

Scout24

# Investor Presentation

Berenberg and Goldman Sachs Ninth  
German Corporate Conference 2020



21 September 2020

Scout24

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# We continue to pursue our strategic agenda in 2020



## Resilient growth & profitability

- Group revenue up 1.0% in H1 2020 despite Covid-19 headwinds
- Group ooEBITDA margin up 1.6 pp
- Well on track towards FY 2020 Group guidance (revenues around 2019 level, ooEBITDA margin around 60%)



## Successful free private listings initiative

- More attractive offer for homeowners
- Significant increase in consumer traffic and subscriptions



## Growth along the sales journey

- Immoverkauf24 acquisition strengthens IS24's homeowner platform
- Increasing relevance to agents via seller lead generation



## Returning capital to shareholders

- April 2020 buyback tranche: >50% of the target volume reached (c. €280m bought back by mid of September)
- Preparing for €1bn tender offer in H1 2021



## Integrating sustainability

- Active engagement with ESG ratings
- Updated climate strategy targeting to be carbon neutral by 2025 (reducing carbon footprint by 60% compared to base year 2018)

# Our H1 performance demonstrates growth across all important KPIs and underscores our resilience and momentum

€173.0m

+1.0%

Group revenue  
(continuing operations)

61.0%

+1.6pp

ordinary operating  
Group EBITDA margin

€709

+4.1%

ARPU with  
residential real estate  
partners (including  
finance partners)

€1,747

+1.8%

ARPU with  
business real estate  
partners

19,815

+4.2%

customers (residential and  
business real estate partners)

419,415

-4.8%

IS24 listings  
(period average)

14.8m

+12.1%

IS24 monthly users  
multiplatform  
(period average)

110.6m

+15.4%

IS24 monthly sessions  
(period average)

We successfully supported our partners and set standards while navigating the Covid-19 pandemic



- Tailored Covid-19 action programme to strengthen partnership:
  - “Liquidity Plus”
  - “Leads Plus”
- Focus on customer retention: residential partner ARPU in Q2 stable vs. Q1 +9%
- Professional listings back at pre-Covid levels



## Homeowners

- Free2list initiative started in January
- “Listings Plus” introduced in March (private listings +30% in April vs. March)
- 11.2k homeowners connected to agents in H1 2020: +12% vs. 2019
- immoverkauf24 acquisition to become the leading platform in serving & attracting homeowners
- New subscription model for landlords launched in April (4.2k active subscription stock)



## Consumers (Homeseekers)

- Strong increase in consumer traffic in H1
- 4% H1 increase in rental listings, but 5% decrease in total listings
- Improved consumer journey: IS24 is frontrunner in digital product set
- Increased penetration of “MieterPlus” & “KäuferPlus” following “Listings Plus”

# We are committed to our agents with growth dynamics intact



## Trends in the German real estate market

Covid-19 **accelerating digitisation** of real estate ecosystem

**Increasing German residential real estate prices**<sup>1</sup> imply ongoing under-supply and need for mandate acquisition support

**Commercial real estate market stable** with uncertain macro-outlook – majority of German hubs still showing rent growth of >2% in H1<sup>2</sup>

**“Bestellerprinzip”** coming into effect in 2021



## Growth in Scout24's agent business



Covid-19 support measures strengthened the partnership with our agents



Gained c. 800 real estate partners on our platform compared to H1 2019 (+4%)



Membership migration well on track:

- Goal to migrate all core residential sales agents by mid-2021 into the new membership editions
- As of June 2020: 20% of target reached
- Rate-card introduction also on the right track

