

January 2021 Investor Conferences and Meetings



11 January 2021

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.

2020 will go down as one of the more eventful years in Scout24 history

Ecosystem strategy



Singular focus on real estate, brought journey model to life, moved into mandate acquisition TAM

COVID-19 pandemic



Successfully managed the COVID-19 pandemic, which acted as a catalyst for product roll-out

Product pipeline



Focused on innovative high growth products complementing core listings offering

Branding and marketing



Successfully managed award-winning redesign and launched multi-channel media campaign

Capital allocation



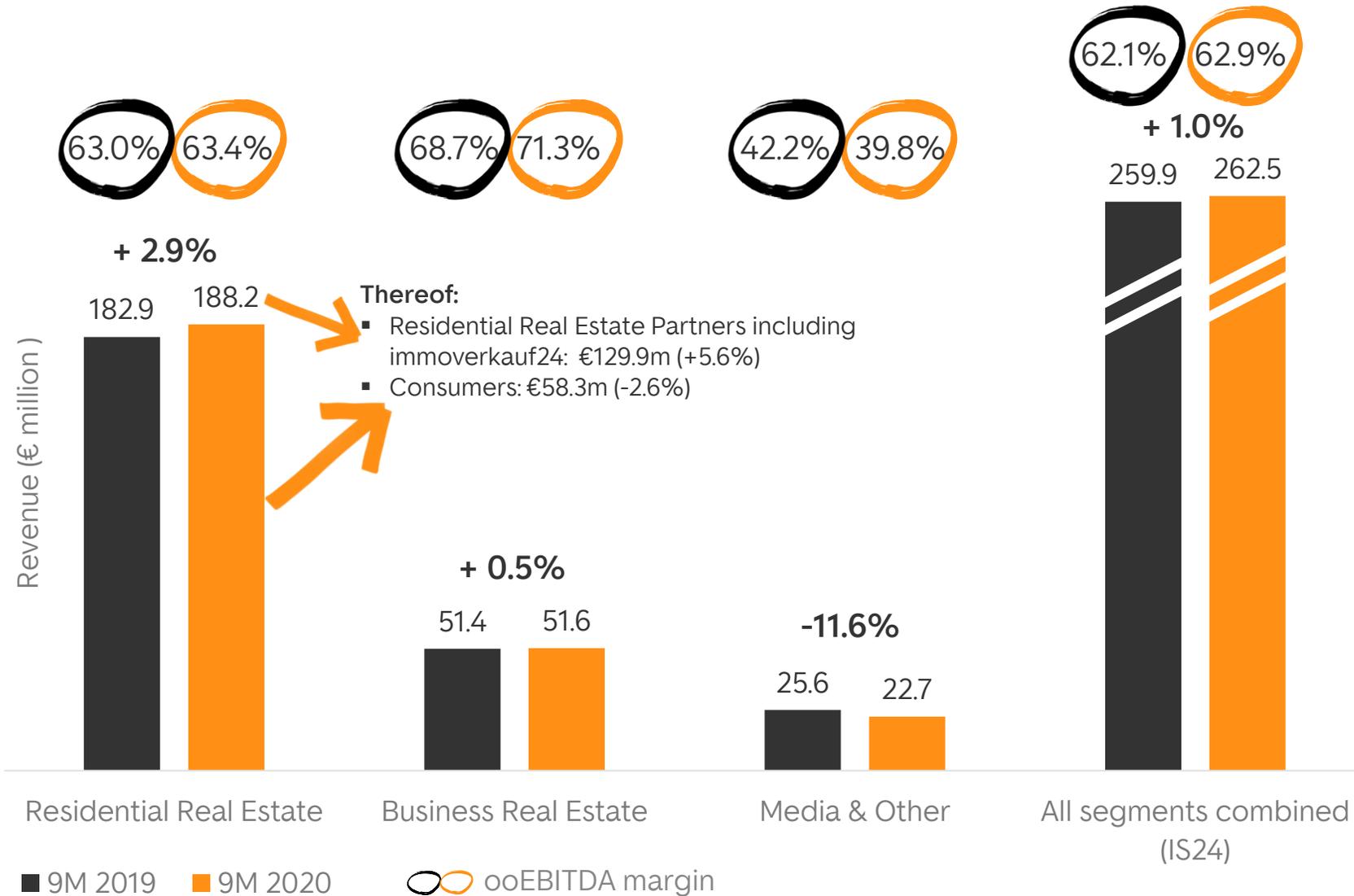
Launched massive capital return package (closed two buyback tranches with total of approx. €640m in 2020)

