23 NOVEMBER 2016

GLOBAL FASHION GROUP REPORTS STRONG RESULTS FOR THE FIRST NINE MONTHS 2016

Global Fashion Group (GFG) today reported financial results for the third quarter of 2016 (Q3 2016) and first nine months 2016 (9M 2016) including the regional businesses of Lamoda, Dafiti, Namshi and Zalora & The Iconic. All numbers exclude Jabong which was divested in July 2016. The operating momentum was strong in the third quarter with improving margins across all regions.

Continued Revenue and Net Merchandise Value (NMV) growth across all regions
In Q3 2016 Net Revenue grew 16.0% on a constant currency pro-forma basis to EUR 250m, despite continued macroeconomic challenges in Dafiti, Lamoda and Namshi, increased pricing pressure across many markets and the continued focus on the integration of Kanui and Tricae in Brazil. NMV, which includes Marketplace sales, increased by 22.2% on a constant currency pro-forma basis to EUR 255m. For 9M 2016 Net Revenue grew 28.8% and NMV grew 34.1%, both on a constant currency pro-forma basis.

Continued focus on operational excellence
As a result of a well-executed inventory transition between seasons, GFG realised year-on-year improved sell-through rates, delivering Gross Margin improvements in Q3 2016 of 2.8 percentage points. GFG continues to focus on the roll-out of the Marketplace platform in addition to securing key international brands.

Improved profitability at the Gross Margin and Adjusted EBITDA (Adj. EBITDA) level
The Gross Margin increased to 41.4% and the Adj. EBITDA margin improved substantially from (27.4)% in Q3 2015 to (12.9)% in Q3 2016. Margin improvements were driven by improved inventory management as well as meaningful efficiency gains and fixed cost optimisation across group operations as a result of GFG's path-to-profit initiatives. Adj. EBITDA loss improved by EUR 22m or approximately 40% between Q3 2015 and Q3 2016.

EUR 330m funding round and divestments strengthen financial position
As announced in April this year, GFG secured additional funding of EUR 330m from existing shareholders led by Kinnevik and Rocket Internet. The successful closing of the funding round in Q3 2016 and announced divestments in India, Thailand and Vietnam substantially strengthened GFG's financial position with a pro-forma cash balance of EUR 284m at the end of Q3 2016.

Global Fashion Group Consolidated

(EXCL. JABONG FOR Q3 and 9M 2015 AND Q3 and 9M 2016)

Key Financials (EURm)	**FY 2014[9]**	**FY 2015[10]**	**Q3 2015[10,11]**	**Q3 2016[10,11]**	**9M 2015[10,11]**	**9M 2016[10,11]**
Net Merchandise Value[1](EURm)	645.3	952.3	192.1	255.2	546.0	719.9
% FX neutral growth pro-forma[2,3]		*69.0%*		*22.2%*		*34.1%*
% EUR growth		*47.6%*		*32.8%*		*31.8%*
Net revenue	627.5	930.1	196.9	249.9	557.6	705.7
% FX neutral growth pro-forma[2,3]		*68.6%*		*16.0%*		*28.8%*
% EUR growth		*48.2%*		*26.9%*		*26.6%*
Gross profit	186.3	318.5	76.0	103.5	222.8	295.8
% margin of Revenue	*29.7%*	*34.2%*	*38.6%*	*41.4%*	*40.0%*	*41.9%*
Adjusted EBITDA[4]	(238.2)	(272.8)	(54.0)	(32.3)	(174.5)	(99.8)
% margin of Revenue	*(38.0)%*	*(29.3)%*	*(27.4)%*	*(12.9)%*	*(31.3)%*	*(14.1)%*
Capex[5]		27.3	6.7	9.3	19.6	28.9
Balance Sheet (EURm)	**31-Dec-14**	**31-Dec-15**	**Q3 2015**	**Q3 2016**	**9M 2015**	**9M 2016**
Net working capital[6]		16.4	(2.3)	(15.5)	(2.3)	(15.5)
Cash position	223.8	76.7	64.3	284.2 [12]	64.3	284.2 [12]
Key Performance Indicators (m)	**FY 2014**	**FY 2015**	**Q3 2015**	**Q3 2016**	**9M 2015**	**9M 2016**
Total orders[7]	21.4	28.6	5.0	6.2	13.5	17.9
% growth		*33.6%*		*24.0%*		*32.6%*
% growth pro-forma[3]				*15.4%*		*23.5%*
Active customers[8]	5.5	8.5	6.9	9.1	6.9	9.1
% growth		*54.5%*		*31.9%*		*31.9%*
% growth pro-forma[3]				*20.2%*		*20.2%*

Source: Company's unaudited consolidated financial statements based on IFRS and management reports

Notes:

(1) Net Merchandise Value (NMV) is defined as the value of goods sold after actual and provisioned returns and rejections.

