

AFG GLOBAL
FASHION
GROUP

Leading Online Fashion
and Lifestyle Destination
for Global Growth Markets



30th November 2018

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TODAY'S AGENDA

01 OUR BUSINESS

02 OUR FINANCIALS



OUR BUSINESS

GFG GLOBAL
FASHION
GROUP

OUR VISION

TO BE THE #1
**FASHION AND
LIFESTYLE
DESTINATION**
IN OUR MARKETS



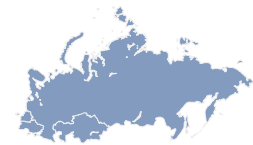
GFG IS A BILLION € BUSINESS AND WAS LAUNCHED IN 2011

KEY REGIONS

ASIA PACIFIC

LATAM

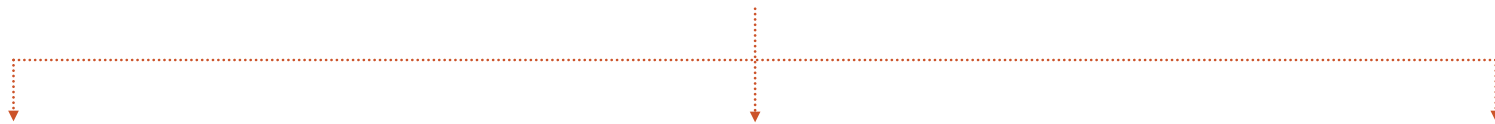
CIS



CONNECTING **1BN** CONSUMERS¹ ...

GFG

... TO MORE THAN **8,000** BRANDS



11M
ACTIVE CUSTOMERS²

€1.2BN
NET MERCHANDISE VALUE³

26M
NET ORDERS⁴

WE OFFER ALL KEY FASHION AND LIFESTYLE CATEGORIES



~40%

Apparel



~20%

Footwear



~20%

Accessories



~10%

Sport Performance



~10%

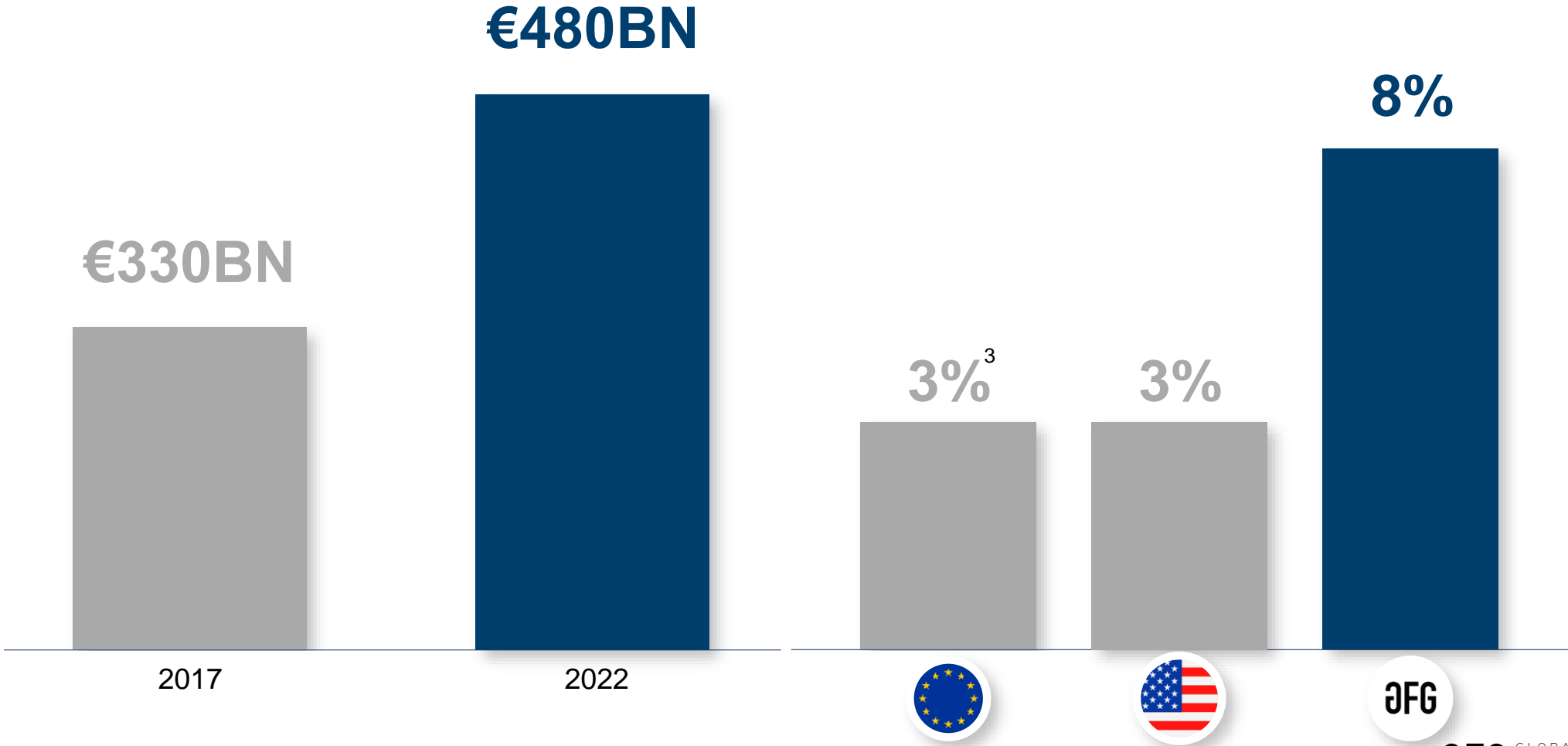
Kids & Other

~50% of SKUs through Marketplace

LARGE MARKET WITH STRONG STRUCTURAL TAILWINDS...

