

Make it happen!

Barclays Internet Day
Investor Presentation
Post Q1 – Pre AGM



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

We had a strong start into 2020, reacted quickly to Covid-19 with a comprehensive action programme and showed solid Q1 results

€89.1m

+5.6%

revenue from continuing operations
(Group and IS24)

64.6%

+5.2pp

ordinary operating EBITDA margin
(IS24)

€729

+8.7%

monthly ARPU with residential real estate partners (including agents, property managers and finance customers)

€1,811

+6.8%

monthly ARPU with business real estate partners

19,428

+2.2%

customers (residential and business real estate partners)

14.7m

+11.4%

unique monthly visitors (multiplatform) on IS24

103.6m

+5.0%

sessions per month (Germany)

340,000

+55%

registered homeowners (growth rate since CMD)

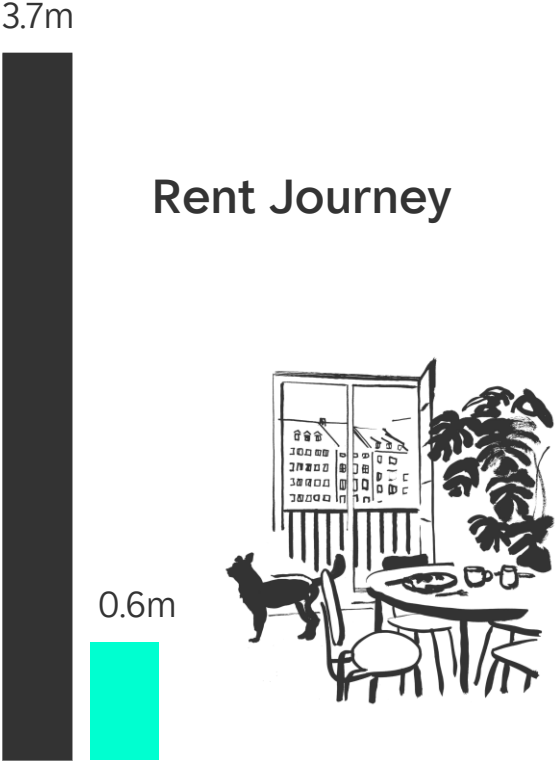
Germany takes the Covid-19 crisis with relatively high resilience