(2) Growth rate is shown on a constant currency basis based on internal planning rates and therefore exclude the effect of FX movement.

(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 is excluded.

(4) Adjusted EBITDA is calculated as (i) operating profit or loss before impairment plus (ii) depreciation of property, plant and equipment plus (iii) amortization of intangible assets. Adjusted EBITDA excludes share based compensation expenses.

(5) Capital expenditure is calculated as (i) purchase of property, plant and equipment plus (ii) acquisition of intangible assets.

(6) Net working capital is calculated as (i) inventories plus (ii) trade and other receivables minus (iii) trade and other payables.

(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 (eCommerce 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 end of period.

(9) Based on simple aggregation and not a true consolidation.

(10) Derived from unaudited consolidated financial statements of GFG. Differences relative to sum-of-the-parts are due to eliminations, holding and other.

(11) Excluding subsequently discontinued operations (i.e. Jabong). Q3 and 9M 2015 has been restated to exclude Jabong in line with IFRS reporting.

(12) EUR 284.2m is the pro-forma cash position including all proceeds from the funding round and Jabong disposal.

LAMODA

Financial Update

- Net revenue and NMV growth on a constant currency basis of 33.6% and 34.3% for Q3 2016 and of 38.5% and 39.8% for 9M 2016, respectively, despite a weak retail environment and strong macroeconomic headwinds that have resulted in continued discounting pressures and higher coupon realisation.
- Adj. EBITDA improved by EUR 0.5m in Q3 2016 and EUR 10.3m in 9M 2016, which has led to improved Adj. EBITDA margins by 5.1pp to (13.8)% and 8.1pp to (9.0)%, respectively.

Operational Update

- Continued success in brand acquisitions to further strengthen Lamoda's assortment offering.
- Further progress in the automation of warehouse operations during the quarter aimed to extend capacity for future order growth.
- Continued improvement of delivery costs through supplier optimisation.
- Notable progress in back office and fixed cost control during the quarter as a result of path-to-profit initiatives.

Key Financials (EURm)	**FY 2014**	**FY 2015**	**Q3 2015**	**Q3 2016**	**9M 2015**	**9M 2016**
Net Merchandise Value[1](EURm)	180.1	230.8	54.4	71.3	160.6	195.1
% FX neutral growth [2]		*66.7%*		*34.3%*		*39.8%*
% EUR growth		*28.2%*		*31.1%*		*21.5%*
Net revenue	186.2	235.2	56.0	73.0	164.7	198.6
% FX neutral growth [2]		*67.9%*		*33.6%*		*38.5%*
% EUR growth		*26.3%*		*30.4%*		*20.6%*
Gross profit	76.0	96.5	19.6	24.8	69.2	76.8
% margin of Revenue	*40.8%*	*41.0%*	*35.0%*	*34.0%*	*42.0%*	*38.7%*
Adjusted EBITDA[3]	(42.3)	(34.4)	(10.6)	(10.1)	(28.2)	(17.9)
% margin of Revenue	*(22.7)%*	*(14.6)%*	*(18.9)%*	*(13.8)%*	*(17.1)%*	*(9.0)%*
Key Performance Indicators (m)	**FY 2014**	**FY 2015**	**Q3 2015**	**Q3 2016**	**9M 2015**	**9M 2016**
Total orders[4]	3.9	5.5	1.4	1.8	4.0	5.2
% growth		*41.0%*		*28.6%*		*30.0%*
Active customers[5]	1.4	1.9	1.8	2.1	1.8	2.1
% growth		*35.7%*		*16.7%*		*16.7%*

Source: Company's unaudited consolidated financial statements based on IFRS and management reports

Notes: Consolidated Lamoda financial information on EUR basis is derived from unaudited GFG consolidated IFRS financial statements. Deviation from prior publication of RUB based consolidated Lamoda financial information is primarily attributable to GFG accounting policy alignments.