Shareholder value creation



Share price increase with 15% total shareholder return in 2020

We are confident to reach full year 2020 guidance



2020
Group revenue
guidance
“around FY 2019 level”
(which was €349.7m)

Residential: “stable to slight growth”
Business: “slightly decreasing to stable”
Media & Other: “low teens % decrease”

2020
ooEBITDA guidance
IS24: “around 62%”
Group: “around 60%”

We are migrating our residential agents into a fair and consistent price / product system aiming at ARPU increases

~35%

of migration target reached

Oct-19	Oct-20
~76% Agents ¹ subscribed	~60% Agents ¹ subscribed
~€550 Monthly ARPU ²	~€480 Monthly ARPU ²

Essential tools for agents to connect with consumers

Base Edition
+ comparable legacy memberships³

Oct-19	Oct-20
~24% Agents ¹ subscribed	~35% Agents ¹ subscribed
~€800 Monthly ARPU ²	~€770 Monthly ARPU ²

+ Maximize the listings' visibility to compete in small markets

incl. Base Edition

Image Edition
+ comparable legacy memberships⁴

Oct-19	Oct-20
Pre-Launch	~5% Agents ¹ subscribed
~€1,100 Monthly ARPU ²	~€1,330 Monthly ARPU ²

+ Take full advantage of platform to market own agency business, to acquire new mandates and to compete in heated markets

incl. Image Edition

Acquisition Edition

1. ~13,300 Residential Agents (for Oct-20 including finance partners) without property managers
2. Membership contract ARPU only, excluding revenues from additional value added services
3. Including all other legacy memberships except those under 4
4. Including legacy memberships MY5 + Top List All

We expand the home selling journey as more homeowners go online strengthening our position in mandate acquisition

1

Homeowners browse [price atlas](#) to get price indication for comparable objects



2

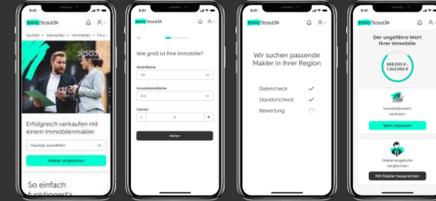
Homeowners join [Homeseller Hub](#) and enter details of their property

>440k (end of Sep) registered homeowners willing to sell

- ✓ Get regular alerts from Home-sellerHub on property prices
- ✓ Many give marketing consent to be contacted by agents

3

IS24 Realtor Lead Engine plus IV24 offer: providing homeowner leads to relevant agents



4

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



Provided ~900 homeowner leads to agents for free in Q2 under Covid-19 support “Leads Plus”



Lead generation accelerated in Q3 by joining forces with [immoverkauf24](#) becoming the distinct #1 in homeowner traffic and leads

IS24 + IV24 in Q3 2020 =

>14,000

leads sold to agents and

>€5m

of Q3 2020 RLE revenues (+63% yoy)

Value creation programme underway:

- Customer exchange and upgrade plan
- Lead delivery exchange optimisation to improve monetisation and scaling

We saw a significant uptake of the MieterPlus⁺ product for Consumers following the free-to-list initiative

- + Terms of the MieterPlus⁺ membership: 3-12 months
- + Includes **profile details** and an individual description of the reasons and criteria for the search
- + Includes **exclusive features** such as: Check-your-chances, exclusive listings, viewings planner, deposit guarantee, emergency key service and tenancy law consulting
- + **Credit score “SCHUFA-BonitätsCheck”** ordered directly via IS24
- + IS24 uses online bank statements to create certified **proofs of rent payments and income**
- + All digital documents are combined into a standardised **application portfolio** from IS24

> **165,000**

Rental apartment listings

~ **130,000**

MieterPlus⁺ members
as of 30-Sep 2020 (+74% yoy)

~ **20€**

MieterPlus⁺ monthly ARPU

~ **30m€**

9M 2020 total consumer
subscription revenues (+33% yoy)

FLOWFACT is key to our ecosystem strategy driving recurring agent revenues, customer engagement and digital sales

FLOWFACT is one of the leading real estate CRM software players in Germany

- The most modern SaaS CRM solution in the market
- Migration of customers from the legacy on-premise solution ongoing