41m*
living units in
Germany -
rented out or
lived in



* 17m used by owner, 24m rented out

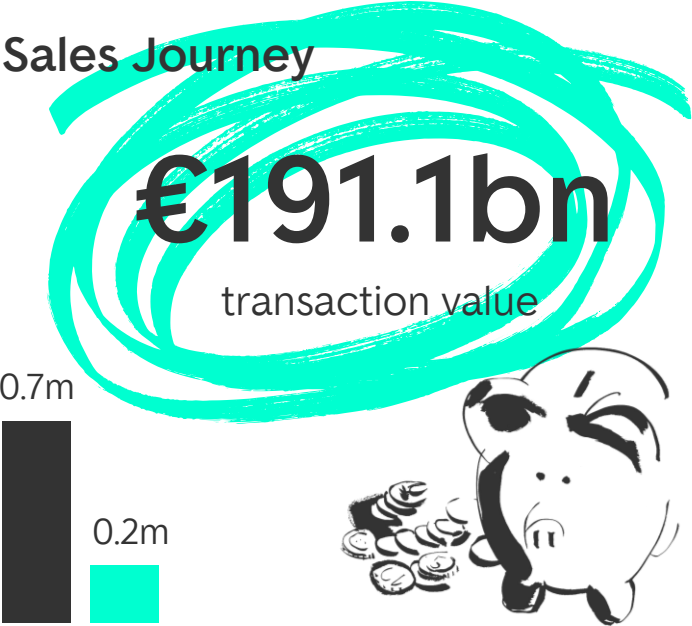
Rent Journey



■ Total rent transactions per year
■ Rent transactions at Immo Scout24

thereof 20-30% via agents

Sales Journey



■ Total sales transactions per year
■ Sales transactions at Immo Scout24

thereof 80-90% via agents

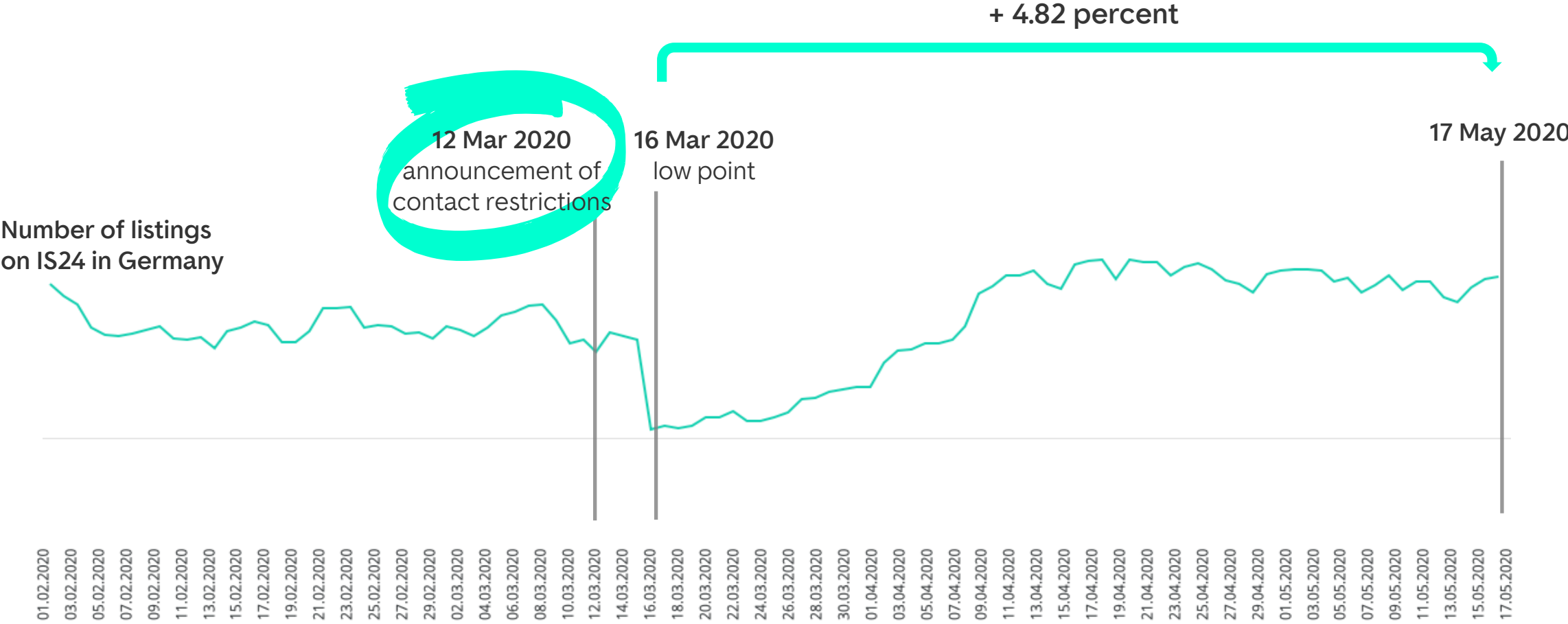
For-sale listings of condominiums on IS24 are above the pre-Covid-19 level