TOTAL GFG FASHION & LIFESTYLE MARKET¹

CAGR² BY MARKETS



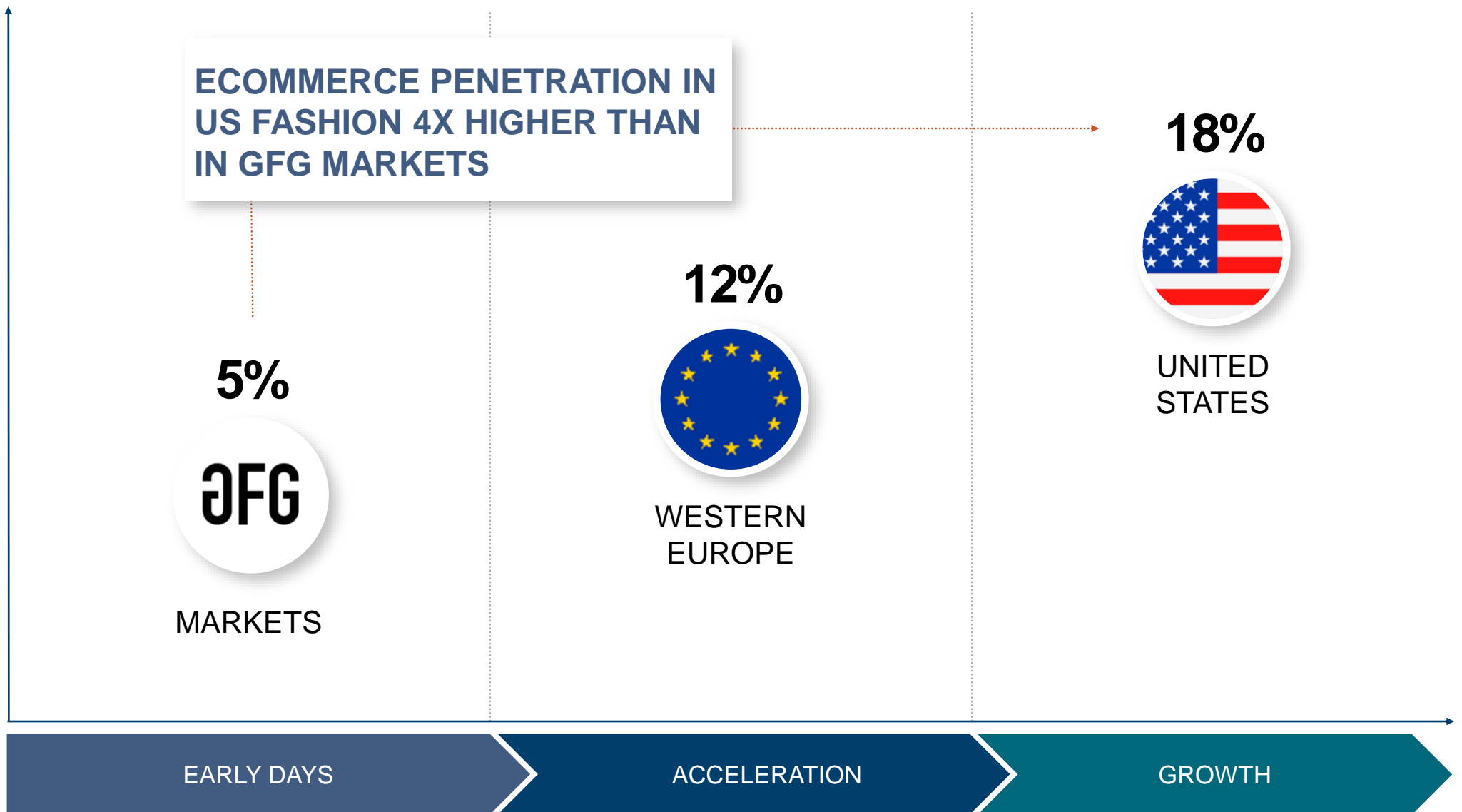
Source: GFG calculations based on data from Euromonitor International Ltd: Apparel and Footwear 2018 edition, Beauty and Personal Care 2018 edition, Personal Accessories and Eyewear 2019 edition. Western Europe including Switzerland and Turkey, Retail value RSP incl. Sales Tax, Fixed 2017 ex rates, Current Prices.