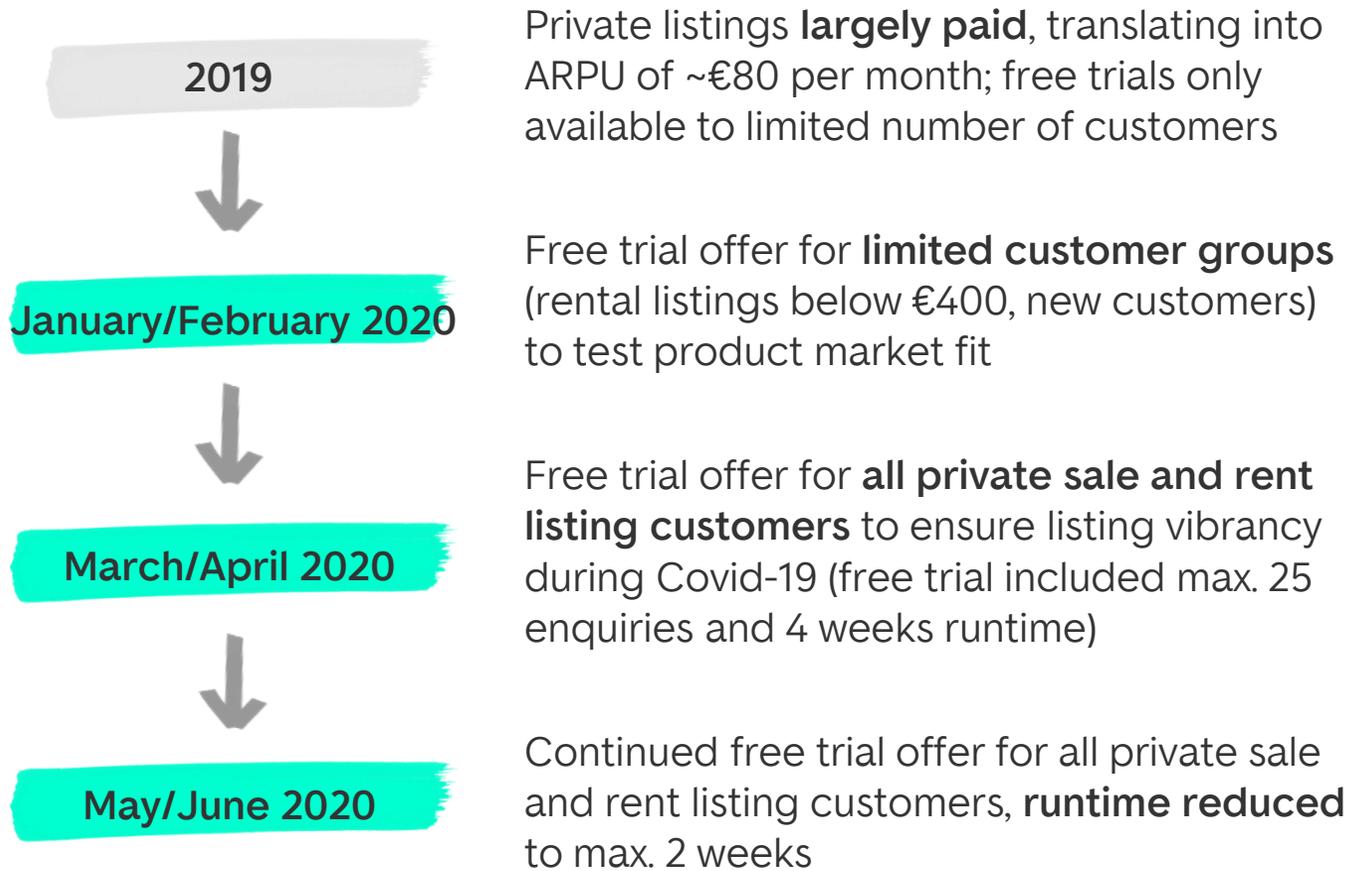


Continued investment in our agent product suite

<sup>1</sup> According to IMX purchase and rental prices showed a renewed significant upturn across all property types in Q2 2020, thus mostly surpassing pre-Covid levels.

<sup>2</sup> Following strong growth in Q1 2020, the commercial property rental price index (GIMX) shows a stagnating or slightly declining market in Q2 2020.

# With our free listing initiatives we fuelled the vibrancy of our marketplace in H1



- ✓ Private listings increased by 30% in April vs. March 2020
- ✓ Increased usage of memberships “MieterPlus” & “KäuferPlus” (c. €500k revenue increase from April to June) partly compensating foregone listings revenue
- ✓ Q2 private listing revenues of €7.1m due to fenced “Listing Plus” offer (vs. €9.5m in Q1)
- ✓ Consumer traffic significantly up in H1 (UMV +12%, sessions +15%), but total listings down 5% yoy

# We enhance the home selling journey and strengthen our position as leading platform for homeowners



**1** Homeowners browse price atlas to get price indication for comparable objects

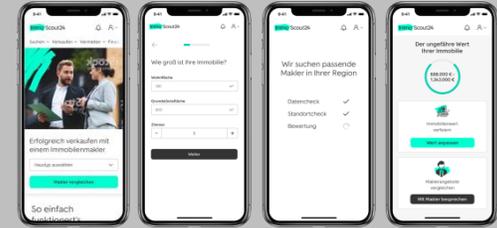


**2** Homeowners join HomesellerHub and enter details of their apartment

340k owners registered at IS24 (end of H1 2020) with willingness to sell

- Get regular alerts from Home-sellerHub on property value
- Some give marketing consent to be contacted by agents

