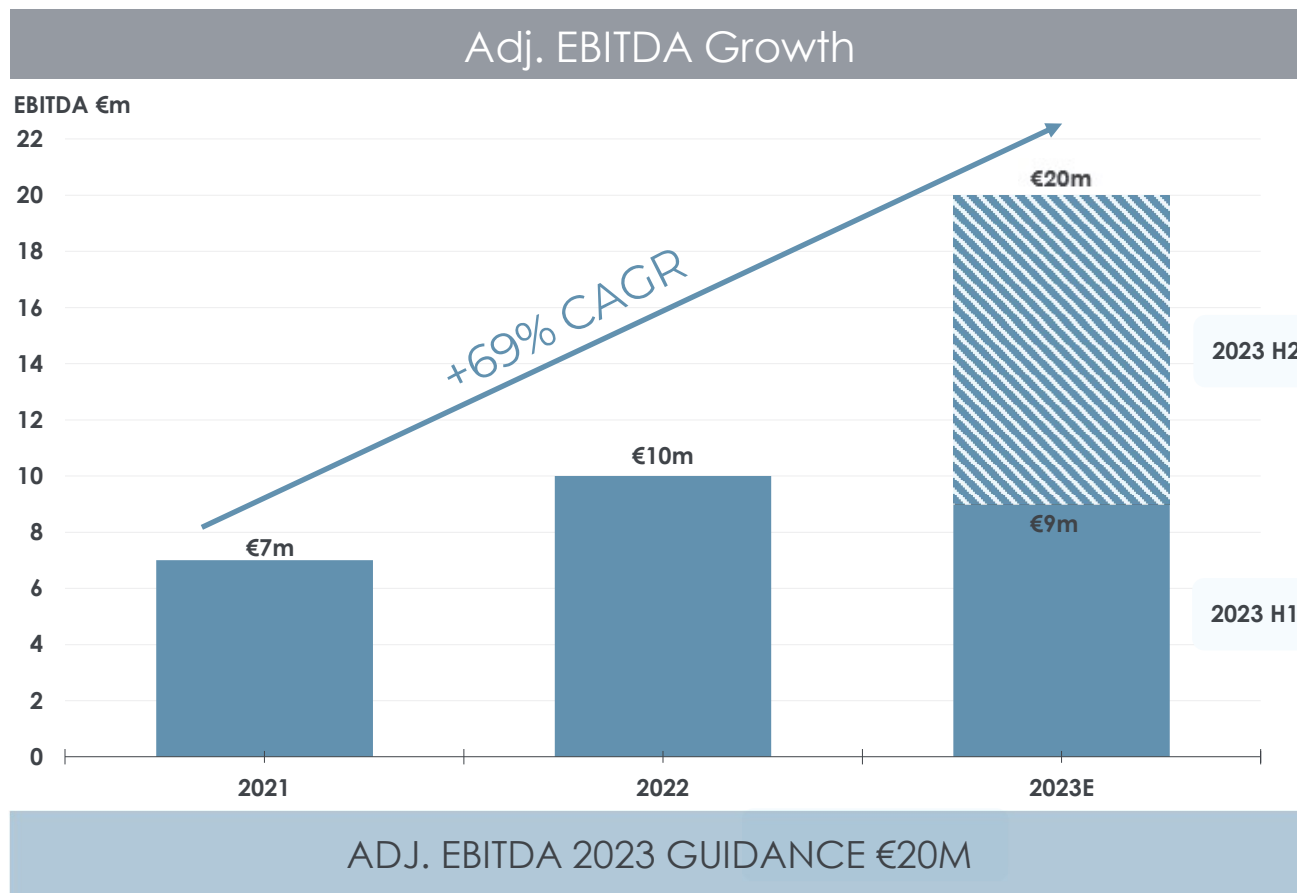
EBITDA adj. margin 9M



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LEADING PROFITABILITY

CONTINUING OPERATIONS



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9M FINANCIAL PERFORMANCE PRO-FORMA CONSOLIDATION

CONTINUING OPERATIONS

	9M 2022	9M 2023
GMV	€ 385.7m	€ 469.3m
Net revenue (EUR m)	€ 232.8m	€ 284.5m
Gross Margin	30.9%	31.8%
Profit Contribution I	22.7%	23.7%
Marketing Cost Ratio	12.1%	11.7%
G&A Ratio	8.1%	9.3%
Other oper. Income Ratio	2.1%	2.4%
Adj. EBITDA (EUR m) (% margin)	€ 10.61m (4.6%)	€ 14.49m (5.1%)

9M ESSENTIALS

GMV/Revenue growth driven by more partners and more products + higher AOV

Positive gross margin development as a result of a change in pricing strategy + take rate + delisting of cheap brands

Reduced marketing cost ratio due to reduced brand campaigns and improvement in marketing efficiency