¹ Fashion and lifestyles market size refers to the aggregation of the above four industries in the 17 countries where GFG operates

² Total addressable fashion and lifestyle CAGR 2017-2022

³ Refers to Western Europe

...WITH MASSIVE ONLINE PENETRATION UPSIDE

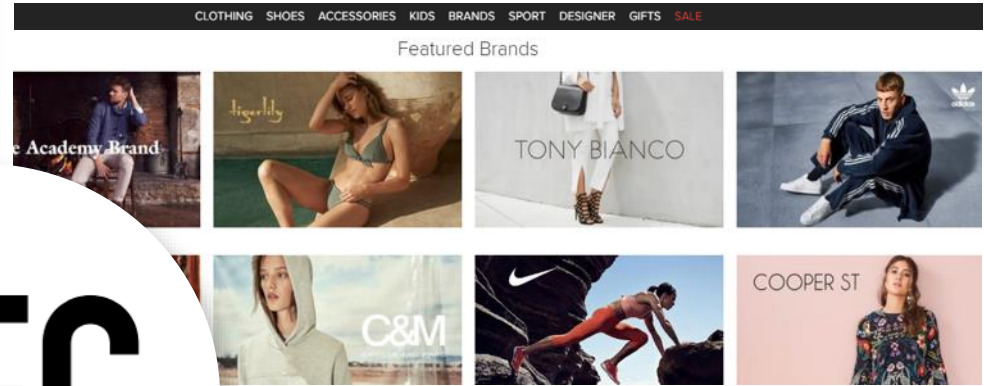


HOW DO WE THINK ABOUT OUR BUSINESS?

1 – CUSTOMER VALUE PROPOSITION



2 – BRAND PARTNER VALUE PROPOSITION



GFG



3 – BEST-IN-CLASS EXECUTION

1

OUR CUSTOMER
VALUE PROPOSITION

'INSPIRING AND
SEAMLESS'

QFG GLOBAL
FASHION
GROUP



WE INSPIRE OUR CUSTOMERS



ADVICE | 28 Nov | 4 mins

WHAT TO WEAR TO WORK IN SUMMER

Office outfits inspired by the holiday destinations we can only dream about

OUR ASSORTMENT IS A COMBINATION OF THE BEST GLOBAL...