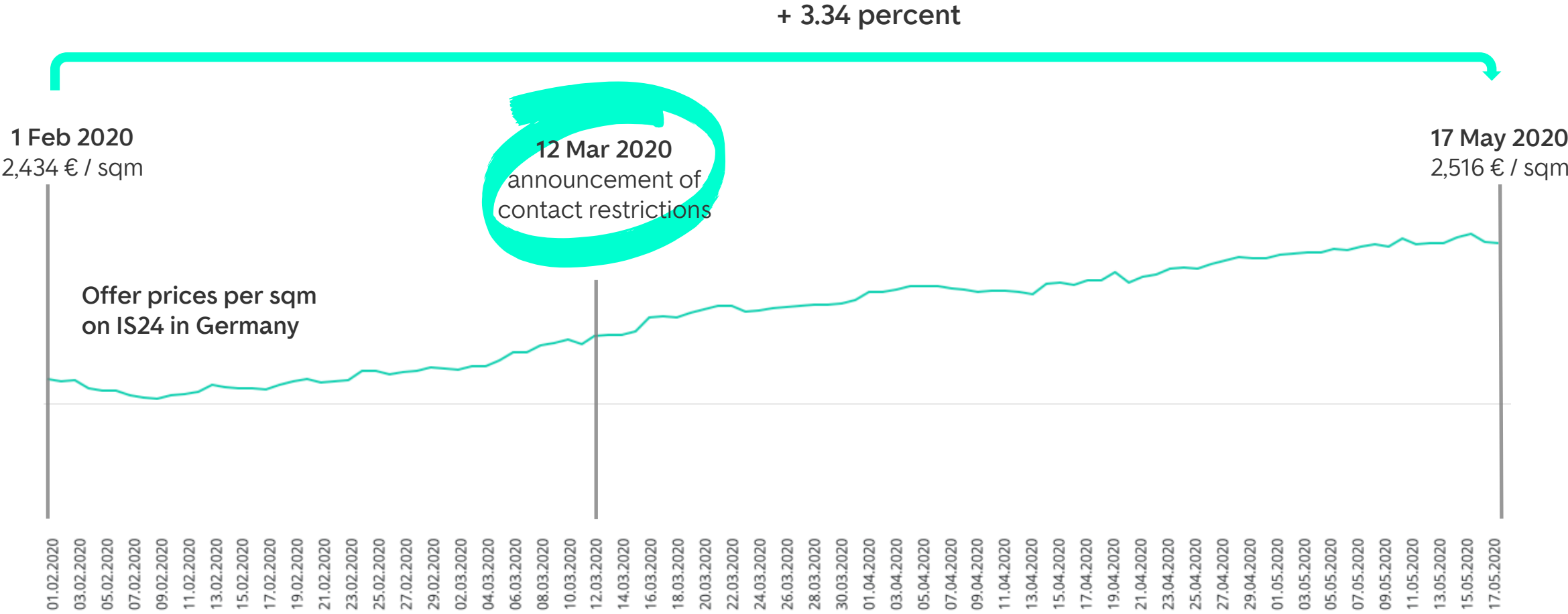
Offer prices for condominiums continued to rise despite Covid-19



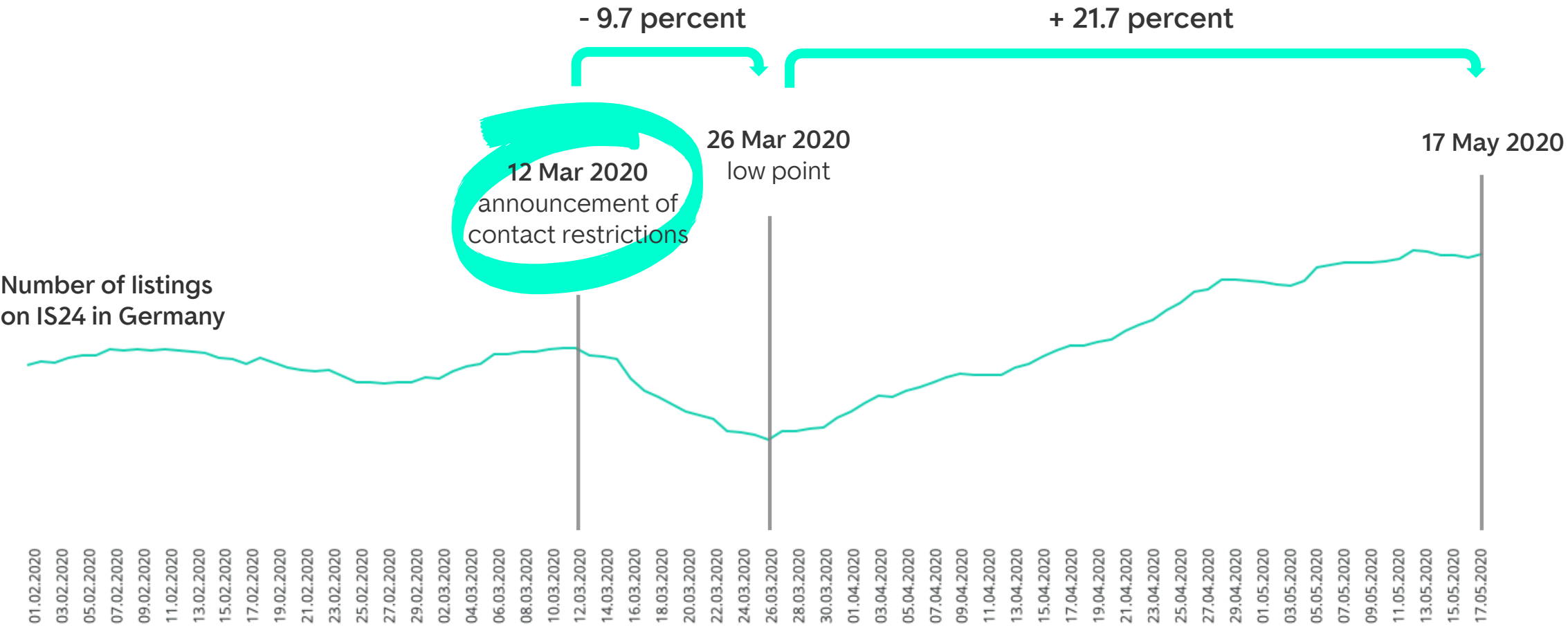
For-sale listings of single-family homes declined after the Covid-19 shock and are now above pre-Covid-19 levels



