

ABOUT YOU[®]

ABOUT YOU[®]

TW SUMMIT

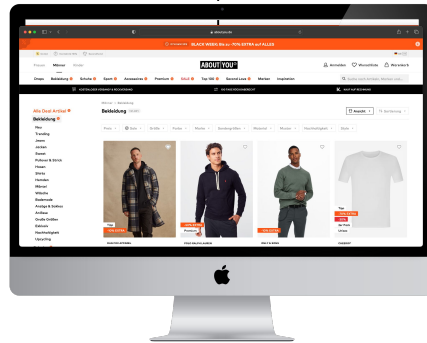
Tarek Müller, Co-Founder and Co-CEO

November 28, 2023

It's ABOUT YOU | aboutyou.com

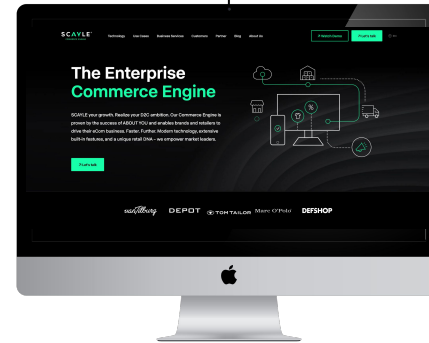
THE ABOUT YOU GROUP RUNS TWO DIFFERENT LEGAL ENTITIES

ABOUT YOU Holding SE



Online Fashion Store

ABOUT YOU®



Software-as-a-Service

SCAYLE®
COMMERCE ENGINE

THE ABOUT YOU BRAND



MOBILE BORN

>85%

Mobile revenue share¹

≥4.7

App store rating²



INFLUENCER-DRIVEN

>1,000

Collaborations / month³



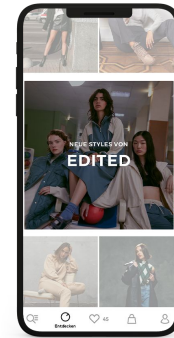
VIBRANT COMMUNITY

>74%

Organic revenue⁴

>45M

Monthly users⁵



UNIQUE ASSORTMENT

~3,800

Top brands⁶ and exclusive Own Labels and celebrity COOPs

1. As of FY 22/23, based on revenue share of all markets for app, mobile web, and tablet. Based on Google Analytics and Adjust; 2. As of March 29, 2023; 3. Monthly average in FY 2022/2023; 4. Refers to revenue from non-paid traffic sources, i.e., direct traffic, organic search, and referrals and CRM, per FY 22/23 (March 1, 2022 – February 28, 2023), all markets, based on Google Analytics and Adjust; 5. Refers to unique active users per month, accounting for cross-device usage, as per May 2022, all markets, all devices, based on Google Analytics & Adjust; 6. As of FY 22/23, excl. Second Love items

OUR FOCUS IS ON ENABLING ONLINE DISCOVERY FASHION USE CASES

Customer Use Case

E-Commerce Proposition

1st Gen E-Commerce

BUY FASHION

"I NEED THE LEVI'S 501 IN SIZE 27/30."



Assortment



Fulfilment

2nd Gen E-Commerce

FIND FASHION

"I AM LOOKING FOR THE PERFECT PAIR OF JEANS."



Assortment



Fulfilment



Category Navigation



Product Data

3rd Gen E-Commerce

DISCOVER FASHION

"I WANT TO EXPERIENCE FASHION."



