

www.scout24.com

# Supporting consumer decisions by innovative data products

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# SCOUT 24



# Scout24 Group

## Life Beats on the Scout24 Platforms

**2**  
Household Brand Names

**IMMOBILIEN**  
**SCOUT 24**

**AUTO**  
**SCOUT 24**

**1**  
Data-driven Digital Marketer

**SCOUT 24**  
Media



**5**  
Core Geographies and an overall presence in

**18**  
European Countries

**80m**  
Household Reach<sup>3</sup>

No. 1  
Real Estate  
Classifieds Portal  
in Germany<sup>1</sup>

A European  
Automotive  
Classifieds  
Leader<sup>1</sup>

Mobile first  
7 out of 10  
engage  
on the go<sup>2</sup>



More than  
3 million  
active listings<sup>4</sup>

Sources:

1 ImmobilienScout24 ("IS24") is the leading digital real estate classifieds platform in Germany, based on consumer traffic and engagement as well as customer numbers and listings (based on ComScore, and management estimates) AutoScout24 ("AS24") is a European automotive classifieds leader (management's estimate based on listings and UUVs) with No. 1 market positions in Italy, Belgium (including Luxembourg) and the Netherlands, as well as a No. 2 position in Germany, all based on listings (source: Autobiz, December 2016)

2. Source: Management estimates, own traffic monitor, December 2016

3. Based on latest World Bank population data and OECD average household size data.

4. Based on management estimates and Autobiz, December 2016

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Our marketplaces act in the industries driving the world's 4<sup>th</sup> largest economy.

**25%**  
OF THE  
GERMAN  
GDP



- Mortgage loans
- Home insurance
- Utilities
- Moving expenses
- Renovation

Property Sector  
in Germany <sup>1</sup>

c.€510bn+

Property Transaction Value  
c.€137bn

Agent Commission  
Pool  
c.€6bn

Marketing Spending  
c.€0.8bn

Online Marketing  
c.€0.3bn

IMMOBILIEN  
SCOUT24



- New cars retail
- Used cars retail
- After-sales market
- Auto finance & leasing
- Car insurance

Automotive Sector  
in Germany <sup>1</sup>

c.€280bn+

Automotive Advertising  
(incl. OEM)

€2bn+

Automotive Dealer Marketing  
€0.6bn

Automotive  
Classifieds  
c.€0.3bn

AUTO  
SCOUT24

<sup>1</sup> Source: OC&C analysis.


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**Our Purpose:** Inspiring your best decisions.  
We connect people, cars and homes.

- Finding a home and buying a car – two major events in people's lives.
- We accompany our consumer's and customer's journeys.








*You can book a travel around  
the world from your sofa.*



A woman with long dark hair is smiling and wearing a white and black VR headset. She is holding the sides of the headset with both hands. She is wearing a dark olive green button-down shirt. The background is a bright, modern office space with a desk, a lamp, and a window. A white semi-transparent box is overlaid on the left side of the image.

See your new home and  
your new car as they  
really are.

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# Discovering Products in a New Dimension





## Offering Personalized Products

IMMOBILIEN  
SCOUT 24

Die MaklerSuchmaschine von ImmobilienScout24

Fragen? Rufen Sie uns  
☎ 030- 24 301 14 50 Mo. - Fr. 8:00

recom

# Immobilie erfolgreich mit Makler verkaufen

Wir finden 3 passende Makler für Ihre Immobilie – schnell, kostenlos und unverbindlich

## Welche **Immobilie** möchten Sie verkaufen?

Wohnung

Haus

Grundstück

weiter

✓ Bis zu 21.000 Immobilienmakler

✓ 100% regionale Abdeckung deutschlandweit

✓ Hohe Kundenzufriedenheit

So einfach funktioniert's

Sie beschreiben Ihre Immobilie

Wir finden 3 passende Makler

Sie verkaufen erfolgreich

Lead-Engine/  
Agent  
recommendation

[illegible]

Property  
you might also  
like

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# Inspiring Consumers' Best Decisions