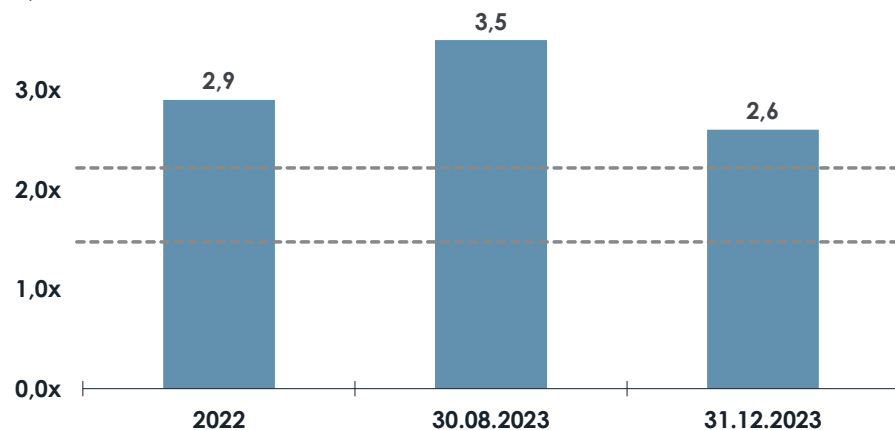
G&A ratio underlines the relevance of the cost efficiency-program, direct improvement expected for 2024



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DEBT SITUATION

Net Debt /
EBITDA
4,0x



Target Leverage
1.5 – 2.3x LTM EBITDA

	30.09.2023	31.12.2023E
Cash + Cash equivalents	€ 18.3m	€ 7.1m
Long term Debt	€ 31.2m	€ 28.7m
Short term Debt	€ 48.4m	€ 30.2m
Net Debt	€ 62.3m	€ 51.8m
ViveLaCar Net Debt*	€ 28.3m	€ 23.4m
Net Debt excluding ViveLaCar	€ 34.0m	€ 28.4m
LTM EBITDA	€ 19.0m	€ 20m
Leverage	3.3x	2.6x

*ViveLaCar asset backed €53m debt linked to 3,100 cars, TPG consolidation since Q1 2023.
Figures of 30.09.2023 are before merger of Fashionette/TPG / without consolidation effects.




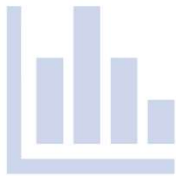
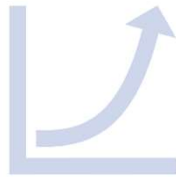