Assortment



Fulfilment



Category Navigation



Product Data



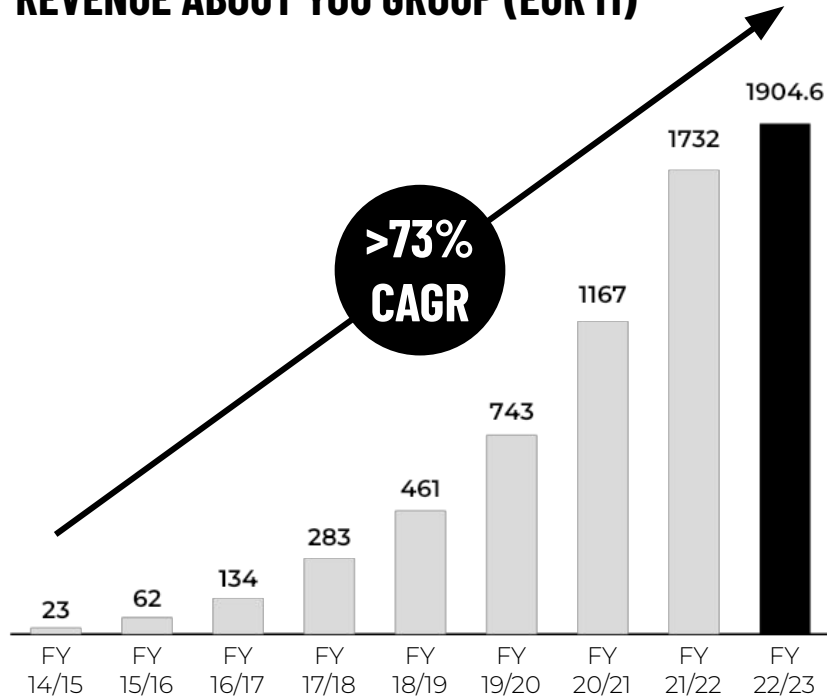
Personalization



Content and Entertainment

WE HAVE DELIVERED STRONG GROWTH SINCE LAUNCHING IN 2014

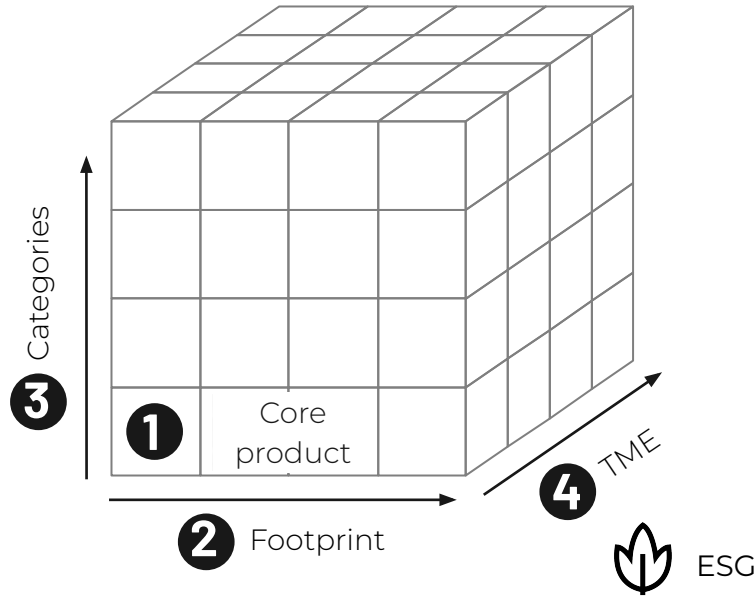
REVENUE ABOUT YOU GROUP (EUR M)



ABOUT YOU IS ACTIVE IN ALL KEY MARKETS IN CONTINENTAL EUROPE AND IN TOTAL SHIPS TO AROUND 100 COUNTRIES

GROWTH STRATEGY TARGETS MASSIVE OPPORTUNITIES

OUR GROWTH CUBE



OUR GROWTH STRATEGY



Core product improvement



Footprint expansion



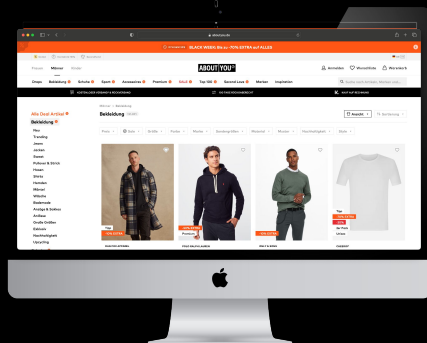
Category optimization



Scaling TME

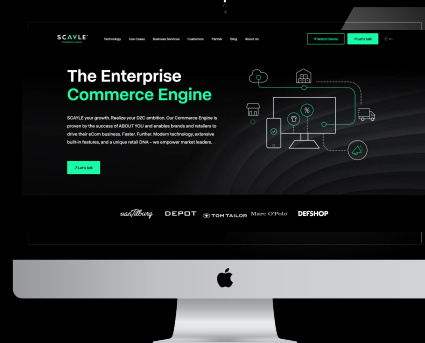
The ABOUT YOU Group runs two different legal entities

ABOUT YOU Holding SE



Online Fashion Store

ABOUT YOU[®]