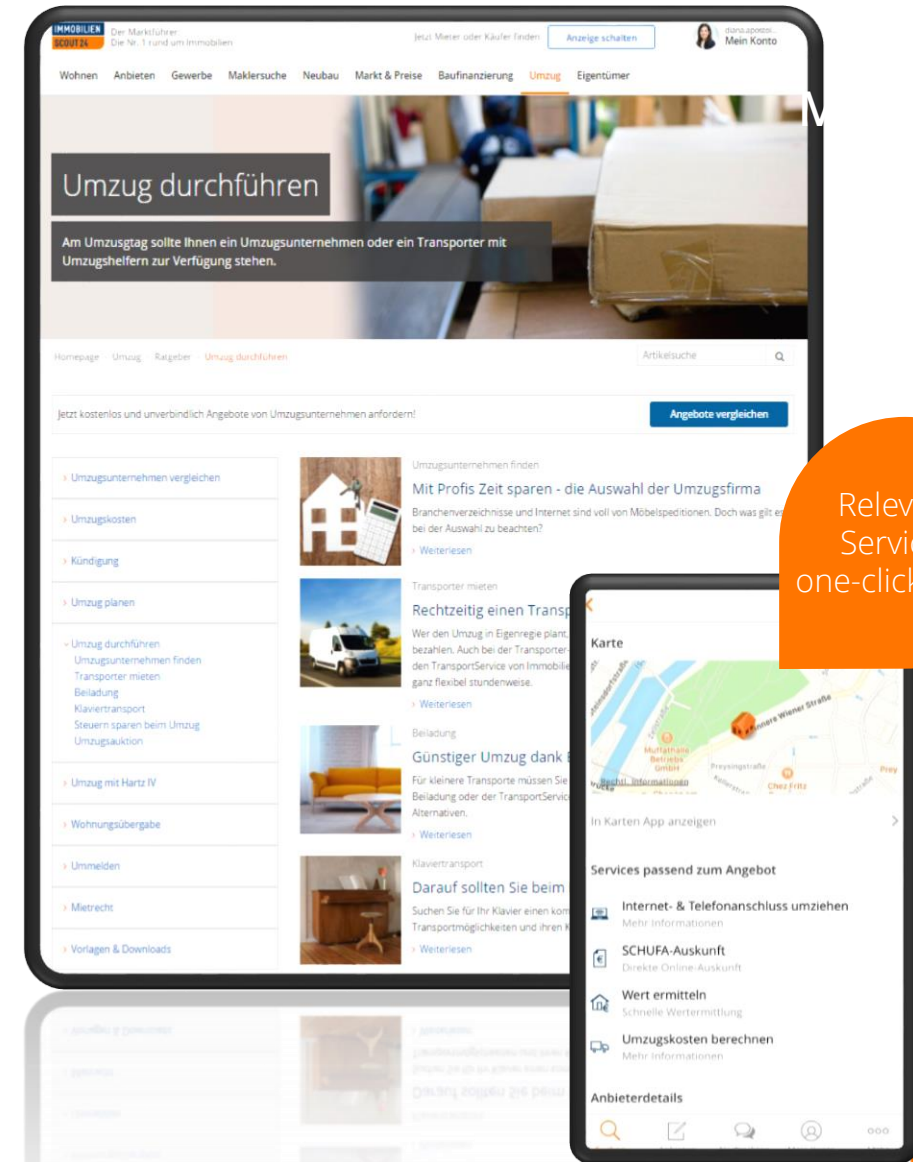
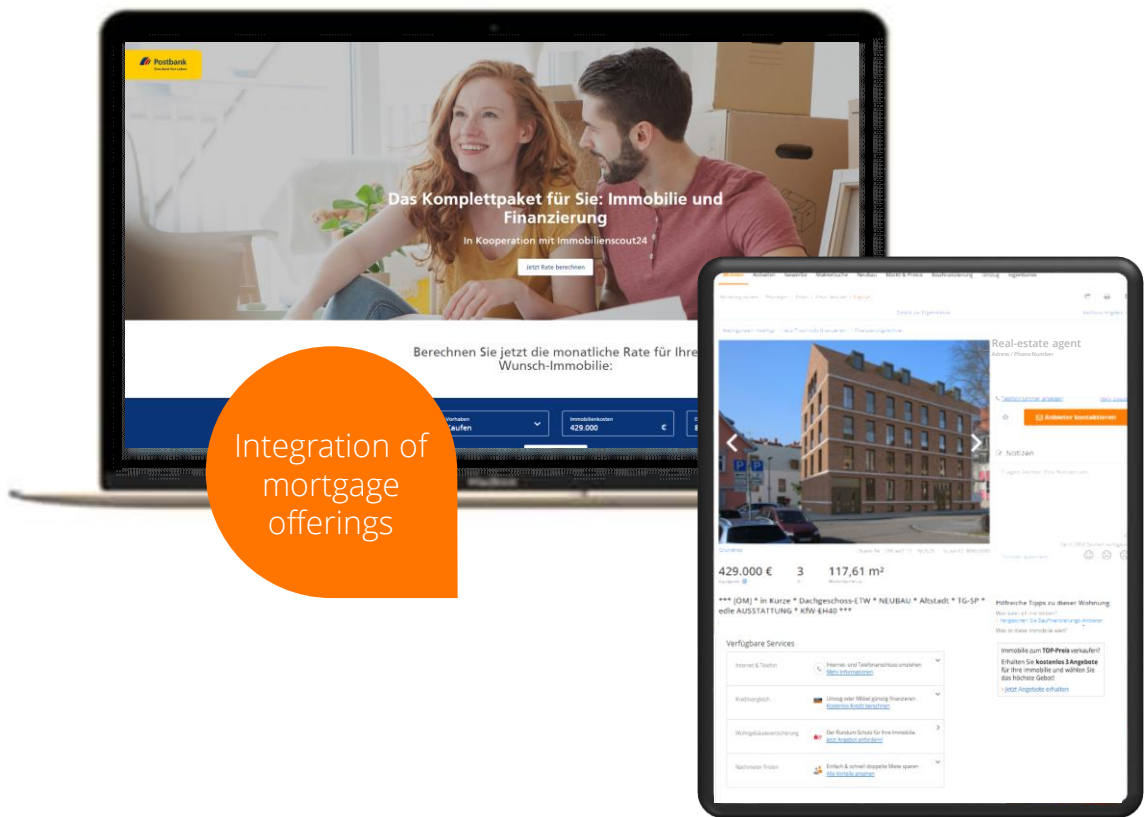
AutoScout24  
Price evaluation

