

# Goldman Sachs Technology and Internet Conference

11 February 2021



Scout24

# Disclaimer

This document has been issued by Scout24 AG (the “Company” and, together with its direct and indirect subsidiaries, the "Group") and does not constitute or form part of and should not be construed as any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any securities of the Company, nor shall any part of it nor the fact of its distribution form part of or be relied on in connection with any contract or investment decision, nor does it constitute a recommendation regarding the securities of the Company or any present or future member of the Group.

All information contained herein has been carefully prepared. However, no reliance may be placed for any purposes whatsoever on the information contained in this document or on its completeness. No representation or warranty, express or implied, is given by or on behalf of the Company or any of its directors, officers or employees or any other person as to the accuracy or completeness of the information or opinions contained in this document and no liability whatsoever is accepted by the Company or any of its directors, officers or employees nor any other person for any loss howsoever arising, directly or indirectly, from any use of such information or opinions or otherwise arising in connection therewith.

The information contained in this presentation is subject to amendment, revision and updating. Certain statements, beliefs and opinions in this document are forward-looking, which reflect the Company’s or, as appropriate, senior management’s current expectations and projections about future events. By their nature, forward-looking statements involve a number of risks, uncertainties and assumptions that could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements. These risks, uncertainties and assumptions could adversely affect the outcome and financial effects of the plans and events described herein. Statements contained in this document regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. The Company does not undertake any obligation to update or revise any information contained in this presentation (including forward-looking statements), whether as a result of new information, future events or otherwise. You should not place undue reliance on forward-looking statements, which speak only as of the date of this document.

This document is not an offer of securities for sale in the United States of America. Securities may not be offered or sold in the United States of America absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended. Neither this document nor any copy of it may be taken or transmitted into the United States of America, its territories or possessions or distributed, directly or indirectly, in the United States of America, its territories or possessions or to any US person.

By attending, reviewing or consulting the presentation to which this document relates or by accepting this document you will be taken to have represented, warranted and undertaken that you have read and agree to comply with the contents of this notice.

Nothing in this document constitutes tax advice. Persons should seek tax advice from their own consultants or advisors when making investment decisions.

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)

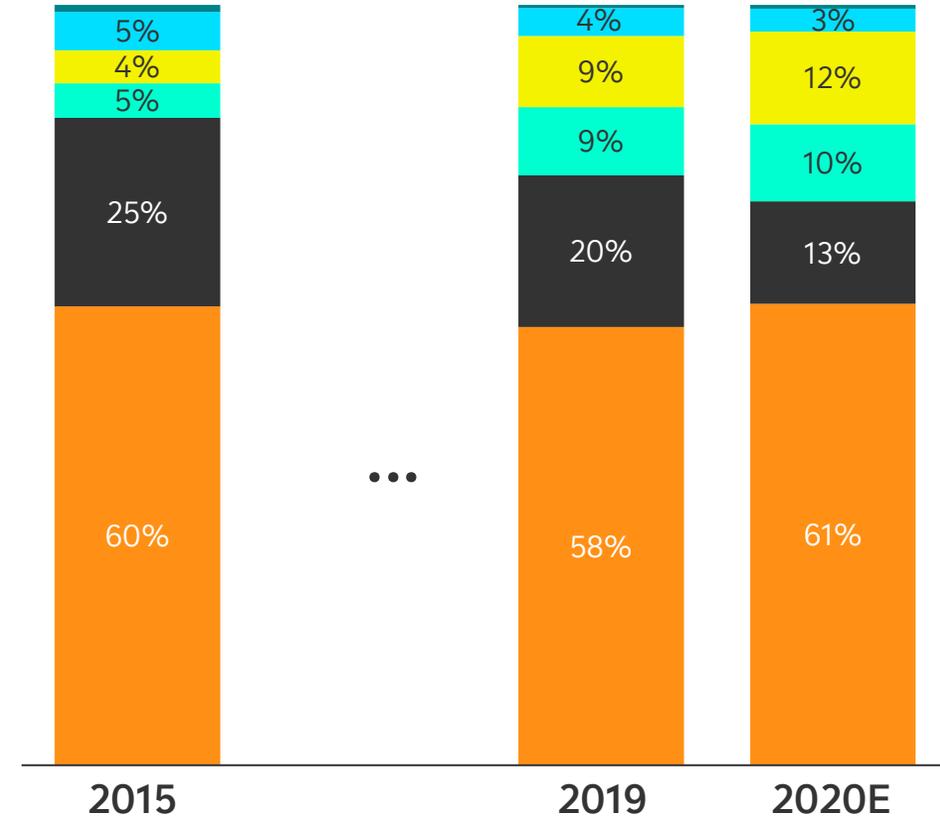
## Shareholder value creation



Share price increase with 15% total shareholder return in 2020

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

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



■ Listings Subscriptions 
 ■ Listings PPA 
 ■ Consumer Subscriptions 
 ■ Leads 
 ■ 3rd Party Media 
 ■ Other

