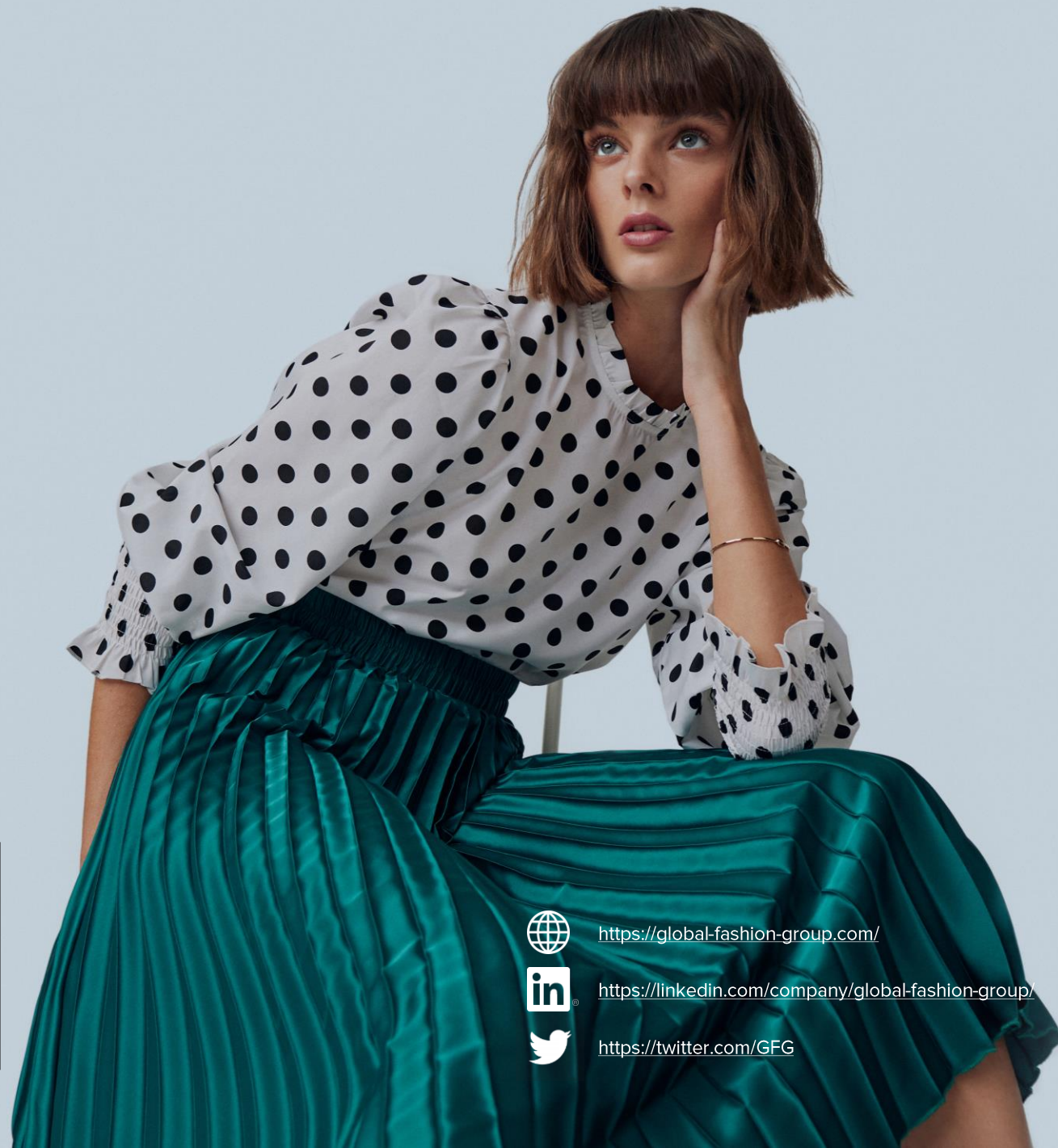


**#1  
FASHION AND  
LIFESTYLE  
DESTINATION IN  
GROWTH MARKETS**

**Q3  
2019**

**RESULTS PRESENTATION**  
13<sup>th</sup> November 2019



<https://global-fashion-group.com/>



<https://linkedin.com/company/global-fashion-group/>



<https://twitter.com/GFG>



# HIGHLIGHTS AND BUSINESS UPDATE

# HIGHLIGHTS Q3 2019

**€434 M**

NMV

+24% yoy

**12.4 M**

ACTIVE CUSTOMERS

+15% yoy

**8.5 M**

ORDERS

+21% yoy

**€277 M**

PRO-FORMA CASH

Including restricted cash

**(2.8%)**

ADJ. EBITDA MARGIN

+3pp yoy

**GUIDANCE FOR  
2019 FULL YEAR  
CONFIRMED**

# LEADER IN A LARGE MARKET WITH LONG-TERM RUNWAY FOR GROWTH

## #1 IN LARGE FASHION & LIFESTYLE MARKETS

FASHION AND LIFESTYLE SPENDING IN APAC, LATAM AND CIS

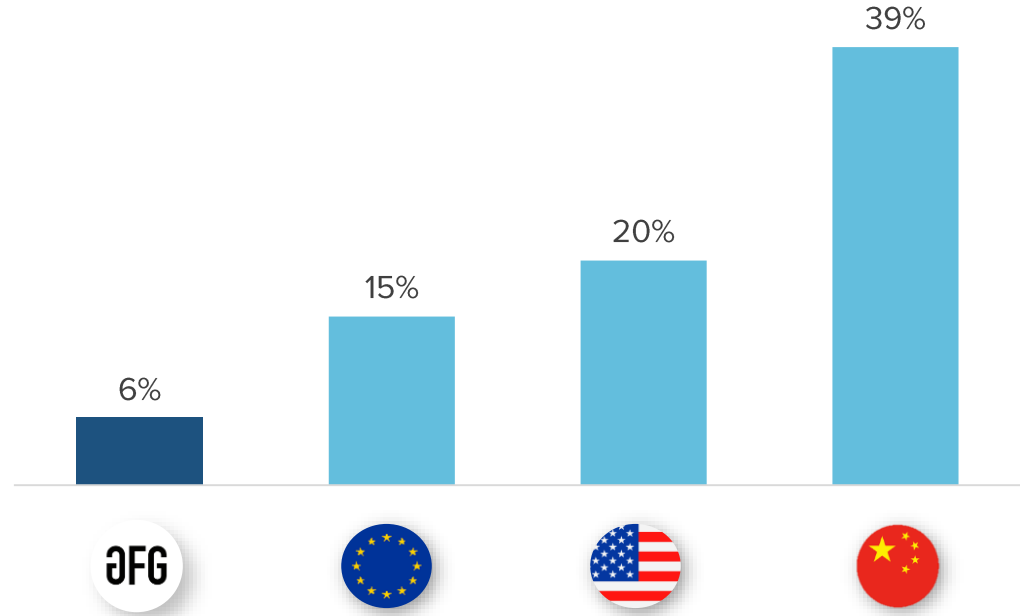
**1BN** consumers spending **€320BN**

ZALORA THE ICONIC *dafiti* *lamoda*



## LONG-TERM GROWTH POTENTIAL

FASHION AND LIFESTYLE ONLINE PENETRATION – GFG VS OTHER MAJOR MARKETS



Source: GFG calculations based on data from Euromonitor International Ltd: Apparel and Footwear 2019 edition, Beauty and Personal Care 2018 edition, Personal Accessories and Eyewear 2019 edition. Fashion and lifestyle market size refers to the aggregation of Apparel and Footwear, Beauty and Personal Care, and Personal Accessories and Eyewear. Retail value RSP incl. Sales Tax, Fixed 2017 ex rates, Current Prices.