Offer prices for single-family houses remained stable or even increased in times of Covid-19



Listings of rental apartments have increased significantly after the Covid-19 shock and are now above pre-Covid-19 levels



Prices for rental apartments fell slightly and are now above pre-Covid-19 levels

- 0.58 percent

+ 3.27 percent



Supply and demand have increased significantly and are now above pre-Covid-19 levels

Development of the real estate supply (week 22, ending 29 May 2020)	vs. Pre-Covid-19 (average CW 6 - 9)
Listings (total of 429,846)	+ 4.0 percent
Professional & coops	+ 4.2 percent
Private listings	+ 0.3 percent
Residential rent	+ 8.8 percent
Residential sale	- 0.3 percent
Commercial	+ 3.8 percent
Exposé impressions	+ 9.9 percent
Leads (total of 220,356)	+ 2.0 percent
Residential rent	- 2.5 percent
Residential sale	+ 22.0 percent
Commercial	- 12.9 percent

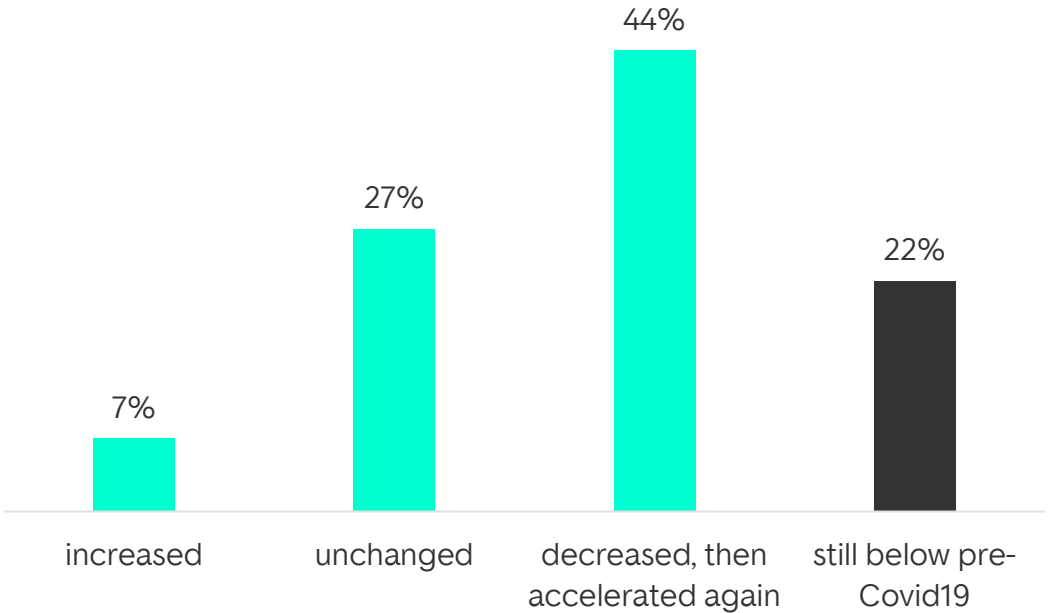
- ✓ Overall traffic (sessions and users): we do not see a Covid-19 impact any more.
- ✓ This translates into a stabilized level of leads.
- ✓ Leads to sale listings are developing very strong – remains to be seen if this is a rebound effect or sustainable over the rest of year.
- ✓ Professional listings remain stable / slightly above pre-Covid-19.
- ✓ Private listings decreased from the high point in April – result of shorter free listing durations.

