

**Make it happen!**

Investor Presentation  
(pre-results FY 2019)



March 2020

**Scout24**

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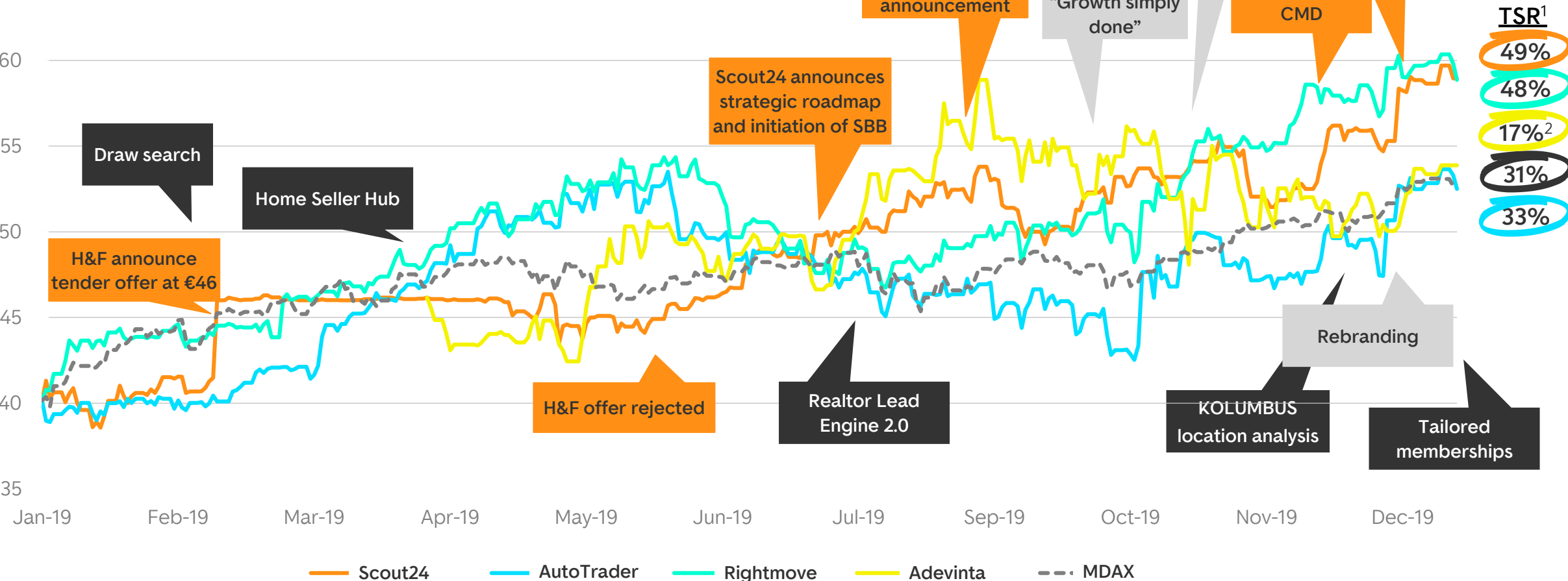
Quarterly figures are unaudited. All numbers regarding the 2019 segment structure are unaudited and preliminary only, if not otherwise stated.

# 1. Recap: The new Scout24



# 2019 was an eventful year where we have created significant shareholder value whilst upgrading the organisation

Rebased to S24 share price (€ per share)



Source: FactSet as of 14-Jan-20  
 1) Total Shareholder Return = Share price performance + dividend yield  
 2) Since IPO in April 2019



# We have made important strategic decisions in 2019 ...



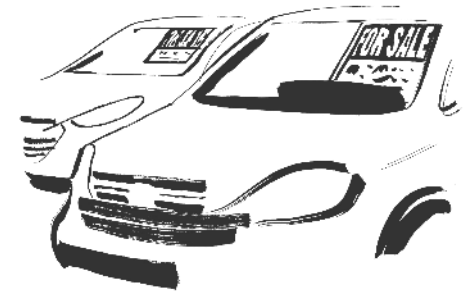
Focus on **core business areas**  
AutoScout24 & ImmoScout24

Largest **product innovation**  
push in the history of Scout24



**Share buyback program**

**Strategic review** of  
AutoScout24 completed with  
sale to Hellman & Friedman



... and delivered record results  
New Scout24 – preliminary numbers

**349.8** EUR million

revenue from continuing operations  
(IS24 segment and immo-related CS activities)

**62.2%**

ordinary operating EBITDA margin  
(IS24 segment and immo-related CS activities)

