

# #1 FASHION & LIFESTYLE DESTINATION IN GROWTH MARKETS.

Q4 2019 | WWW.GLOBAL-FASHION-GROUP.COM

**€554 M**

NET MERCHANDISE VALUE

+23% yoy

**10.3 M**

ORDERS

+20% yoy

**13.1 M**

ACTIVE CUSTOMERS

+17% yoy

**0.2%**

ADJ. EBITDA MARGIN

+1.3 pp yoy

**FIRST PROFITABLE  
QUARTER**

Q4 2019

**GUIDANCE FOR  
2019 DELIVERED**



# APAC

# THE ICONIC ZALORA

EURm	Q4 2018	Q4 2019	change <sup>1</sup>
Active customers (m)	3.4	4.2	21.7%
NMV	160.1	194.9	20.2%
Revenue	128.3	157.9	21.6%
Gross Profit	49.8	63.5	27.6%

# LATAM

# dafiti

EURm	Q4 2018	Q4 2019	change <sup>1</sup>
Active customers (m)	5.0	5.9	17.8%
NMV	148.0	164.3	23.7%
Revenue	110.7	118.9	19.3%
Gross Profit	44.8	47.6	6.2%

# CIS

# lamoda

EURm	Q4 2018	Q4 2019	change <sup>1</sup>
Active customers (m)	2.7	3.0	9.5%
NMV	144.3	194.5	25.2%
Revenue	115.5	141.3	14.0%
Gross Profit	43.5	58.3	34.1%

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<sup>1</sup>NMV and Revenue growth are measured on a constant currency basis and Gross Profit growth is measured on an absolute EUR basis.