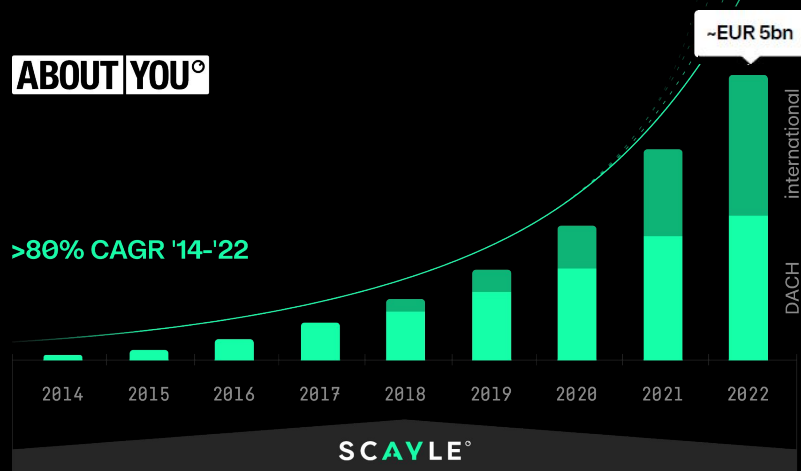


Software-as-a-Service

SCAYLE[®]
COMMERCE ENGINE

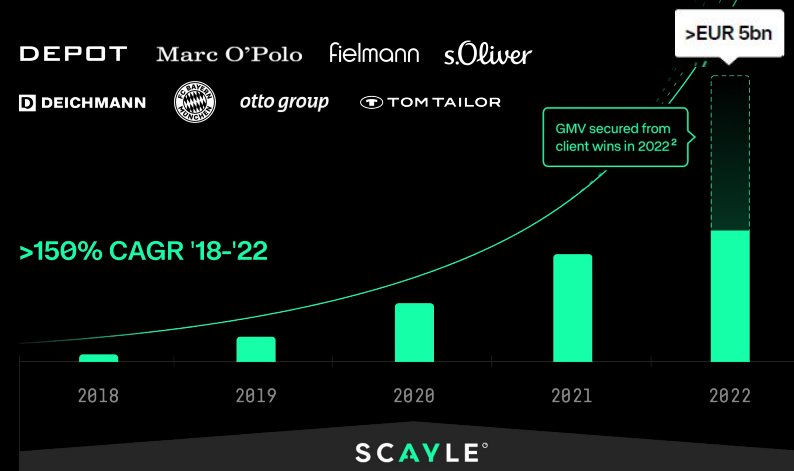
SCAYLE powers our own ABOUT YOU online fashion store as well as >140 external online shops

Our own online fashion store in GMV¹



¹ Gross Merchandise Value (pre returns and taxes)

>140 external online shops in GMV¹



² Currently in implementation phase

Our mission:

We empower B2C brands and retailers
to drive differentiation and growth in commerce



300+ employees
across Europe



Specialized in
B2C Commerce



Built for Enterprises
>EUR 50m eCom GMV

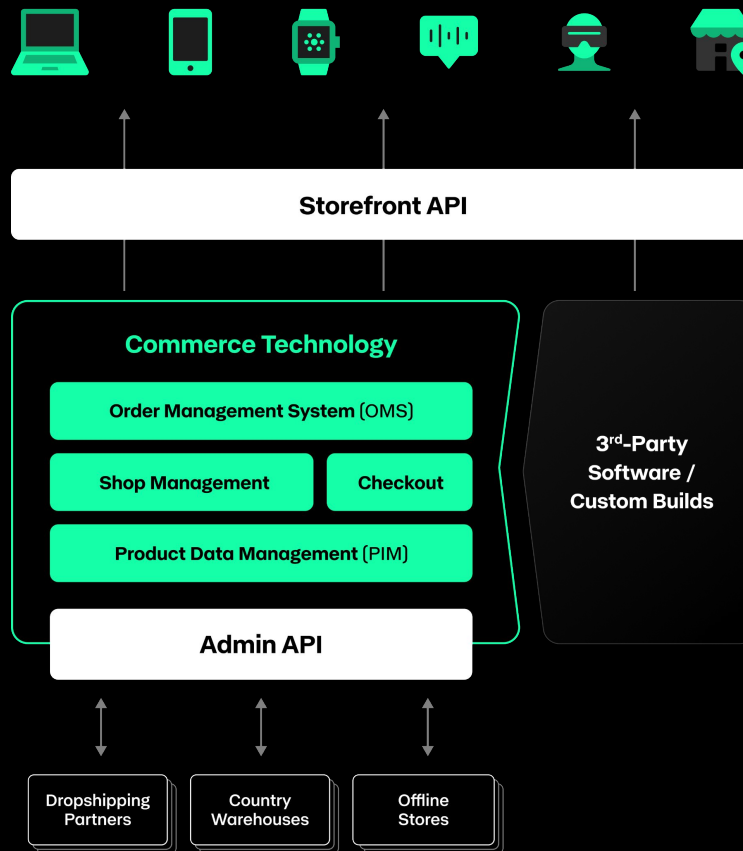
Headless & API-driven commerce technology