Agent CRM software is a natural extension of the IS24 ecosystem

- By providing seamless product- and reporting integration we get closer to the customer and drive engagement with IS24
- The natural platform to implement **digital sales functionality** and further extend the ImmoScout24 ecosystem (e.g. **mortgage business**)
- CRM software can generate unparalleled customer insights on the objects in marketing phase and closed real estate transactions

>3.7k

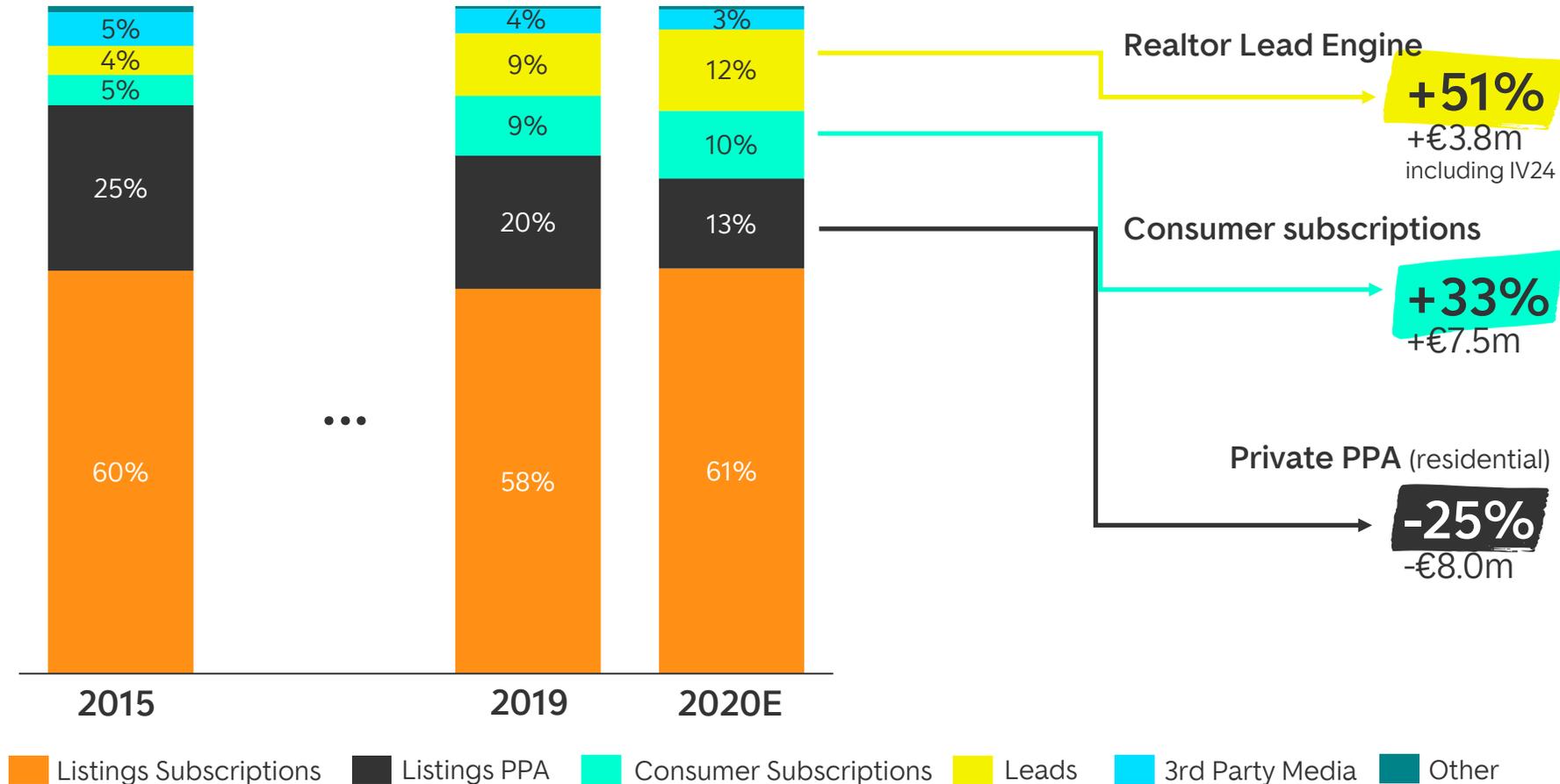
FLOWFACT customers

~66%

of ImmoScout24 B2B customers upload listings via CRM software

Our transition towards full transaction monetisation is working: from Classifieds to Ecosystem!