**3** Realtor Lead Engine: IS24 provides homeowner leads to relevant agents



**4** Thanks to real estate agent & digital professional tools, properties are sold at attractive prices



Provided **~900** homeowner leads to agents for free under Covid-19 support **“Leads Plus”**

Lead generation accelerated with **11.2k** **homesellers** connected to agents in H1 2020 (+12% vs. H1 2019)

Increased lead engine revenues: **€6m of revenues** generated in H1 2020 (+43% vs. H1 2019)

**Immoverkauf24** acquisition fuels the lead engine funnel and enhances the service offering for homeowners



**IS24 + IV24 =** distinct #1 in traffic and leads

# We feel confident to resume guidance for the full year 2020

## Group revenue:

**Around full year 2019 level**

- **Residential Real Estate:** Stable to slight growth
- **Business Real Estate:** Slightly decreasing to stable
- **Media & Other:** Low teens percentage decrease

## IS24 ooEBITDA margin:

**Around 62%**

## Group ooEBITDA margin:

**Around 60%**

## Guidance reflects:

- Resilient Scout24 business model
- Successful “Listing Plus” programme
- Limited exposure to advertising

## Underlying assumptions:

- No further “lock downs” or similar restrictions due to Covid-19 in H2
- No significant payment defaults under “liquidity plus” programme
- No meaningful impact of new “Bestellerprinzip” law in H2 2020