1000s OF GLOBAL BRANDS



... AND LOCALLY RELEVANT BRANDS

KEY LOCAL BRANDS



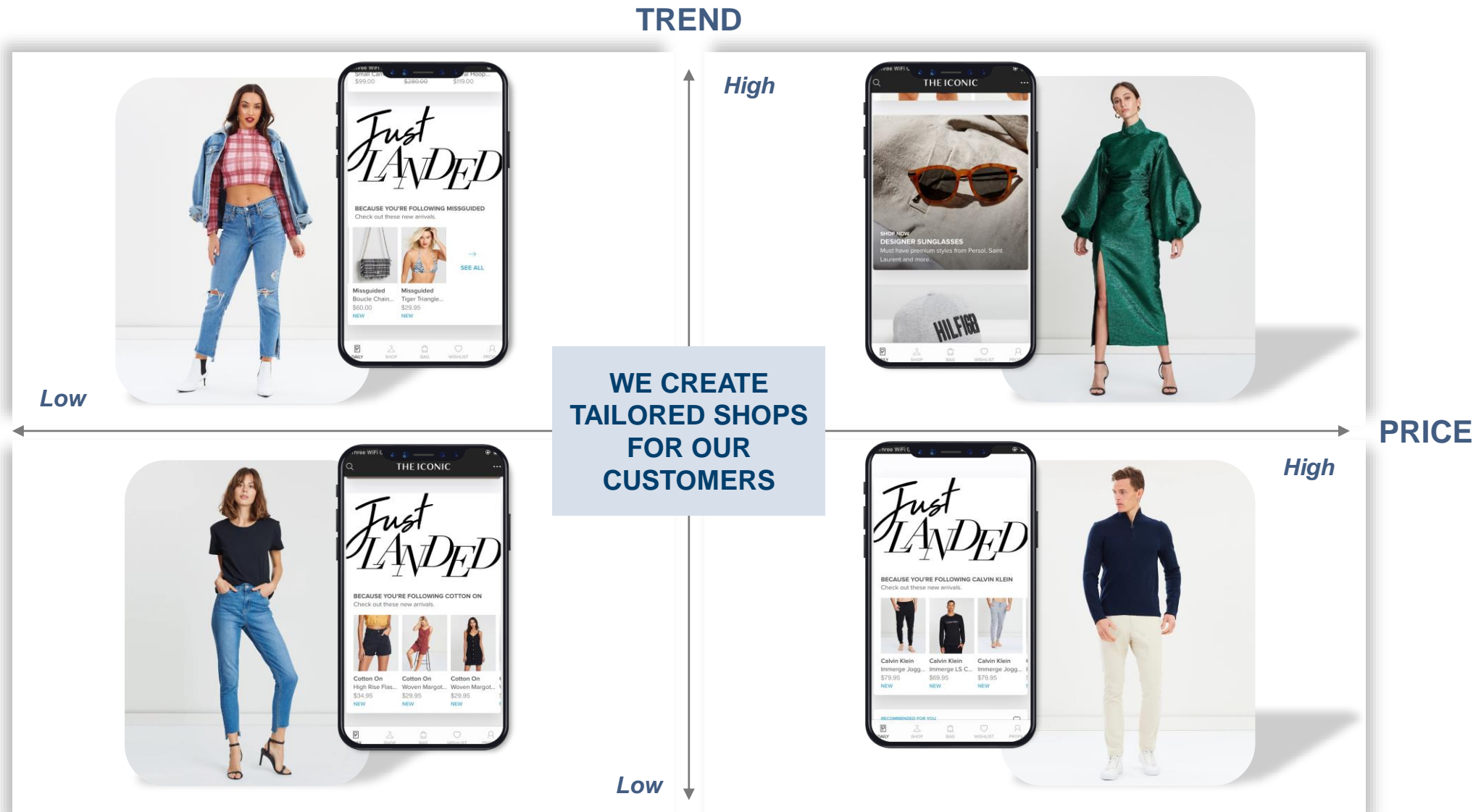
OWN BRANDS



COLLABORATIONS



PERSONALISATION ALLOWS US TO CREATE TAILORED SHOPS



WORLD-CLASS SHOPPING EXPERIENCE IN NASCENT MARKETS



PAYMENT



DELIVERY



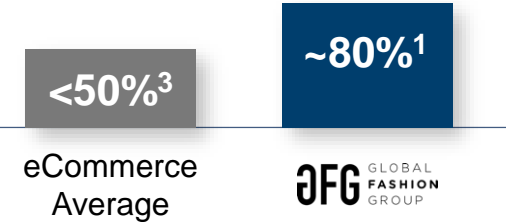
CUSTOMER SERVICE



RETURNS



CUSTOMER NPS



+1.5M

ADDITIONAL ACTIVE CUSTOMERS LTM²

A photograph of two women sitting on a light-colored sofa. The woman on the left is wearing a dark blue dress with a large, light blue floral pattern. She has long, wavy dark hair and is looking towards the camera. The woman on the right is wearing a dark blue, long-sleeved lace dress. She has long, straight dark hair and is also looking towards the camera. The background is a simple, modern interior with a window and a dark frame.

2

OUR BRAND PARTNER
VALUE PROPOSITION

PARTNER OF CHOICE
FOR KEY BRANDS

GF GLOBAL
FASHION
GROUP

ACCESS TO A 1BN POPULATION

ASIA PACIFIC



LATAM



CIS



THE ICONIC
ZALORA

dafiti

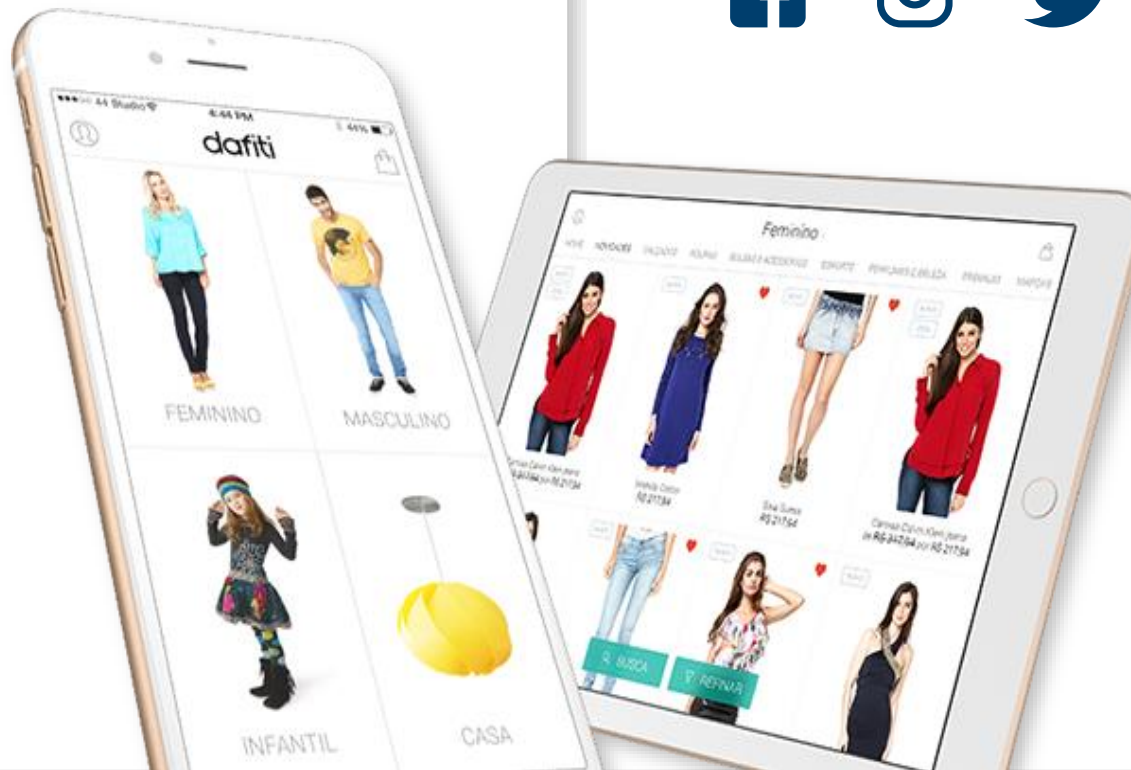
lamoda

OUR BRANDS ARE HOUSEHOLD NAMES WITH >80% BRAND AWARENESS¹

LARGE, YOUNG AND HIGHLY-ENGAGED AUDIENCE

150m+
monthly visits¹
(70% on mobile)