The feedback we are getting from agents also points to increasing confidence and business activity

At the ImmoGipfel on 27 May 2020, we asked 333 agents about their activity levels, i.e. development of real estate transactions / mandates

78%

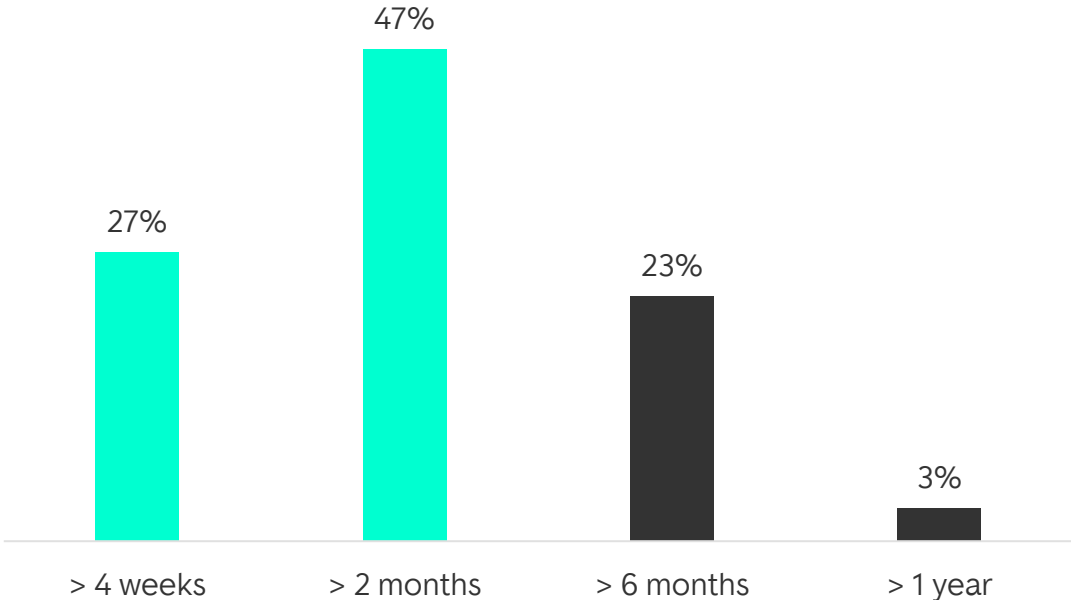
of agents see transaction at pre-Covid19 levels



At the Proptech Gipfeltreffen on 22 April 2020, we asked agents when they think the business will accelerate again

74%

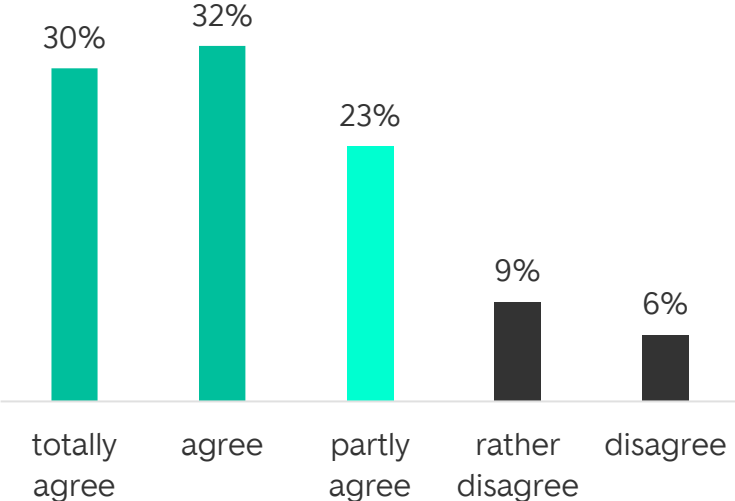
of agents see business accelerate before the end of the year