Facebook  
chatbot

Similar property  
in the region

SCOUT 24

# Supporting #lifechangingmoments

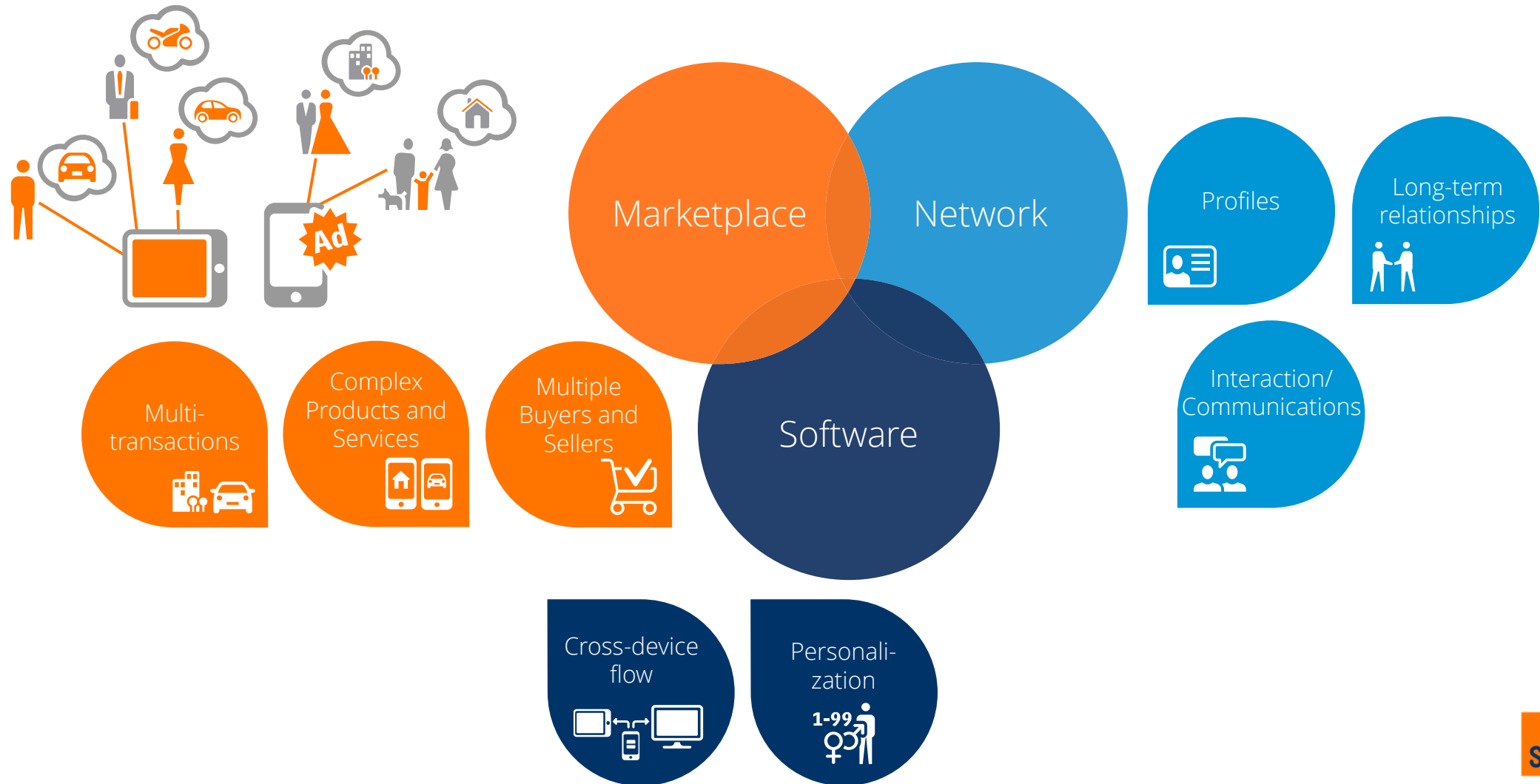


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# Evolving into Market Network

## Transforming How People Get Products and Services



Our Mission: We're committed to enhancing our digital platforms to market networks in order to serve our **purpose** even better.