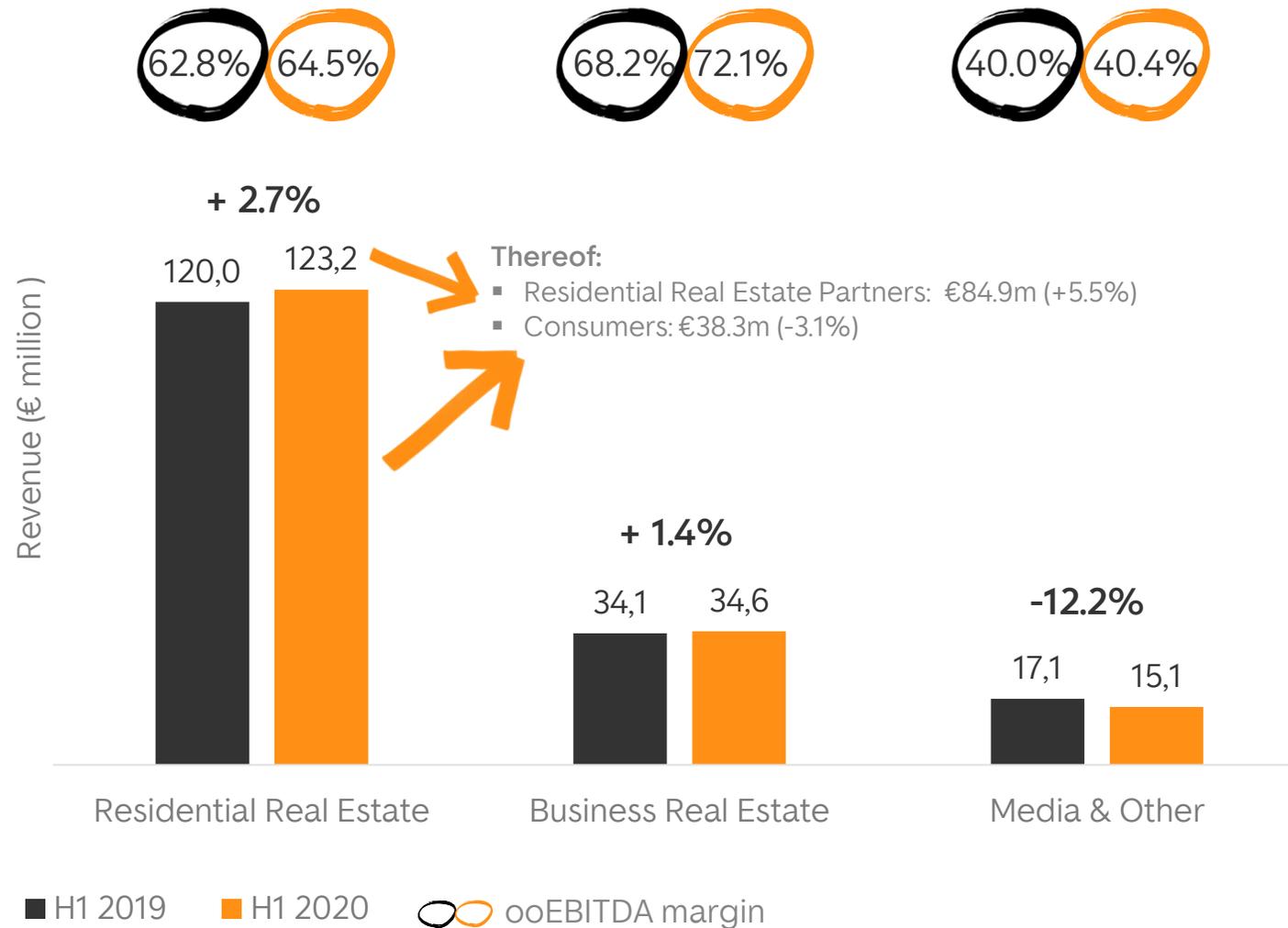
# Your questions & backup



# We delivered H1 yoy EBITDA growth despite Covid-19 effects

(€m)	Q2 2020	Q2 2019	+/-	H1 2020	H1 2019	+/-
Scout24 Group Revenue	83.9	86.9	-3.5 %	173.0	171.3	1.0 %
ImmoScout24 Revenue	83.7	86.9	-3.6 %	172.8	171.2	1.0 %
- thereof Residential Real Estate	59.9	60.8	-1.6 %	123.2	120.0	2.7 %
- thereof Business Real Estate	16.6	17.2	-3.4 %	34.6	34.1	1.4 %
- thereof Media & Other	7.3	8.8	-17.6 %	15.1	17.1	-12.2 %
<b>Ordinary operating Group EBITDA</b>	<b>50.3</b>	<b>53.7</b>	<b>-6.2 %</b>	<b>105.4</b>	<b>101.8</b>	<b>3.6 %</b>
<i>Ordinary operating Group EBITDA margin</i>	<i>60.0 %</i>	<i>61.7 %</i>	<i>-1.7 Pp</i>	<i>61.0 %</i>	<i>59.4 %</i>	<i>1.6 Pp</i>
Ordinary operating IS24 EBITDA	52.9	55.4	-4.4 %	110.4	105.4	4.7 %
<i>Ordinary operating IS24 EBITDA margin</i>	<i>63.2 %</i>	<i>63.7 %</i>	<i>-0.5 Pp</i>	<i>63.9 %</i>	<i>61.6 %</i>	<i>2.3 Pp</i>
<i>- thereof Residential Real Estate</i>	<i>63.9 %</i>	<i>65.0 %</i>	<i>-1.1 Pp</i>	<i>64.5 %</i>	<i>62.8 %</i>	<i>1.7 Pp</i>
<i>- thereof Business Real Estate</i>	<i>70.4 %</i>	<i>70.2 %</i>	<i>0.2 Pp</i>	<i>72.1 %</i>	<i>68.2 %</i>	<i>3.9 Pp</i>
<i>- thereof Media &amp; Other</i>	<i>41.0 %</i>	<i>42.7 %</i>	<i>-1.7 Pp</i>	<i>40.4 %</i>	<i>40.0 %</i>	<i>0.4 Pp</i>

# All three segments contributed to the increase in our ooEBITDA margin



**63.9%**  
H1 2020  
IS24  
ooEBITDA margin

**61.6%**  
H1 2019  
IS24  
ooEBITDA margin

While we successfully upgraded agents in Q1, we focused on customer retention in Q2 – still generating overall ARPU growth in H1



	Q2 2020	Q2 2019	+/-	H1 2020	H1 2019	+/-
Residential real estate partners Residential agents and property managers, finance partners (# of core-customers <sup>1</sup> end of period)	17,020	16,209	+5.0%	17,020	16,209	+5.0%
Residential real estate partner ARPU <sup>2</sup> (€/month)	690	688	+0.3%	709	681	+4.1%
Business real estate partners Commercial agents, project developers, new home builders (# of core-customers <sup>1</sup> end of period)	2,795	2,808	-0.5%	2,795	2,808	-0.5%
Business real estate partner ARPU <sup>2</sup> (€/month)	1,706	1,737	-1.8%	1,747	1,716	+1.8%