**676** EUR

monthly ARPU with residential  
real estate partners

**1,782** EUR

monthly ARPU with business real  
estate partners

**49%**

total shareholder return including dividend

**425,000**

listings on the ImmoScout24  
marketplace at year end

**13.5** million

unique monthly visitors on  
ImmobilienScout24

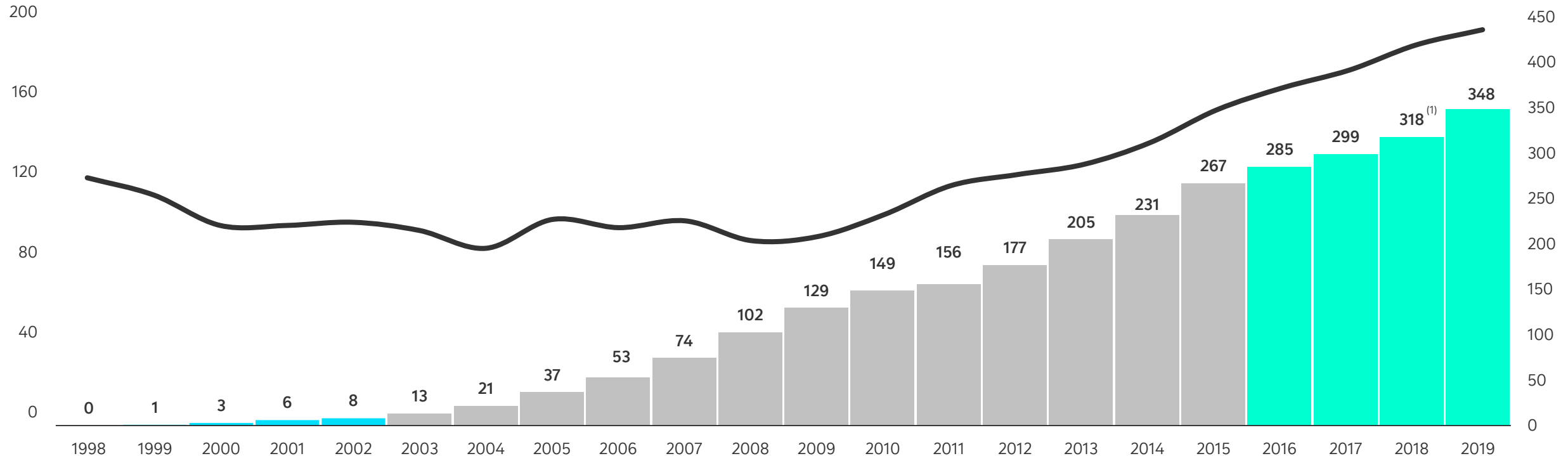
# We have delivered resilient growth since our inception with evolving markets presenting huge opportunities

“Print era”

Rise of online classifieds

Networked marketplace of the future

German real estate market value  
€Bn



Source: GEWOS (2019)

Notes: 1. Revenues adjusted for IFRS 15, applied as of 1 January 2018 and retrospectively adjusted for 2017; including ImmoScout24 Consumer Services and investments/divestments

# We are building the ecosystem for real estate in Germany



## Agents

- ✓ Acquire new mandates and lead management (digital farming)
- ✓ Use most efficient marketing channel
- ✓ Build up local brand
- ✓ Benefit from an integrated ecosystem out of one hand



Medium



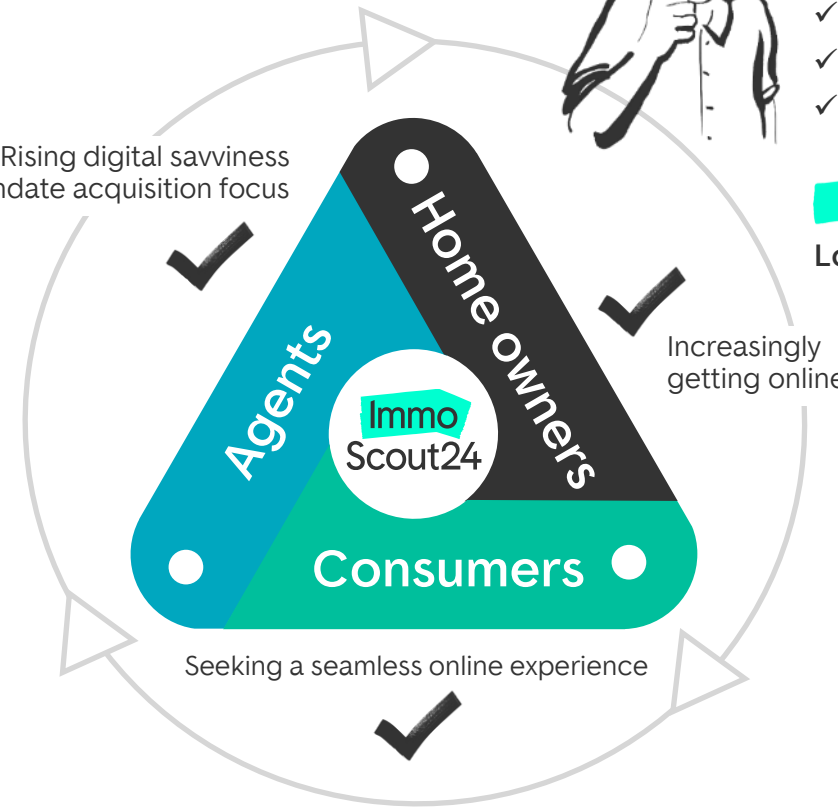
## Home owners

- ✓ Find the right agent
- ✓ Maximise property value
- ✓ Ensure transaction certainty and efficiency



