

**GLOBAL FASHION GROUP
DELIVERS CONTINUED TOP LINE GROWTH AND
IMPROVED PROFITABILITY IN 2017**

Luxembourg, 10th April 2018 – Global Fashion Group (GFG), the leading online fashion and sports destination for growth markets, today reported results for the fourth quarter and full year of 2017. Following the successful partnership with Emaar Malls acquiring a 51% stake in the Namshi business, the GFG figures quoted below exclude Namshi.

Continued acceleration of Net Revenue and Net Merchandise Value (NMV) growth

Group Net Revenue for the quarter was Euro 328.0m, delivering full year Net Revenue of Euro 1,095.0m which represents 22.7% constant currency pro forma growth for the quarter and 19.9% for the full year. NMV, which includes Marketplace sales, for the quarter was Euro 337.7m, growing 23.7% on a constant currency pro forma basis. Full year NMV reached Euro 1,130.6m, delivering full year constant currency pro forma growth of 21.1%.

Operational efficiency gains and scale leading to improved profitability

During the quarter, Adjusted EBITDA margin improved by 350 basis points versus Q416 to (6.5%) of Net Revenue. Gross Profit margin in Q417 declined 4.4 percentage points from Q416, largely due to required price investments to trade effectively across our markets as well as product mix effects. This impact was more than compensated by path-to-profit initiatives and scale benefits, which delivered the improvement in profitability. For the full year, the Adjusted EBITDA margin improved by 5.8 percentage points to (8.9%) of Net Revenue.

Strong financial position

GFG continues to maintain a strong cash position, with a year-end pro forma cash balance of Euro 257.3m, in line with the year-end position of 2016.

Regional overview

Lamoda's Net Revenue was Euro 122.1m for the quarter, delivering Net Revenue of Euro 405.1m for the year which represents 16.2% constant currency growth for the quarter and 21.0% for the full year. NMV grew to Euro 116.1m and Euro 388.9m for the quarter and the full year showing constant currency growth of 11.9% and 17.2%, respectively. Lamoda's Gross Profit margin reduced by 2.4 percentage points to 38.6% in Q417 or 37.3% for the full year driven by investment in competitive pricing and product mix effects.

In the quarter, Dafiti delivered Net Revenue and NMV growth on a constant currency basis of 18.2% and 22.1% to Euro 108.4m and Euro 113.6m respectively, driven by a successful Black Friday campaign in Brazil. Net Revenue and NMV grew to Euro 365.2m and Euro 388.7m in 2017 and represent growth of 12.5% and 16.9% on a pro forma constant currency basis. Gross Profit margin declined year on year by 3.1 percentage points in the quarter to 40.3%, driven by investment in competitive pricing across the region which included key promotional events like Black Friday and Christmas promotions as well as product mix effects. Full year Gross Margin was 42.6%, a decline of 0.8 percentage points.

Zalora and The Iconic have delivered growth rates in Q417 of 37.8% and 40.7% respectively for Net Revenue (Euro 97.1m) and NMV (Euro 108.0m) on a constant currency basis. Net Revenue and NMV for the year reached Euro 323.5m and Euro 353.0m, with pro forma constant currency growth of 27.9% and 30.7%, respectively. Gross Profit margin declined by 8.2 percentage points in Q4 to 35.2%, driven by competitive promotional pricing during key trading periods and promotional events as well as product mix effects.

GLOBAL FASHION GROUP CONSOLIDATED

(EXCL. JABONG AND NAMSHI FOR ALL PRESENTED PERIODS)