<sup>1</sup> Customers with a running contract containing an obligation for payment which entitles the customer to publish more than one object within the runtime of the contract

<sup>2</sup> Average revenue per user per month, calculated by dividing the revenue generated with the respective core customer in the reported period by the average number of core customers in this period (calculated from the opening and closing balance) further divided by the number of months in the corresponding period

# We achieved a 61% Group ooEBITDA margin supported by efficient cost savings

(€m)	Q2 2020	Q2 2019	+/-	H1 2020	H1 2019	+/-
Revenues	83.9	86.9	-3.5%	173.0	171.3	+1.0%
Own work capitalised	5.4	2.9	+87.7%	10.8	5.9	+83.6%
Personnel	-18.4	-18.3	+0.2%	-35.7	-37.2	-4.1%
Marketing	-5.0	-6.7	-25.6%	-13.3	-14.8	-10.3%
IT	-4.4	-3.2	+35.9%	-8.3	-6.2	+33.9%
Other operating costs	-11.2	-7.9	+42.0%	-21.1	-17.2	+22.9%
<b>Total operating effects<sup>1</sup></b>	<b>-39.0</b>	<b>-36.2</b>	<b>+7.7%</b>	<b>-78.4</b>	<b>-75.4</b>	<b>+4.0%</b>
oo EBITDA	50.3	53.7	-6.2%	105.4	101.8	+3.6%
oo EBITDA-margin	60.0%	61.7%	-1.7pp	61.0%	59.4%	+1.6pp

<sup>1</sup> Other operating income to small extent included in other operating costs items

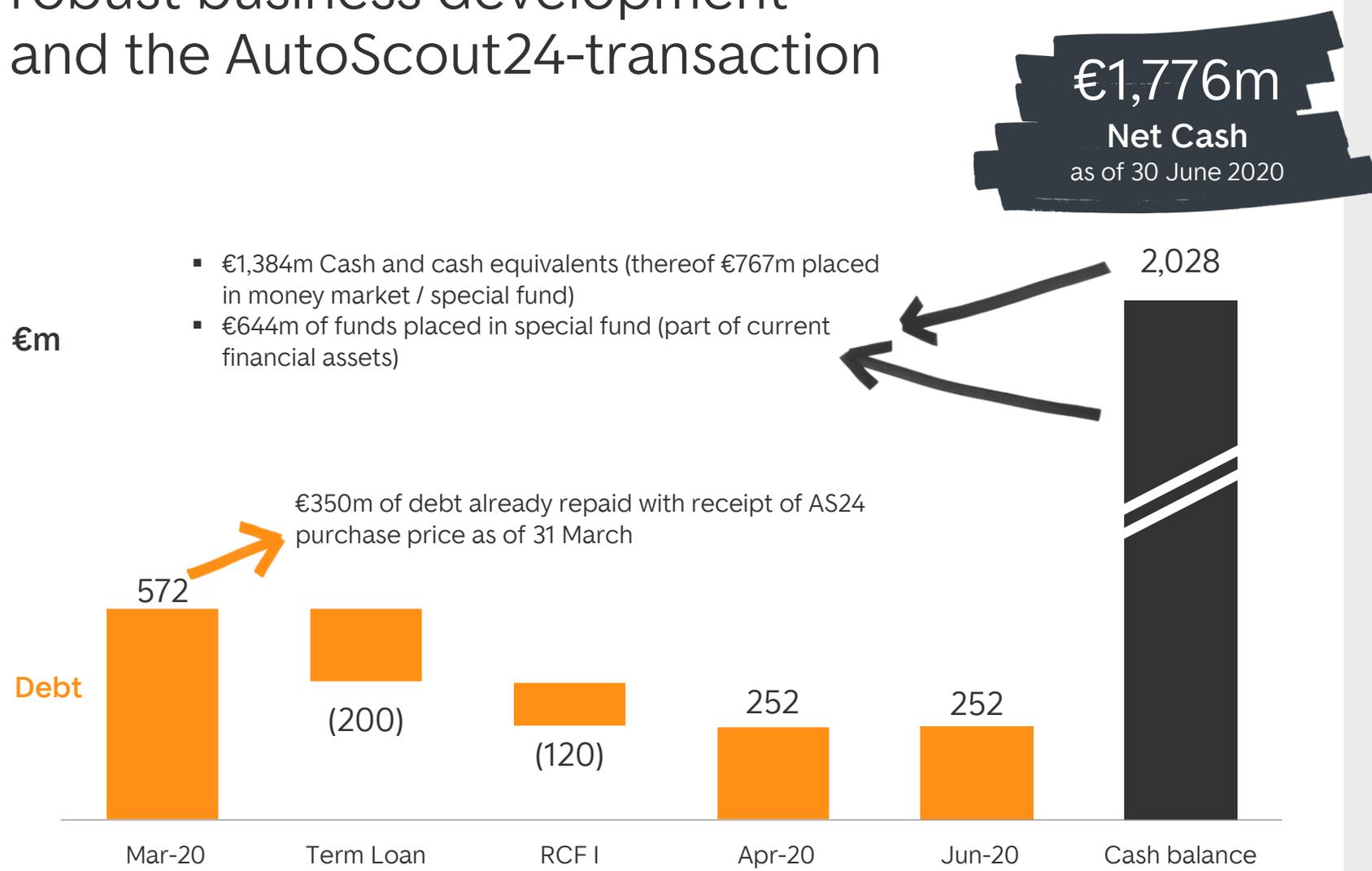
- ✓ Revenue development in Q2 and H1 impacted by Covid-19 effects in April and May
- ✓ Strong increase in **own work capitalised** due to product and software development
- ✓ Operating effects development driven by increased **IT costs** compensated by reduced **personnel and marketing** costs
- ✓ Covid-19 **bad debt provisions** affecting other operating costs
- ✓ **Group functions** contributed €5.1 million to total operating effects