Breakdown of ImmobilienScout24 revenue streams (without Austria, without FLOWFACT)



- ✓ Strengthening the recurring B2B business
- ✓ Monetising high growth products (e.g. “Plus+” consumer products, RLE) to complement the core listings product
- ✓ Negligible contribution from advertising business

Key 2021 focus areas supporting revenue growth ...

Sale Journey

- Drive **ARPU growth** via membership migration, upgrades and OTP
- Reinforced **listing initiatives**
- Continued **customer growth**
- Enhance realtor leads product and **scale mandate acquisition**

Rent Journey

- Couple **private listings increase** with accelerated **MieterPlus+** monetisation
- Scaling new memberships for **property managers**
- New features and additional services for **VermieterPlus+**

Dev-Com Journey

- Monetise **new product editions** for Dev-Com, sector hardest hit by COVID-19
- Capturing **TAM potential** (extended customer and lifecycle focus)
- Support product set with **ad space**

FLOWFACT

- Increase customer **stickiness**
- Accelerate **digitisation**
- Move deeper into the **mortgage TAM**

... while uncertainty due to COVID-19 prevails

Extended and tightened lockdown in January



Lockdown measures

- “Lockdown light” started on 2-Nov, measures tightened on 16-Dec, then extended and further tightened on 10-Jan until 31-Jan
- Corporate / business activities ongoing (home office when possible)
- No unnecessary travel
- Meetings in public restricted (1 household with 1 external person)
- Schools / Kindergartens closed
- Non-essential retail shops closed
- In regions with >200 incidents, a movement restriction of <15km is advised

Effect on IS24 user groups

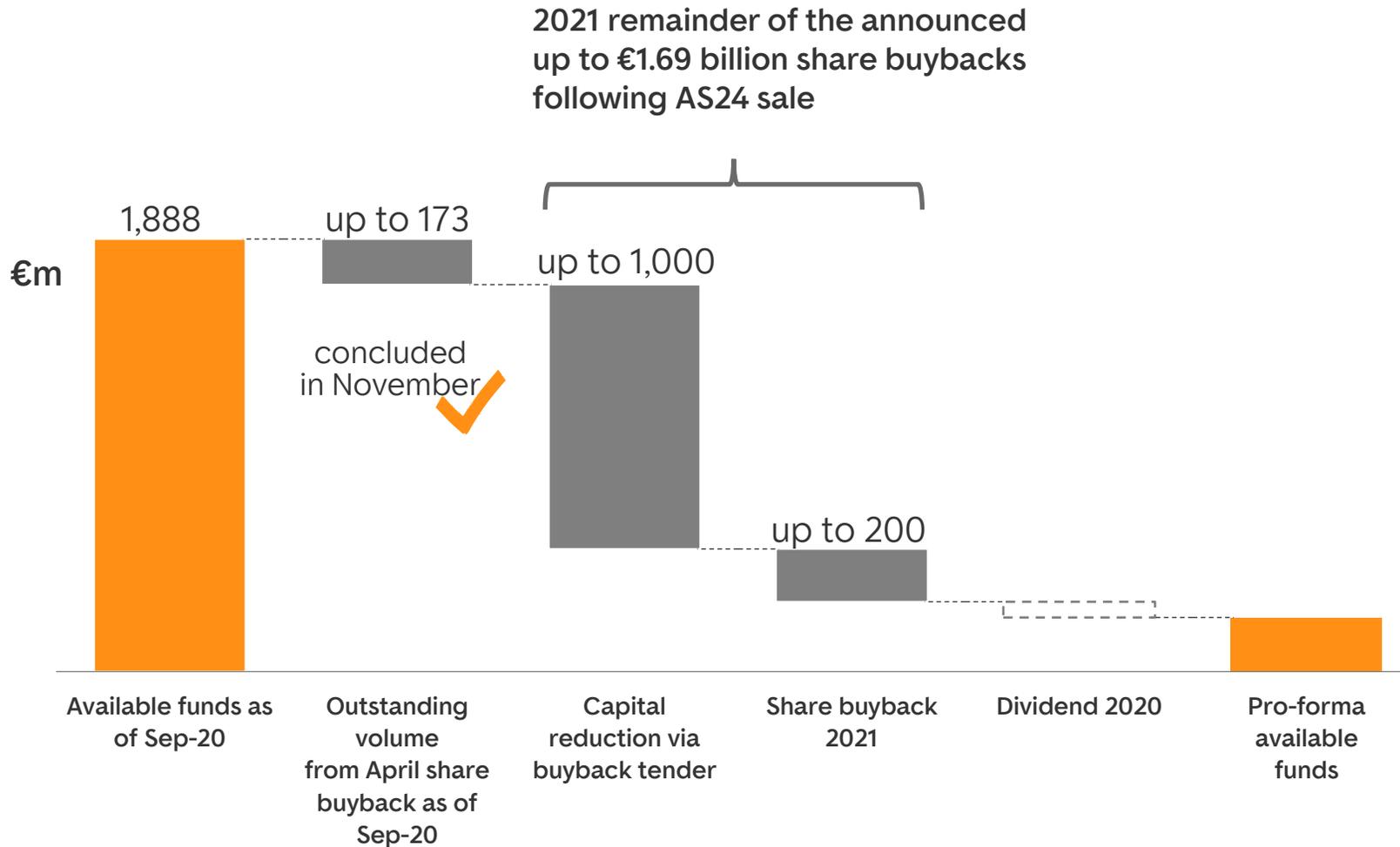
- Increased information / education for agents (Corona Info Hub, Customer Care)
- Increased usage of digital viewings (IS24 trainings); one-on-one viewings still possible
- No group viewings for rental apartments (individual viewings still possible)
- Increased usage of moving companies
- Residential real estate market intact
- Increased pressure on business real estate ecosystem (esp. gastro, offices)