35m social media
followers²



18-45 years old



~70% female

HYBRID BUSINESS MODEL FOR BRAND PARTNERS

RETAIL

86%

OF NMV

Launched in 2011

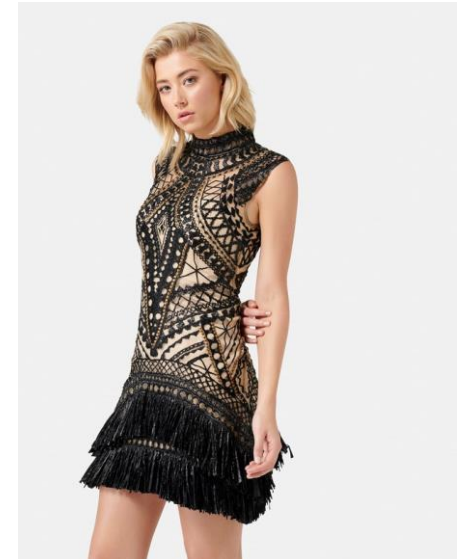


MARKETPLACE

14%

OF NMV

Launched in 2014



BRAND SOLUTIONS (FULFILLMENT, MEDIA SERVICES, DATA INSIGHTS)

3

OUR BEST-IN-CLASS
EXECUTION

“RETAIL IS DETAIL”

AFG GLOBAL
FASHION
GROUP



OUR BEST-IN-CLASS OPERATIONAL PLATFORM

FULFILMENT INFRASTRUCTURE



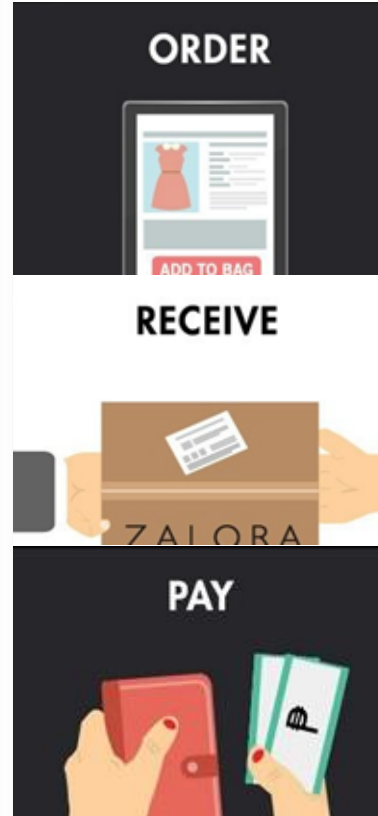
10 Fulfilment Centres

LAST MILE DELIVERY



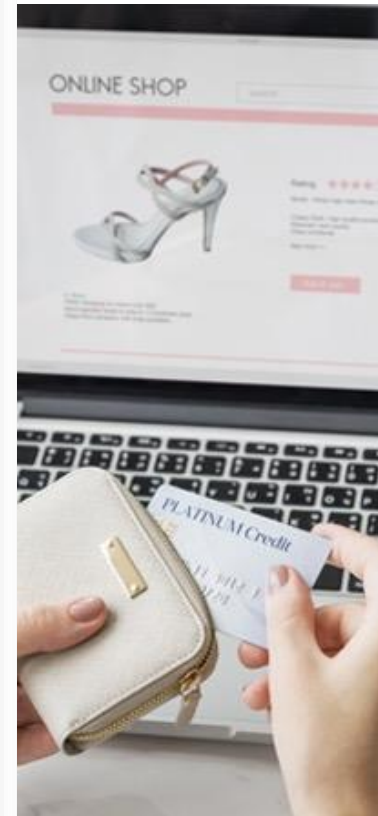
Delivery in 3h, same day, etc

LOCAL PAYMENT



35+ Payment Options

AGILITY



Purpose Built Tech Platform

GLOBAL SCALE



Global Team, Local Expertise

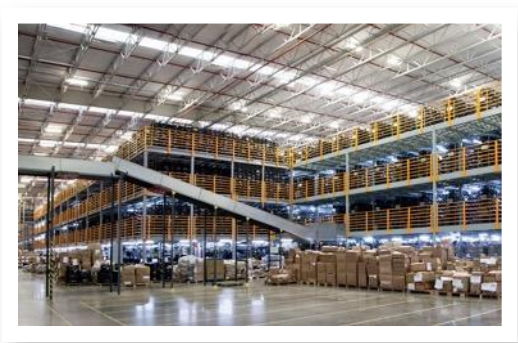
HARD TO REPLICATE SCALABLE FULFILMENT INFRASTRUCTURE



10
fulfilment
centres



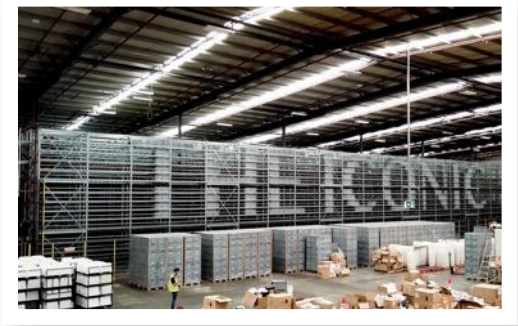
700k+
inbound/outbound
daily item
throughput¹



