

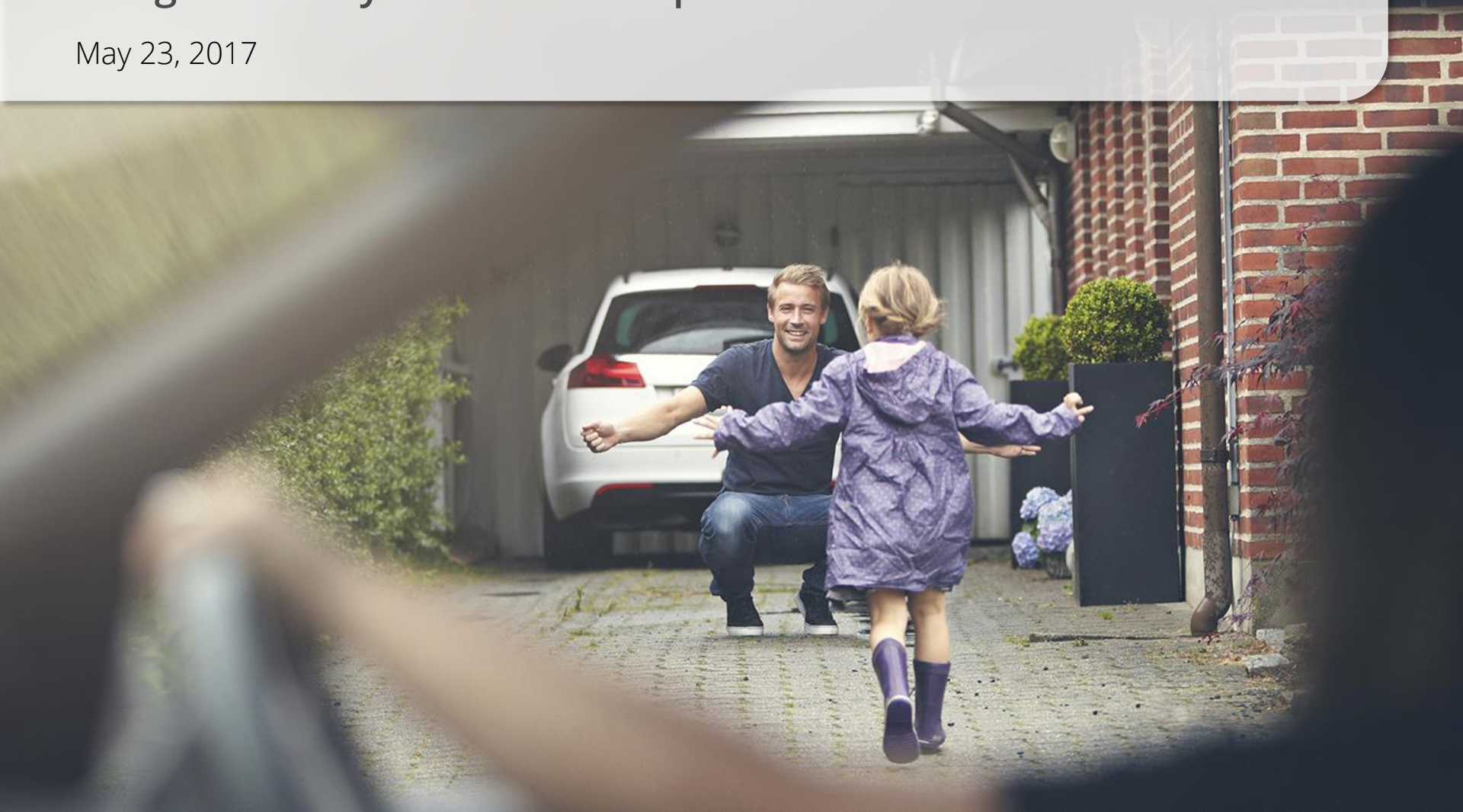
www.scout24.com

Scout24 AG

Morgan Stanley Berlin Field Trip






May 23, 2017

SCOUT 24



ReCap: AutoScout24

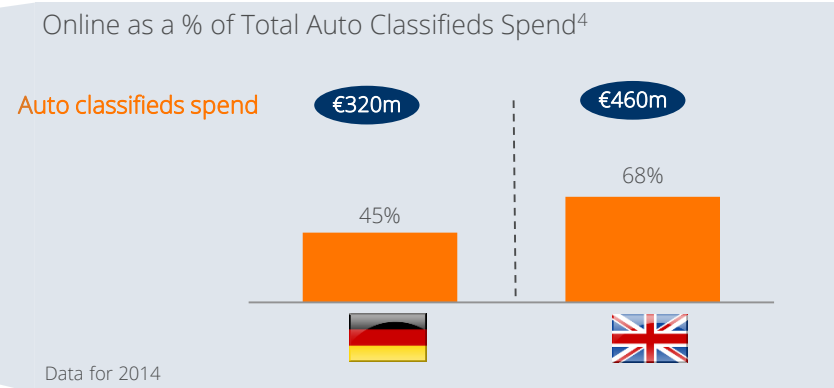
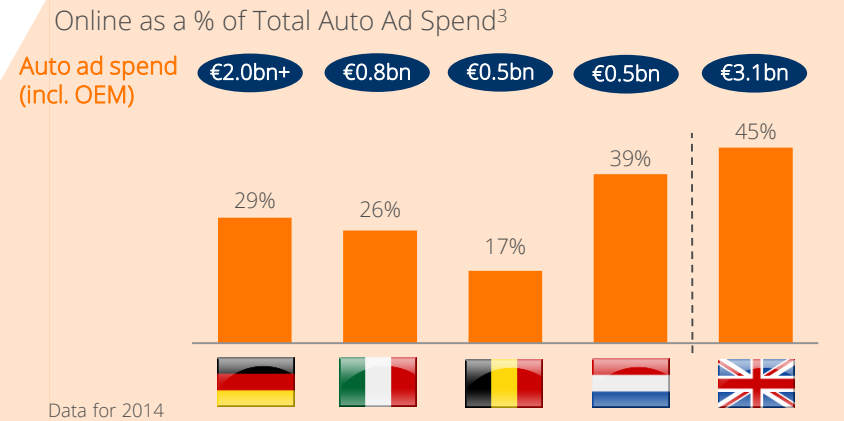
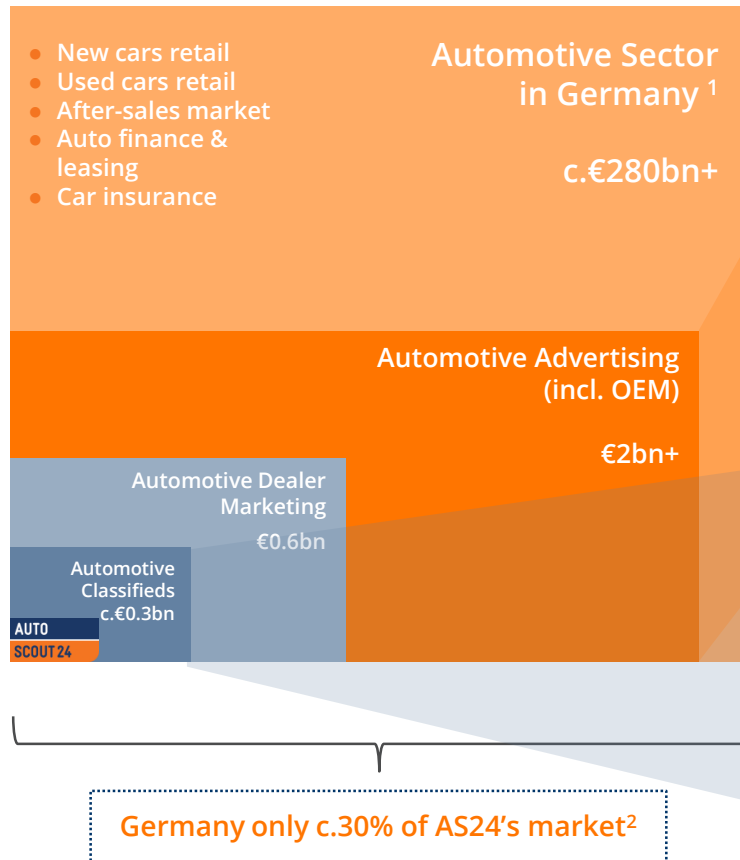
A European Automotive Classifieds Leader

			 ¹		Display & Other Countries 
AS24 Dealer Locations ²	24.4k	7.7k	4.5k	6.5k	
AS24 Listings	1,286k	465k	148k	309k	
AS24 Position (Listings) ²	On Par	#1	#1	#1	
Aided Brand Awareness ³	#1	#1	-	#1	
% of AS24 Revenue (2016)	37%	32%		31%	

Dealers +10% YoY
Listings +7% YoY

1. Combined data for Belgium and Luxembourg.
2. Source: Autobiz (December 2016).
3. Source: Norstat (December 2016) among other automotive marketplaces, Belgium not part of the study