Developments of listing/traffic data

- Lockdown 2 with significantly weaker effects than lockdown 1
- Private listings less affected than professional listings
- Seasonality (new year) effects coming on top; no impact from Bestsellerprinzip yet

	CW53 vs. CW52	CW53 vs. CW44 (pre-LD1)
Users	+21.8%	-1.7%
Sessions	+25.1%	-4.5%
Listings	-0.5%	-7.4%

We reconfirm our previously announced capital return roadmap



✓ Up to €490m share buyback programme commenced in Apr-20 and concluded in Nov-20 (treasury share position at 9.1%)

Cancelled 1.9m shares in Dec-20 reducing total number of shares to 105.7m (treasury share position at 7.4%)

✓ The up to €1.0bn capital decrease via buyback tender after announcement of FY 2020 results (and before AGM 2021) represents the key part of our capital return programme

✓ Additional up to €200m share buyback programme in 2021

The buyback tender is the key pillar of our capital return programme



Efficient path towards our target capital structure

Offer

- Public tender offer to repurchase shares at a fixed price (total volume of up to € 1bn)
- According to 2020 AGM resolution maximum premium of 10% to volume weighted average price 3 days before announcement
- Repurchased shares will be redeemed without exemption

Tender rights

- Scout24 shareholders will receive tradeable tender rights pro rata for their shareholding
- Gives shareholders flexibility to exercise their rights, acquire additional rights or sell their rights
- Provides shareholders certainty on tender acceptance

Advantages

- Equal treatment of all shareholders
- Fastest access to large parts of AS24 proceeds
- Highly accretive on earnings per share level
- Attractive capital structure in line with re-focused business model

Timing

- Buyback tender to be executed after the publication of FY 2020 results and before the 2021 AGM

We remain committed to long term shareholder value creation

Profitable growth

- The best positioned online classifieds platform in Europe
- On track to transition to fully monetising the transaction
 - TAM expansion (e.g. mandate acquisition, mortgage business)
 - Accelerate product rollout in 2021 (e.g. Plus+ products, RLE)



Value accretive capital allocation

- Continued focus and reinvestment into growth
- Massive capital return programme underway
- Attractive dividend policy remains in place
- Open to value accretive M&A opportunities



Sustainable competitive advantage



Attractive total shareholder return

Next events:

23 February 2021: Publication of preliminary FY 2020 results

25 March 2021: Publication of final FY 2020 results

[Link to December 2020 Analyst Day slide deck](#)

Ursula Querette

Head of Investor Relations

Telephone +49 89 262 02 4939

ir@scout24.com

www.scout24.com



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