Outlook



TPG PRO-FORMA CONSOLIDATED GUIDANCE

CONTINUING OPERATIONS

2023 FY			Mid-term		
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GUIDANCE



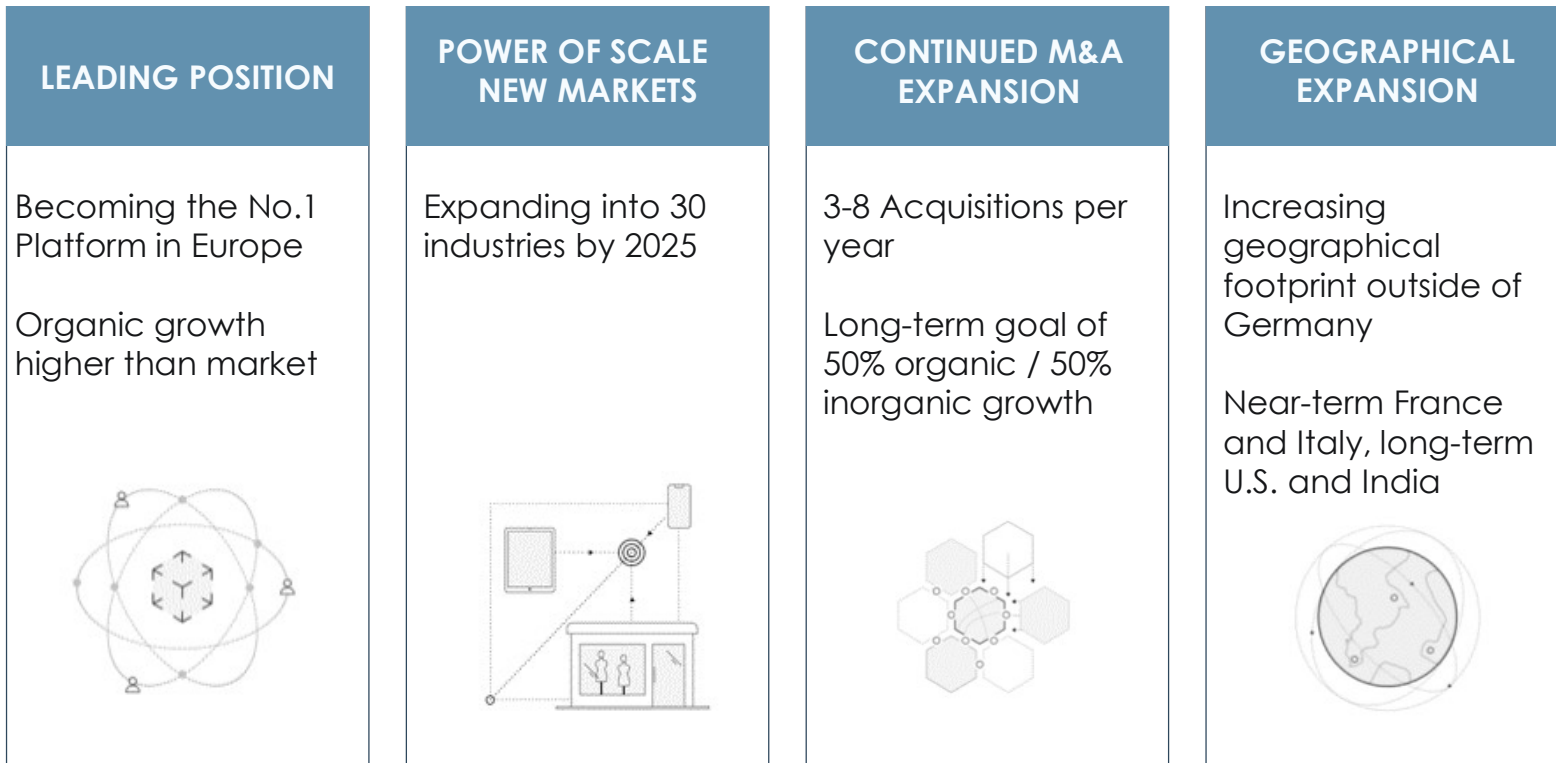
Dr. Dominik Benner

Laura Vogelsang

*“We are highly confident of achieving our targets.
We confirm our guidance for FY 2023.”*



OUR FUTURE STRATEGY



KEY TAKEAWAYS



We expect a **revenue of >€440m** and **adj. EBITDA >€20m** for FY 2023



Positive operating cash flow & stable liquidity in FY 2023



Strategic **platform projects** with solid growth in **partners**



Strong **cost-efficiency program** continues in 2024, **adjusting costs and risk**, especially in marketing, personnel and inventory



Reduction of debt and **inventory** to end of 2023

Confirmation of guidance 2023



FINANCIAL CALENDAR AND CONTACT

Financial Calendar

NOV 17, 2023	Conference Call Q3 2023 Earnings
NOV 28, 2023	Analyst Conference German Equity Forum
APR 28, 2024	Preliminary Figures for the year 2023
MAY 19, 2024	Publication Annual Report 2023
MAY 24, 2024	Publication Quarterly Statement (Q1 2024)



REINHARD HETKAMP (CFO)

Investor Relations

Email: ir@the-platform-group.com





THE PLATFORM GROUP

**THANK
YOU!**



KPI DEFINITIONS

ACTIVE CUSTOMERS	Defined as the number of customers placing at least one not cancelled order in the last twelve months on one of the Group's websites or third-party marketplaces in the measurement period, irrespective of returns.
ADJ. EBITDA	Defined as earnings before interest, taxes, depreciation and amortization excluding extraordinary income / expenses.
AVERAGE ORDER VALUE	Defined as the order value divided by the number of orders in the measurement period.
CUSTOMER ACQUISITION COST	Defined as total marketing costs during a specific period divided by the number of new customers acquired during the same period. Customer acquisition cost is calculated at a high level of detail for each marketing activity.
EBITDA	Defined as earnings before interest, taxes, depreciation and amortization.
FREE CASH FLOW / CASH CONVERSION	Defined as free cash flow divided by adjusted net profit. Free cash flow consists of the cash flow from operating activities and the cash flow from investing activities. Adjusted net profit consists of net profit excluding extraordinary income / expenses.
MARKETING COST RATIO	Defined as total marketing costs divided by the order value for the measurement period. Total marketing costs consist of all marketing-related costs including advertising expenses for all marketing channels, content production and related license fees as well as cost for marketing-related tools and all other marketing-related expenses. Total marketing costs do not include salaries.
NET REVENUE	Defined as gross revenue including dunning charges, marketing support less returns and credit notes.
NEW CUSTOMERS	Defined as the number of orders placed by customers who have placed the first not cancelled order on one of the Group's websites or third-party marketplaces in the measurement period, irrespective of returns.
NUMBER OF ORDERS	Defined as the number of customer orders placed on one of the Group's websites or third-party marketplaces in the measurement period after cancellations and irrespective of returns. An order is counted on the day the customer places the order. Orders placed and orders delivered may differ due to orders that are in transit at the end of the measurement period.
ORDER VALUE	Defined as the total amount spent (excluding VAT) on one of the Group's websites or third-party marketplaces by customers in the measurement period after cancellations and irrespective of return.
RETURN RATE (in % OF ORDER VALUE)	Defined as the total amount returned regarding orders placed by customers on one of the Company's websites in the measurement period divided by order value.



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