## Product examples

- Realtor Lead Engine  
 (incl. immoverkauf24)  
 Mortgage Leads  
 Relocation Leads
- RentPlus (MieterPlus)  
 BuyPlus (KäuferPlus)
- Private PPA  
 Professional PPA  
 (including OTP)
- Membership editions  
 (Residential + Business;  
 including OTP)

- ✓ 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 Lockdown exit strategy remains unclear, still healthy market activity on IS24



## Lockdown measures

- Current lockdown expected until early / mid March
- Corporate / business activities ongoing (home office when possible)
- Schools / Kindergartens and non-essential retail shops closed
- German government has promised to vaccinate everyone willing by 21-Sep

## Effect on IS24 user groups

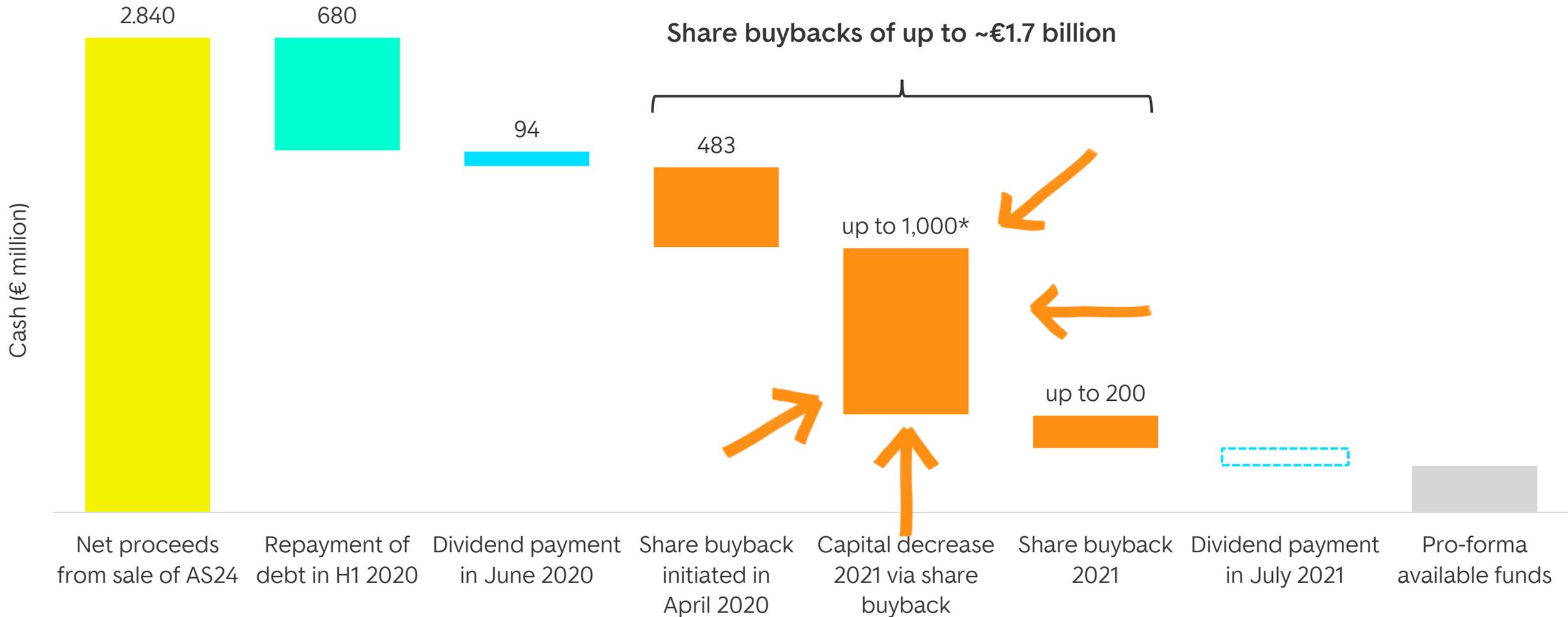
- Increased information / education for agents (Corona Info Hub, Customer Care)
- Increased usage of digital viewings (IS24 trainings); one-on-one viewings still possible
- No group viewings for rental apartments (individual viewings still possible)
- Increased usage of moving companies
- Residential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

## Developments of listing/traffic data

- All traffic and demand KPIs have surpassed their pre-LD2 values ...
- Listings still below CW44, but significantly more new listings than last year
- ... confirming high market activity

	CW3 2021 vs. CW2 2021	CW3 vs. CW44 (pre-LD2)
<b>Users</b>	+0.5%	+14.8%
<b>Sessions</b>	+1.5%	+21.7%
<b>Listings</b>	+0.0%	-5.0%

# We reconfirm our previously announced capital return roadmap – with the up to €1.0bn capital decrease transaction as the key pillar



\*) Timing: after announcement of FY 2020 results and before AGM 2021

# 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](mailto:ir@scout24.com)

[www.scout24.com](http://www.scout24.com)



**Scout24**