(1) Net Merchandise Value (NMV) is defined as the value of goods sold after actual and provisioned returns and rejections.
(2) Growth rate is shown on a constant currency basis based on local FX rates and therefore excludes the effect of FX movement.
(3) Adjusted EBITDA is calculated as (i) operating profit or loss before plus (ii) depreciation of property, plant and equipment plus (iii) amortization of intangible assets. Adjusted EBITDA excludes share based compensation expenses.
(4) 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 (eCommerce and Marketplace).
(5) 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 end of period.

DAFITI

Financial Update

- In Q3 2016 like-for-like Net Revenue and NMV growth on a constant currency basis slowed down to (0.9)% and 6.0%, respectively. The results are attributable to a challenging macroeconomic environment, especially in Brazil and Argentina, and Q3 2015 having been Dafiti's quarter with the strongest growth as well as the one-off impact from the systems and warehouse integration of Kanui and Tricae into Dafiti's operations in Brazil completed during the quarter. For 9M 2016 Dafiti delivered Net revenue and NMV growth of 10.4% and 16.9%, respectively.
- Strong Gross margin improvement of 7.9pp to 45.3% for Q3 2016 and of 5.9pp to 43.4% for 9M 2016.
- Adj. EBITDA improved by €11.1m in Q3 2016 and €38.8m in 9M 2016 which has led to improvement in Adj. EBITDA margins of 19.8pp to (2.6)% and 24.8pp to (7.0)%, respectively.

Operational Update

- Successful launch of the Marketplace business in Brazil, Argentina, Chile and Colombia.
- Implementation of new proprietary inventory management, pricing and planning systems have resulted in both gross margin improvements and working capital optimisation.
- Renegotiations with suppliers and a favourable regional mix have led to a positive development in delivery costs and the successful implementation of express delivery in Chile.
- Headcount optimisation was achieved across the region during the quarter as a result of path-to-profit initiatives.
- Successful recruitment of key finance management personnel including the Dafiti CFO.

Key Financials (EURm)	**FY 2014**	**FY 2015[7]**	**Q3 2015**	**Q3 2016**	**9M 2015[7]**	**9M 2016[7]**
Net Merchandise Value[1](EURm)	188.0	252.2	58.1	85.5	167.0	228.2
% FX neutral growth pro-forma [2,3]		*47.1%*		*6.0%*		*16.9%*
% EUR growth		*34.1%*		*47.2%*		*36.6%*
Net revenue	189.7	254.3	58.8	80.1	169.8	215.9
% FX neutral growth pro-forma [2,3]		*47.4%*		*(0.9)%*		*10.4%*
% EUR growth		*34.1%*		*36.2%*		*27.1%*
Gross profit	71.3	98.9	22.0	36.3	63.6	93.6
% margin of Revenue	*37.6%*	*38.9%*	*37.4%*	*45.3%*	*37.5%*	*43.4%*
Adjusted EBITDA[4]	(66.7)	(64.0)	(13.2)	(2.1)	(54.0)	(15.2)
% margin of Revenue	*(35.2)%*	*(25.2)%*	*(22.4)%*	*(2.6)%*	*(31.8)%*	*(7.0)%*
Key Performance Indicators (m)	**FY 2014**	**FY 2015**	**Q3 2015**	**Q3 2016**	**9M 2015**	**9M 2016**
Total orders[5]	4.4	6.2	1.4	2.2	3.9	6.3
% growth		*40.9%*		*57.1%*		*61.5%*
% growth pro-forma [3]				*7.6%*		*15.5%*
Active customers[6]	2.1	3.5	2.2	3.9	2.2	3.9
% growth		*66.7%*		*77.3%*		*77.3%*
% growth pro-forma [3]				*18.4%*		*18.4%*

Source: Company's unaudited consolidated financial statements based on IFRS and management reports
Notes: Consolidated Dafiti financial information on EUR basis is derived from unaudited GFG consolidated IFRS financial statements. Deviation from prior publication of BRL based consolidated Dafiti financial information is primarily attributable to GFG accounting policy alignments.