Low

Rising digital savviness  
Mandate acquisition focus



Increasingly getting online

Seeking a seamless online experience



## Consumers

- ✓ Benefit from a personalised home search journey
- ✓ Get the most transparent consumer experience
- ✓ Receive guidance in decision making



High

Indicative digitization levels





# Our focus topics for 2020 and beyond



We expand our No. 1  
market position  
Germany



We develop innovative,  
smart products and  
expand our TAM



We collect more data,  
and increase market  
transparency



We build a comprehensive  
ecosystem for sale and  
rent



We drive ARPA through  
new membership models  
and our value-add  
offering



We strengthen our  
position in private  
listings

## 2. Preliminary financial results 2019



# We are now concentrating on the “New ImmoScout24”

## From old to new segment structure

ImmoScout24

AutoScout24

Scout24 Consumer  
Services

ImmoScout24  
+  
Immo-related CS activities

AutoScout24  
+  
Auto-related CS activities

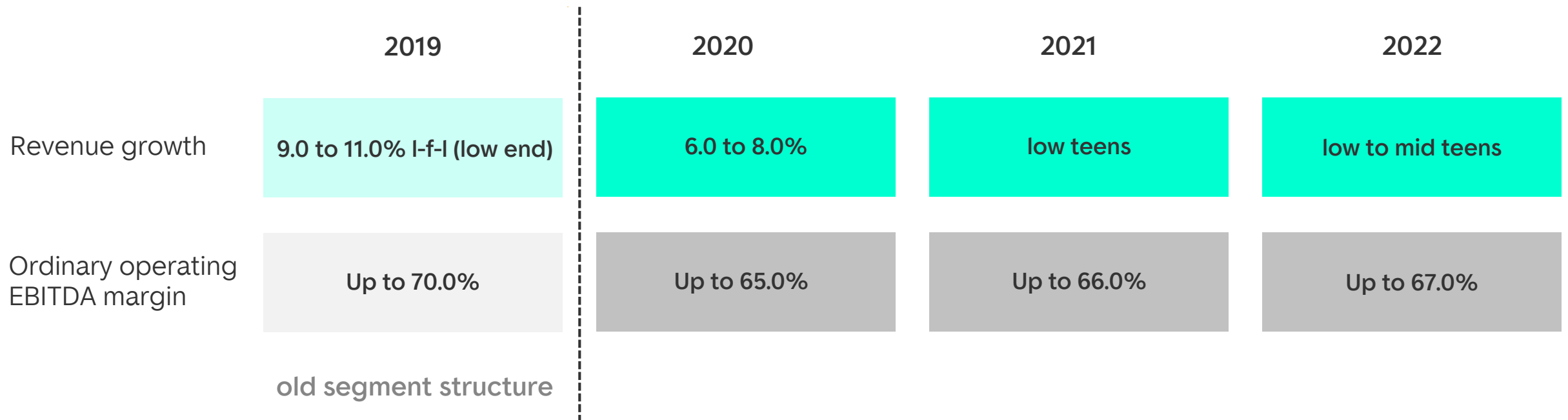
Residential Real Estate

Business Real Estate

3<sup>rd</sup> party & others

# ImmoScout24 is set to continue to deliver along the financial guidelines provided at the Capital Markets Day

Guidance for the ImmoScout24 segment  
Central functions not included



# 2019 was an eventful year with record results

## Financial Highlights – preliminary financials: continued and discontinued operations

	External Revenue			ooEBITDA			ooEBITDA Margin			Cash Contribution		
	2019	2018	+/-	2019	2018	+/-	2019	2018	+/-	2019	2018	+/-
New Scout24 Group	€349.7m	€318.2m	+9.9%	€209.3m	€188.7m	+10.9%	60%	59%	+1 Pp	€193.3m	€169.8m	+13.8%
New ImmoScout24	€349.8m	€318.1m	+9.9%	€217.6m	€197.9m	+11.7%	62%	61%	+1 Pp			
Old Scout24 Group	€613.6m	€531.7m	+15.4%	€321.9m	€291.5m	+10.4%	52%	55%	-3 Pp	€297.4m	€263.1m	+13.0%
ImmoScout24	€270.2m	€250.0m	+8.1%	€188.0m	€170.3m	+10.4%	70%	68%	+2 Pp			
AutoScout24	€186.9m	€166.3m	+12.3%	€107.1m	€88.4m	+21.1%	57%	53%	+4 Pp			
Consumer Services	€156.5m	€115.3m	+35.7%	€37.5m	€40.4m	-7.2%	24%	35%	-11 Pp			

We are currently evaluating options around method and timing of capital return to shareholders



Quantum and structural decisions have not been made yet



Several legal, procedural, accounting, tax, market issues need to be cleared

**Dividend**

**Share buy-back**  
(with / without capital reduction)

**Debt repayment**

**M&A**

Make it happen!  
#Scout24IR



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