190k+
m² floor space =
27 football fields



28m+
items storage
capacity



LOCALLY TAILORED PRACTICES ACROSS FULFILMENT CENTRES

AT THE FOREFRONT OF INNOVATING THE LAST MILE

**IN-HOUSE
DELIVERY
FLEET**



**PICK-UP
& RETURN
POINTS**



**OUTLET
STORE**



**TRY-ON AT
DELIVERY**



**POP-UP
STORE**



PROPRIETARY TECH ECOSYSTEM AND FEATURES

IN-HOUSE TECH BACKEND



Search and discovery



Seller Centre



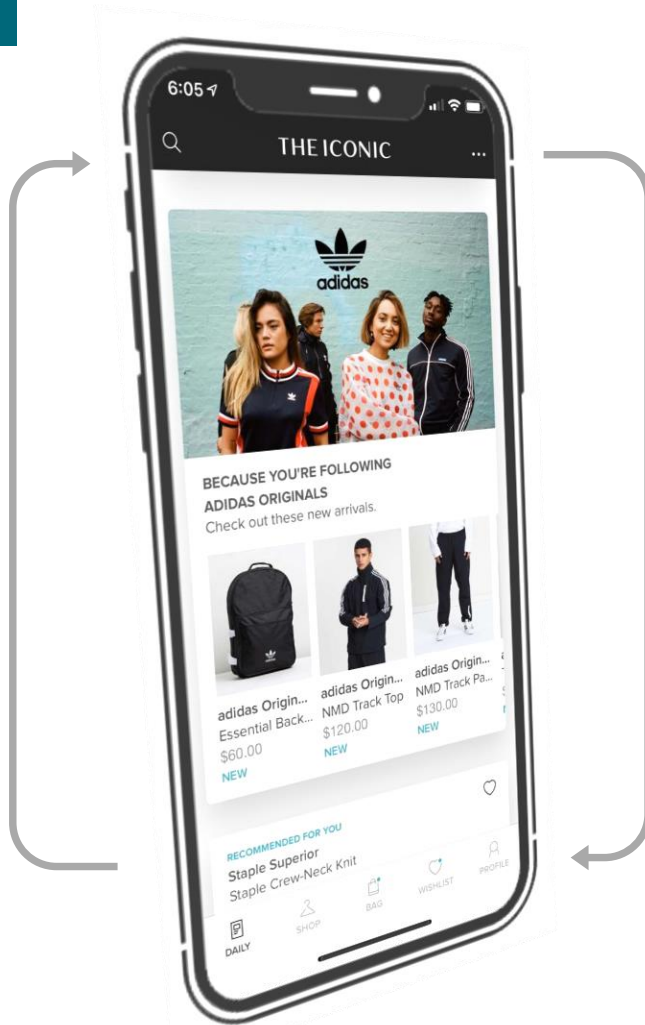
Order management



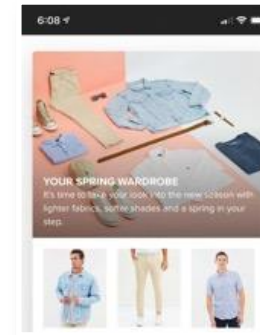
Warehouse management



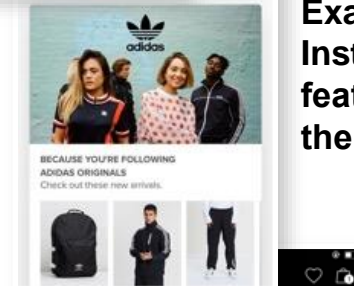
Data insights



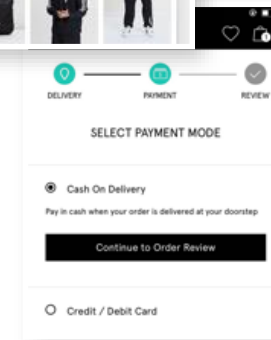