(1) Net Merchandise Value (NMV) is defined as the value of goods sold after actual and provisioned returns and rejections.
(2) Growth rate is shown on a constant currency basis based on internal planning rates and therefore exclude the effect of FX movement.
(3) For the purpose of comparison, growth rates are shown on a pro-forma basis: Dafiti on a "pro-forma" basis, therefore Kanui and Tricae are included in and Mexico is excluded.
(4) Adjusted EBITDA is calculated as (i) operating profit or loss before plus (ii) depreciation of property, plant and equipment plus (iii) amortization of intangible assets. Adjusted EBITDA excludes share based compensation expenses.
(5) 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 (eCommerce and Marketplace).
(6) 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 end of period.
(7) Effective from September 26 2015 Dafiti includes the two acquired Brazilian businesses, Kanui and Tricae. Q3 and 9M 2015 excludes Kanui and Tricae and include Dafiti Mexico whilst Q3 and 9M 2016 includes Kanui and Tricae but excludes Dafiti Mexico (divested)

NAMSHI

Financial Update

- Net revenue and NMV growth on a constant currency basis of 10.8% and 21.6% for Q3 2016 and of 35.3% and 39.5% for 9M 2016, respectively, despite continued uncertainty in the macroeconomic environment and aggressive competition in the online retail landscape.
- Maintained attractive Gross Margin of 53.8% for Q3 2016 and 53.4% for 9M 2016 despite significant competitive pressure.
- Successfully achieved first consecutive quarter of profitability with Adj. EBITDA improving €1.4m in Q3 2016 and by €4.0m in 9M 2016, which has led to stronger Adj. EBITDA margins of 4.2pp to 2.9% and 4.5pp to 2.5%, in Q3 and 9M 2016 respectively.

Operational Update

- Strategic investments in logistics infrastructure and technology have continued to create efficiencies across warehousing, customer service and logistics operations.
- Continued improvement in fulfilment lines from delivery mix optimisation and successful negotiations with providers to reduce payment costs.
- Continuing benefit from operational scale effects by maintaining a low fixed cost base.

Key Financials (EURm)	**FY 2014**	**FY 2015**	**Q3 2015**	**Q3 2016**	**9M 2015**	**9M 2016**
Net Merchandise Value[1](EURm)	33.6	102.3	27.9	33.8	71.9	100.0
% FX neutral growth [2]		*156.7%*		*21.6%*		*39.5%*
% EUR growth		*204.5%*		*21.1%*		*39.1%*
Net revenue	34.4	107.8	30.3	34.4	75.0	101.4
% FX neutral growth [2]		*157.6%*		*10.8%*		*35.3%*
% EUR growth		*213.4%*		*13.5%*		*35.2%*
Gross profit	18.7	58.3	16.6	18.5	40.8	54.1
% margin of Revenue	*54.4%*	*54.1%*	*54.8%*	*53.8%*	*54.4%*	*53.4%*
Adjusted EBITDA[3]	(4.5)	(1.7)	(0.4)	1.0	(1.5)	2.5
% margin of Revenue	*(13.1)%*	*(1.6)%*	*(1.3)%*	*2.9 %*	*(2.0)%*	*2.5 %*
Key Performance Indicators (m)	**FY 2014**	**FY 2015**	**Q3 2015**	**Q3 2016**	**9M 2015**	**9M 2016**
Total orders[4]	0.5	1.2	0.3	0.4	0.8	1.2
% growth		*140.0%*		*33.3%*		*50.0%*
Active customers[5]	0.2	0.5	0.4	0.6	0.4	0.6
% growth		*150.0%*		*50.0%*		*50.0%*

Source: Company's unaudited consolidated financial statements based on IFRS and management reports

Notes: Consolidated Namshi financial information on EUR basis is derived from unaudited GFG consolidated IFRS financial statements. Deviation from prior publication of AED based consolidated Namshi financial information is primarily attributable to GFG accounting policy alignments.

(1) Net Merchandise Value (NMV) is defined as the value of goods sold after actual and provisioned returns and rejections.
(2) Growth rate is shown on a constant currency basis based on local FX rates and therefore exclude the effect of FX movement.
(3) Adjusted EBITDA is calculated as (i) operating profit or loss before plus (ii) depreciation of property, plant and equipment plus (iii) amortization of intangible assets. Adjusted EBITDA excludes share based compensation expenses.
(4) 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.
(5) 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 end of period.

ZALORA & THE ICONIC

Financial Update

- Net revenue and NMV like-for-like growth on a constant currency pro-forma basis of 26.1% and 33.9% for Q3 2016 and of 40.3% and 48.9% for 9M 2016.
- Significant Gross margin improvement of 4.6pp to 39.1% in Q3 2016 and 5.1pp to 38.5% for 9M 2016.
- Adj. EBITDA improved by €10.6m in Q3 2016 and €22.5m in 9M 2016, which has led to improved Adj. EBITDA margins by 25.7pp to (23.7)% and 22.4pp to (24.8)%, for Q3 and 9M 2016 respectively.