# Our net income benefitted significantly from lower non-operating items

(€m)	Q2 2020	Q2 2019	+/-	H1 2020	H1 2019	+/-
Ordinary operating EBITDA	50.3	53.7	-6.2%	105.4	101.8	+3.6%
Non-operating items	-6.5	-18.1	-63.9%	-9.1	-28.3	-68.0%
<b>Reported EBITDA</b>	<b>43.8</b>	<b>35.5</b>	<b>+23.3%</b>	<b>96.4</b>	<b>73.5</b>	<b>+31.1%</b>
D&A	-12.1	-13.9	-13.2%	-24.9	-27.5	-9.6%
<b>EBIT</b>	<b>31.7</b>	<b>21.6</b>	<b>+46.7%</b>	<b>71.5</b>	<b>46.0</b>	<b>+55.4%</b>
Financial result	-3.8	-5.7	-34.1%	-10.2	-9.9	+3.1%
<b>Earnings before Tax</b>	<b>28.0</b>	<b>15.9</b>	<b>+75.7%</b>	<b>61.4</b>	<b>36.2</b>	<b>+69.7%</b>
Taxes on Income	-10.4	-6.2	+68.5%	-17.1	-8.9	+93.5%
<b>Net income</b>	<b>17.6</b>	<b>9.8</b>	<b>+80.3%</b>	<b>44.2</b>	<b>27.3</b>	<b>+62.0%</b>
<i>Basic EPS</i>	<i>0.17</i>	<i>0.09</i>	<i>+88.9%</i>	<i>0.42</i>	<i>0.25</i>	<i>+68.0%</i>
<i>Weighted av. # shares (million)</i>	<i>103.6</i>	<i>107.6</i>	<i>-3.7%</i>	<i>104.2</i>	<i>107.6</i>	<i>-3.1%</i>

- ✓ Significant decrease in non-operating items mainly due to high level of share-based compensation and M&A-related costs in previous year
- ✓ D&A 9.6% below previous year driven by lower IT equipment depreciation and PPA amortisation
- ✓ Debt repayment reflected in lower financing expenses in Q2 (-34.1% vs. Q2 2019)
- ✓ Net income of continuing operations increased by +62.0% to €44.2m in H1 2020
- ✓ Basic earnings per share at €0.42 in H1 2020 (+68.0%)

# Our liquidity situation reflects our robust business development and the AutoScout24-transaction



- ✓ €490m share buyback programme commenced in April: €140m repurchased in Q2 and €190m until end of July
- ✓ Scout24 manages its liquidity and investments based on clear guidelines, to reflect liquidity needs and control risk exposure
- ✓ External auditor mandated to review the implementation of the investment strategy and the setup of a special fund vehicle (“KVG”)
- ✓ The cash in the money market funds is chiefly earmarked for the share buybacks
- ✓ The special fund mainly invests in fixed-yield bonds

# Next events:

23 Sep. 2020: Baader Investment Conference  
11 Nov. 2020: Q3 / 9M 2020 report

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