TAILORED CONSUMER FRONT-END



**Example 1:
Personalized feed
'The Daily'**



**Example 2:
Instagram-style
feature 'Follow
the brand'**



**Example 3:
Localised
delivery &
payment
options**

OUR SYSTEMS PROCESS ~100M TRANSACTIONS / YEAR¹

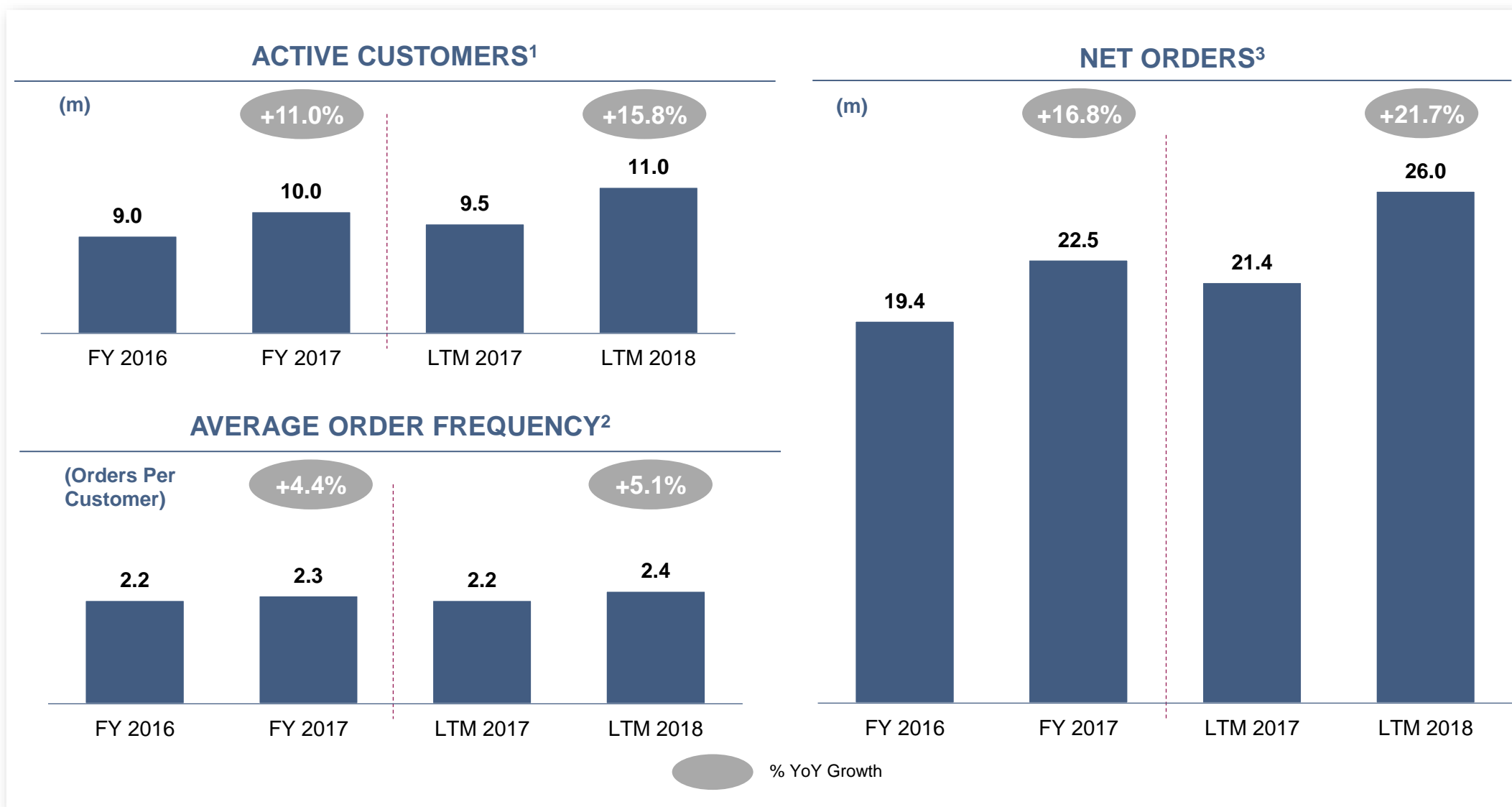


02

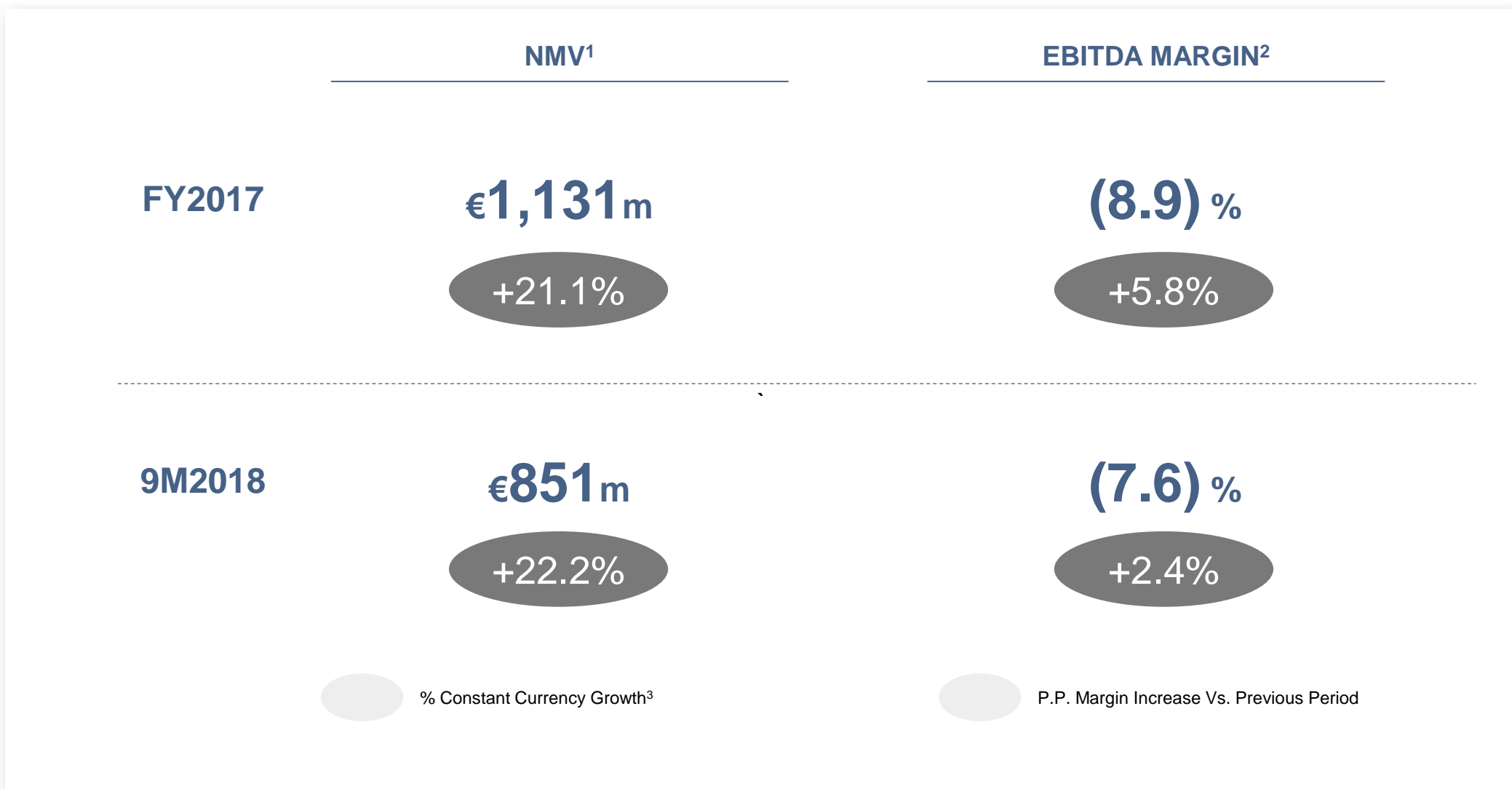
OUR FINANCIALS

GFG GLOBAL
FASHION
GROUP

ROBUST CUSTOMER, ORDER FREQUENCY AND ORDER GROWTH



STRONG NMV GROWTH AND MARGIN IMPROVEMENT



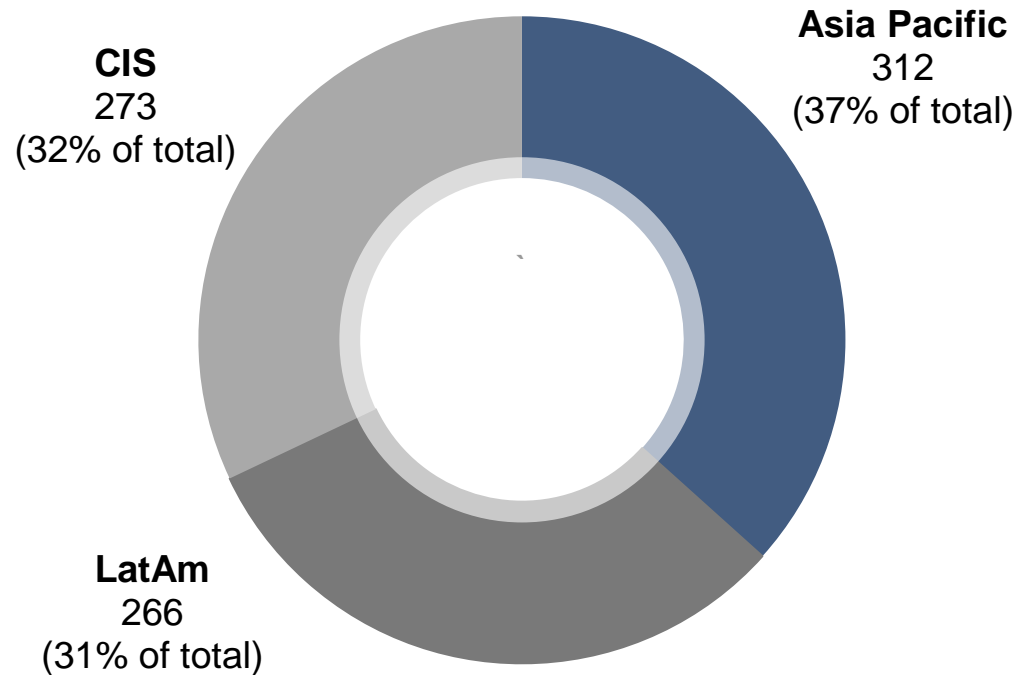
Source: Company Information. Note: 9M data as of 30-Sep-2018.

- NMV is defined as the value of goods sold after actual and provisioned returns and rejections, excluding other revenue items such as delivery fees for example
- Adjusted EBITDA margin based on % of Net Revenue. 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
- Growth rate is shown on a constant currency basis and therefore excludes the effect of foreign currency movements. To ensure comparability between periods we have adjusted prior periods for acquisitions, disposals and corporate restructurings

TRULY DIVERSIFIED GLOBAL FOOTPRINT

9M 2018 NET MERCHANDISE VALUE (NMV)¹ of €851m

(€ m)



MULTIPLE DRIVERS FOR SUSTAINABLE LONG-TERM GROWTH