Key Financials (EURm)	FY 2016	FY 2017	Q4 2016	Q4 2017
Net Merchandise Value ¹	902.6	1,130.6	288.4	337.7
<i>% FX neutral pro forma growth^{2,3}</i>	<i>30.5%</i>	<i>21.1%</i>	<i>26.3%</i>	<i>23.7%</i>
<i>% EUR growth</i>	<i>30.3%</i>	<i>25.3%</i>	<i>31.1%</i>	<i>17.1%</i>
Net revenue	886.9	1,095.0	282.6	328.0
<i>% FX neutral pro forma growth^{2,3}</i>	<i>26.3%</i>	<i>19.9%</i>	<i>24.4%</i>	<i>22.7%</i>
<i>% EUR growth</i>	<i>26.7%</i>	<i>23.5%</i>	<i>12.9%</i>	<i>16.1%</i>
Gross profit	361.4	430.9	119.7	124.6
<i>% margin of Net revenue</i>	<i>40.7%</i>	<i>39.4%</i>	<i>42.4%</i>	<i>38.0%</i>
Adjusted EBITDA ⁴	(130.8)	(97.9)	(28.3)	(21.4)
<i>% margin of Net revenue</i>	<i>(14.7%)</i>	<i>(8.9%)</i>	<i>(10.0%)</i>	<i>(6.5%)</i>
Capex ⁵	36.0	30.3	7.2	8.2

Balance Sheet (EURm)	31-Dec-16	31-Dec-17
Net working capital ⁶	(0.3)	(0.6)
Cash position ⁹	255.0	257.3

Key Performance Indicators (m)	FY 2016	FY 2017	Q4 2016	Q4 2017
Total orders ⁷	23.0	26.7	6.8	8.1
<i>% growth</i>	<i>24.3%</i>	<i>16.1%</i>	<i>15.3%</i>	<i>19.1%</i>
<i>% pro forma growth³</i>	<i>19.6%</i>	<i>17.0%</i>	<i>21.1%</i>	<i>20.3%</i>
Active customers ⁸	8.8	9.9	8.8	9.9
<i>% growth</i>	<i>8.6%</i>	<i>12.5%</i>	<i>8.6%</i>	<i>12.5%</i>
<i>% pro forma growth³</i>	<i>14.4%</i>	<i>12.5%</i>	<i>14.4%</i>	<i>12.5%</i>

Source:

Company's unaudited consolidated quarterly financial statements and audited full year financial statements based on IFRS and unaudited management reports.

Notes:

- (1) Net Merchandise Value (NMV) is defined as the value of goods sold after actual and provisioned returns and rejections. NMV excludes other revenue items such as delivery fees for example.
- (2) Growth rate is shown on a constant currency basis and therefore excludes the effect of foreign currency movements.
- (3) For the purposes of comparison, growth rates are shown on a pro forma basis; Dafiti includes Kanui and Tricae and excludes Mexico; Zalora excludes Thailand and Vietnam; Jabong and Namshi are excluded.
- (4) Adjusted EBITDA is calculated as operating profit or loss before depreciation of property, plant and equipment, amortisation of intangible assets, impairment losses, share-based payment expenses and a one-off provision release.
- (5) Capital expenditure represents the acquisition of property, plant and equipment and intangible assets.
- (6) Net working capital represents inventories and trade and other receivables less trade and other payables and other financial liabilities.
- (7) Total number of valid (i.e. not failed or declined) orders starting the fulfilment process less cancelled orders (before rejected and returned orders), i.e. total number of orders shipped in the period (e-commerce and marketplace).
- (8) Number of customers having made at least one order as defined in "total orders" less actual and provisioned returns and rejections within the last 12 months before the end of the period.
- (9) Cash position is shown on a pro forma basis including all outstanding proceeds from closed transactions where relevant.

LAMODA

Key Financials (EURm)	FY 2016	FY 2017	Q4 2016	Q4 2017
Net Merchandise Value ¹	300.0	388.9	105.0	116.1
<i>% FX neutral growth²</i>	<i>40.4%</i>	<i>17.2%</i>	<i>41.5%</i>	<i>11.9%</i>
<i>% EUR growth</i>	<i>30.0%</i>	<i>29.6%</i>	<i>49.8%</i>	<i>10.6%</i>
Net revenue	305.1	405.1	106.4	122.1
<i>% FX neutral growth²</i>	<i>39.6%</i>	<i>21.0%</i>	<i>42.2%</i>	<i>16.2%</i>
<i>% EUR growth</i>	<i>29.7%</i>	<i>32.8%</i>	<i>50.9%</i>	<i>14.8%</i>
Gross profit	120.5	151.0	43.6	47.1
<i>% margin of Net revenue</i>	<i>39.5%</i>	<i>37.3%</i>	<i>41.0%</i>	<i>38.6%</i>