Modern Architecture

- **Headless:** Back end and front end decoupled
- **API-driven:** Flexible to integrate
- **Cloud-native:** Instant scaling
- **Composable:** Full flexibility in using our modules


Comprehensive Capabilities

- **Back end (SaaS):** PIM, OMS, Shop Mgmt. & Checkout
- **Extensive back end services:** Hosting, monitoring etc.
- **Front End (non-SaaS):** Boilerplate front end available



>140 online shops **outgrow the market** with us

fielmann	s.Oliver	Marc O'Polo	DEPOT		LIEBESKIND BERLIN
 DEICHMANN	 TOM TAILOR	snipes [®]		 atelier GOLDNER	UCHSNER SPORT
baur.	DEFSHOP [®]	comma,	otto group	gpm	
 KAPTEN & SON	 Witt-Gruppe	LASCANA	ABOUT YOU [®]	 babywalg	+

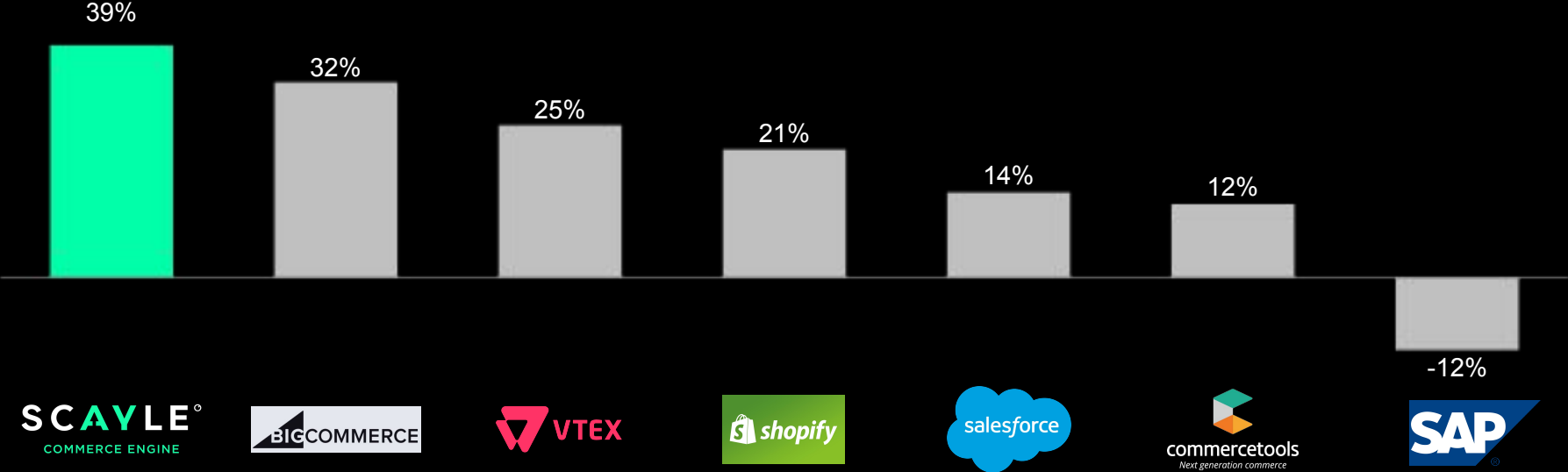
 **40%+** Revenue Growth
After migration to SCAYLE

 **50%+** Profit Growth
After migration to SCAYLE

 **100%** Customer Retention Rate

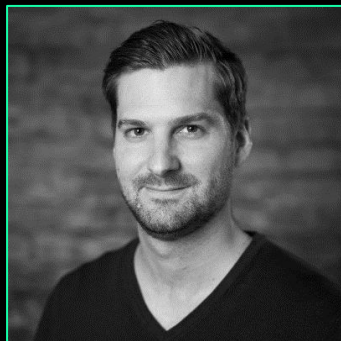
SCAYLE is the fastest-growing SaaS Commerce Platform

SaaS Revenue Growth in Digital Commerce (Global, year-on-year, 2022)



Source: Gartner, Market Share Analysis Digital Commerce Worldwide 2022, Published September 2023; SCAYLE Financials

Feel free to reach out to our SCAYLE team



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DISCLAIMER 1/2

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