Our partners are aware that digitization is key for the real estate ecosystem

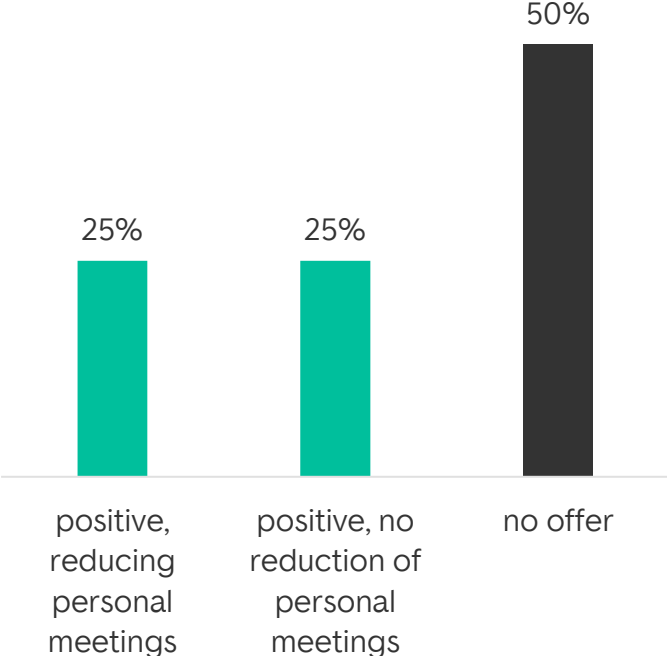
85%

of agents are aware that digitization is an important issue (ImmoGipfel)



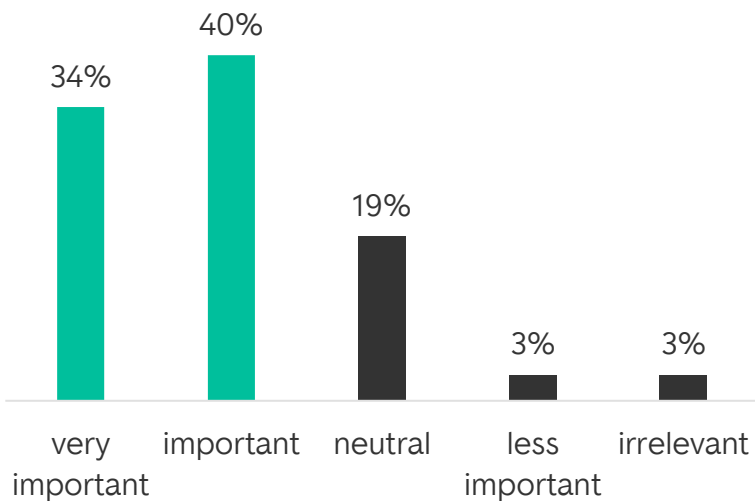
50%

of agents have positive experiences with virtual viewings (ImmoGipfel)



74%

of agents acknowledge the importance of digital farming (ImmoGipfel)



We are using our strong position to support our partners and manage the crisis

3-pillar Covid-19 action programme:

- Liquidity plus
- Listings plus
- Leads plus



Agents

- Payment deferrals in April and May (**“liquidity plus”**)
- Free homeowner leads to agents in May and June (**“leads plus”**)
- “In-budget” migrations (temporary Corona discounts) coupled with “list-all” / “list-first” commitments
- Increasing activity: professional listings +4% vs. pre-Covid levels



Homeowners

- Increasing supply: for-sale listings back to pre-Covid levels
- Strongly increasing demand: residential sale enquiries +22% vs. pre-Covid levels
- Increasing homeowner registrations (340,000 end Q1)



Consumers

- Increasing search activity: sessions +5%; exposé impressions +10% vs. pre-Covid levels
- Increasing demand for moving services
- Premium membership revenues in recovery mode in May (exceeded 100,000 members)
- Private listings up >20% vs. pre-Covid levels during **“listings plus”** offering; now stable

... while our long-term strategy remains clear: we will further drive the real estate ecosystem and its digitization in Germany



We expand our No. 1 market position in 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 ARPU through new membership models and our value-add offering



We strengthen our position in private listings

Make it happen!

Next dates

18 June 2020: Virtual AGM 2020 (Shareholders who have duly registered can follow the AGM in full in audio and video on the Internet.)

13 August 2020: Publication of H1 2020 results

Contact

Ursula Querette
Head of Investor Relations

Telephone +49 89 444 56 3278

Fax +49 89 444 56 193278

ir@scout24.com

www.scout24.com



Scout24