Operational Update

- Sustained strong brand acquisition across the region including the launch of Cotton On, Under Armour, Ivy Park, Sportscraft and Ralph Lauren.
- Continued fulfilment expense benefit from the consolidation of Zalora's warehouse activities across Malaysia, Taiwan, Hong Kong and Singapore.
- Improved customer experience is continuing to yield benefits on the bottom line, with notable decline in contact ratios across the region.
- The further roll-out of Zalora's financial shared services centre in Malaysia and technology hub in Vietnam has driven further Adj. EBITDA improvements.

Key Financials (EURm)	**FY 2014**	**FY 2015**	**Q3 2015**	**Q3 2016**	**9M 2015**	**9M 2016[7]**
Net Merchandise Value[1](EURm)	118.4	212.0	51.7	64.7	146.5	196.6
% FX neutral growth pro-forma [2,3]		*73.2%*		*33.9%*		*48.9%*
% EUR growth		*79.1%*		*25.1%*		*34.2%*
Net revenue	117.2	208.0	51.0	61.6	146.1	187.4
% FX neutral growth pro-forma [2,3]		*67.4%*		*26.1%*		*40.3%*
% EUR growth		*77.5%*		*20.8%*		*28.3%*
Gross profit	40.0	72.8	17.6	24.1	48.8	72.2
% margin of Revenue	*34.1%*	*35.0%*	*34.5%*	*39.1%*	*33.4%*	*38.5%*
Adjusted EBITDA[4]	(68.7)	(90.5)	(25.2)	(14.6)	(69.0)	(46.5)
% margin of Revenue	*(58.6)%*	*(43.5)%*	*(49.4)%*	*(23.7)%*	*(47.2)%*	*(24.8)%*
Key Performance Indicators (m)	**FY 2014**	**FY 2015**	**Q3 2015**	**Q3 2016**	**9M 2015**	**9M 2016**
Total orders[5]	3.9	6.9	1.8	1.8	4.9	5.2
% growth		*76.9%*		-		*6.1 %*
% growth pro-forma [3]				*13.8%*		*23.2%*
Active customers[6]	1.8	2.7	2.5	2.6	2.5	2.6
% growth		*50.0%*		*4.0 %*		*4.0 %*
% growth pro-forma [3]				*20.7%*		*20.7%*

Source: Company's unaudited consolidated financial statements based on IFRS and management reports

Notes: Consolidated Zalora financial information on EUR basis is derived from unaudited GFG consolidated IFRS financial statements. Deviation from prior publication of consolidated Zalora financial information is primarily attributable to GFG accounting policy alignments.

(1) Net Merchandise Value (NMV) is defined as the value of goods sold after actual and provisioned returns and rejections
(2) Growth rate is shown on a constant currency basis based on internal planning rates and therefore exclude the effect of FX movement.
(3) For the purpose of comparison, growth rate is shown on a pro-forma basis: Zalora on a "pro-forma" basis, therefore Thailand and Vietnam are not included.
(4) Adjusted EBITDA is calculated as (i) operating profit or loss before plus (ii) depreciation of property, plant and equipment plus (iii) amortization of intangible assets. Adjusted EBITDA excludes share based compensation expenses.
(5) 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 (eCommerce and Marketplace).
(6) 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 end of period.
(7) 9M 2016 includes operations in Thailand and Vietnam which were divested in Q2 2016.

Forward looking statements

This press release contains forward-looking statements and other statements that are not historical facts that reflect the reasonable expectations of GFG. The forward-looking statements contained in this document are not guarantees of future performance, and future results may be materially affected by many factors and are subject to risks that are beyond GFG's control, and are therefore difficult to predict. Actual results could differ materially from expectations for a variety of reasons, including but not limited to fluctuations in foreign exchange rates, changes in global economic conditions and customer spending, the rate of growth of the internet generally and online commerce specifically, GFG's investments in new business opportunities or divestitures of existing businesses and the timing of such or similar strategic transactions, the mix of products sold to customers, competition, management of growth and expansion, the outcomes of legal proceedings and claims, sortation, delivery and related risks of inventory management, seasonality, the degree to which GFG enters into, maintains, and develops commercial agreements, payments risks, and risks of fulfilment throughput and productivity. Other risks and uncertainties include, among others, risks related to new products, services, and technologies, system interruptions, government regulation and taxation, and fraud.

All forward looking statements in this press release are based on information known to GFG on the date hereof. GFG undertakes no obligation publicly to update or revise any forward looking statements, whether as a result of new information, future events or otherwise.

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.