A European Automotive Classifieds Leader, in Large, Attractive Markets



1. Source: OC&C analysis. Data for 2013–2014. Germany only.

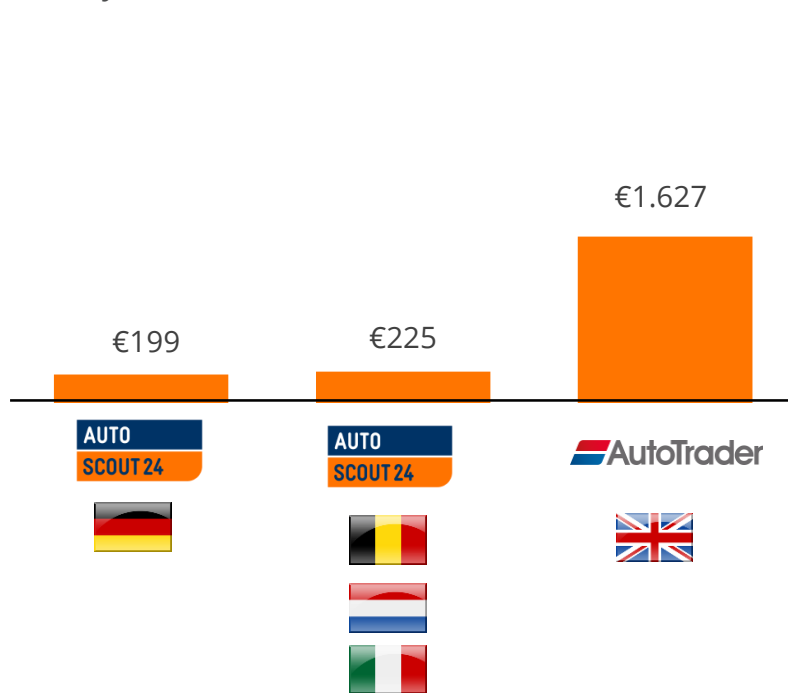
2. Based on Germany share of passenger cars in use in Germany, Italy, Belgium, the Netherlands, Luxembourg, France, Spain and Austria. Car parc estimates as of 2013 (source: OC&C analysis).

3. Source: IDC, Danda, OC&C analysis. IDC includes in "online" net ad spend online and mobile display, online and mobile search, online and mobile video, online classifieds and other online.

4. Source: OC&C analysis (for Germany); Enders Analysis, March 2015 (for UK).

A European Automotive Classifieds Leader, with Significant Pricing Headroom

Monthly ARPU 2016⁴



Sell **2** cars to pay back annual classifieds spend⁵



Sell **15** cars to pay back annual classifieds spend⁵



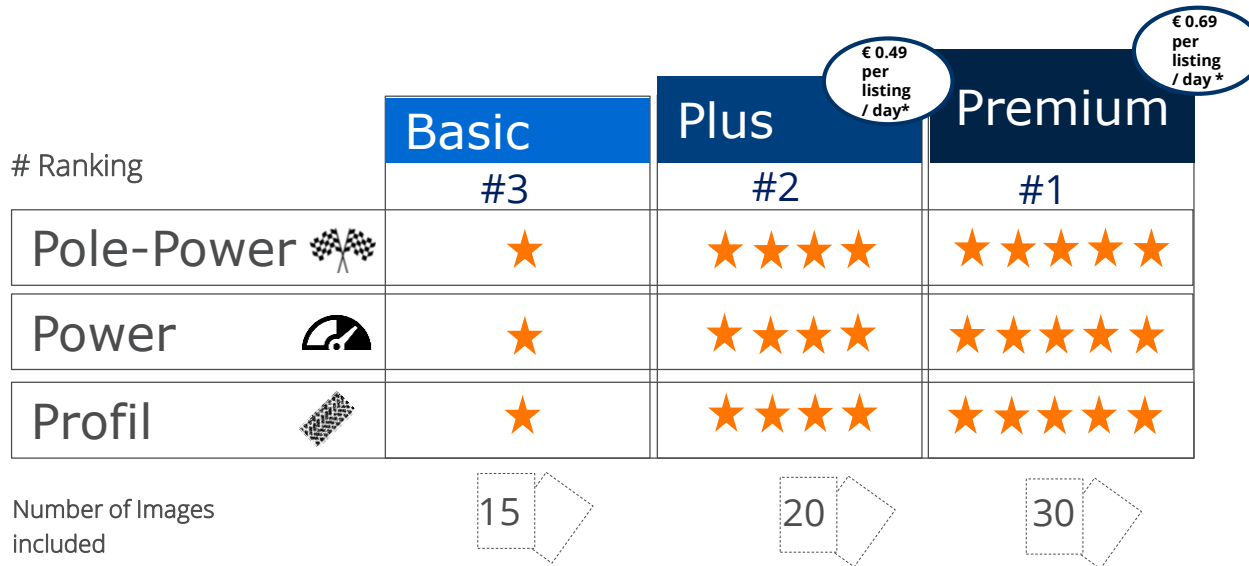
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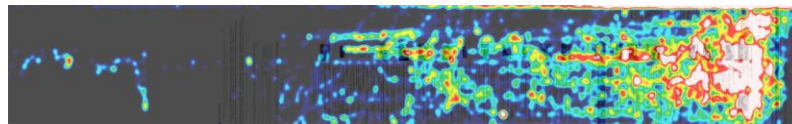
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Accelerate Monetization with Marketing Power



Click Map



Exposure
VDP¹

1.0x

4.3x

8.1x

1. Source: Company information. VDP = Vehicle Detailed Page Views. Analysis compares vehicles within the same price range, for the period of the first quarter 2016

2. Source: Company information. As of 01.06.2015 – 30.06.2015. Data set assumes that cars are sold when they are taken off AS24 website.

3. Source: Company information. As of 01.06.2015 – 30.06.2015. Data set assumes that cars are sold when they are taken off AS24 website.

*Prices Marketing Power Products in Germany, European prices for Plus and Premium listings differ.