DAFITI

Key Financials (EURm)	FY 2016	FY 2017	Q4 2016	Q4 2017
Net Merchandise Value ¹	323.6	388.7	101.1	113.6
<i>% FX neutral pro forma growth^{2,3}</i>	<i>13.5%</i>	<i>16.9%</i>	<i>10.3%</i>	<i>22.1%</i>
<i>% EUR growth</i>	<i>29.4%</i>	<i>20.1%</i>	<i>19.9%</i>	<i>12.4%</i>
Net revenue	315.5	365.2	99.6	108.4
<i>% FX neutral pro forma growth^{2,3}</i>	<i>9.8%</i>	<i>12.5%</i>	<i>8.3%</i>	<i>18.2%</i>
<i>% EUR growth</i>	<i>24.0%</i>	<i>15.8%</i>	<i>17.7%</i>	<i>8.8%</i>
Gross profit	136.8	155.4	43.2	43.7
<i>% margin of Net revenue</i>	<i>43.4%</i>	<i>42.6%</i>	<i>43.4%</i>	<i>40.3%</i>

ZALORA & THE ICONIC

Key Financials (EURm)	FY 2016	FY 2017	Q4 2016	Q4 2017
Net Merchandise Value ¹	278.9	353.0	82.3	108.0
<i>% FX neutral pro forma growth^{2,3}</i>	<i>43.1%</i>	<i>30.7%</i>	<i>30.9%</i>	<i>40.7%</i>
<i>% EUR growth</i>	<i>31.6%</i>	<i>26.6%</i>	<i>25.6%</i>	<i>31.2%</i>
Net revenue	261.2	323.5	75.4	97.1
<i>% FX neutral pro forma growth^{2,3}</i>	<i>35.6%</i>	<i>27.9%</i>	<i>26.6%</i>	<i>37.8%</i>
<i>% EUR growth</i>	<i>25.8%</i>	<i>23.9%</i>	<i>22.6%</i>	<i>28.8%</i>
Gross profit	103.2	125.2	32.7	34.2
<i>% margin of Net revenue</i>	<i>39.5%</i>	<i>38.7%</i>	<i>43.4%</i>	<i>35.2%</i>

MEMORANDUM: NAMSHI – Not included at Group level

Key Financials (EURm)	FY 2016	FY 2017	Q4 2016	Q4 2017
Net Merchandise Value ¹	128.5	166.2	32.8	47.6
<i>% FX neutral growth²</i>	<i>25.8%</i>	<i>32.6%</i>	<i>3.5%</i>	<i>58.3%</i>
<i>% EUR growth</i>	<i>26.1%</i>	<i>29.3%</i>	<i>4.8%</i>	<i>45.1%</i>
Net revenue	136.2	175.7	34.7	49.9
<i>% FX neutral growth²</i>	<i>26.1%</i>	<i>32.2%</i>	<i>4.7%</i>	<i>56.3%</i>
<i>% EUR growth</i>	<i>26.3%</i>	<i>29.0%</i>	<i>5.8%</i>	<i>43.8%</i>
Gross profit	72.1	86.7	18.0	22.9
<i>% margin of Net revenue</i>	<i>52.9%</i>	<i>49.3%</i>	<i>51.9%</i>	<i>45.9%</i>

Please refer to page 2 for footnotes.

Other releases in connection with GFG's results

Shareholders of Kinnevik AB ("Kinnevik") should read this press release in conjunction with all relevant releases by Kinnevik in connection with GFG's results for the same period.

Shareholders of Rocket Internet SE ("Rocket") should read this press release in conjunction with all relevant releases by Rocket in connection with GFG's results for the same period.