# HOW WE BUILD THE LEADING ONLINE FASHION AND LIFESTYLE DESTINATION IN OUR MARKETS

## 1. INSPIRING AND SEAMLESS CUSTOMER EXPERIENCE

- Inspirational and localised discovery
- Most relevant assortment of global and local brands
- Seamless and tailored shopping experience

## 2. STRATEGIC PARTNER TO LEADING BRANDS

- Gateway to growth markets
- Flexible and tailored business models
- Fashion-specific fulfilment and media solutions

## 3. SCALABLE OPERATIONS AND PROPRIETARY TECHNOLOGY

- Fashion-centric operational infrastructure
- Rich data and tools to drive personalisation capabilities
- Best-in-class app for a mobile-first audience

# 1. INSPIRING AND SEAMLESS CUSTOMER EXPERIENCE

## LAUNCHED FIRST SUSTAINABLE OWN BRAND

- AERE launched at THE ICONIC
- 60 SKUs for women and men, made from 100% linen

**>20%** sell-through rate after first 2 weeks

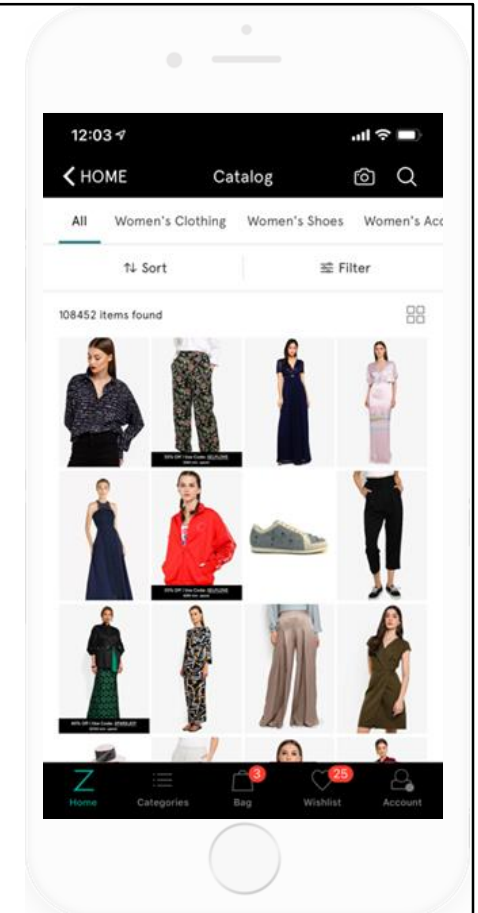
**>60%** gross margin

### THE AERE COLLECTION *Meet our linen. Considered label made for sun-drenched days...*



## APP 50% OF NMV

- App NMV up >50% YOY
- >9m downloads in Q3
- Higher conversion rate
- Improved discovery through new features
- AI-enabled features like 'Shop the Look'



# 2. STRATEGIC PARTNER TO LEADING BRANDS

## 400+ BRANDS LAUNCHED ACROSS OUR REGIONS

EXCLUSIVE AVAILABILITY  
ONLINE (3RD PARTY)

**POLO**  
RALPH LAUREN  
BRAZIL

intimissimi Bershka  
**CALZEDONIA**  
RUSSIA

APAC – BRAND LAUNCHES

**MANGO** **URBAN OUTFITTERS**  
Kids  
**ZANEROBE** **BDG** **GARMIN**  
ORIGINALS FOR OUTFITTERS

CIS – BRAND LAUNCHES

**HUNTER** **WHISTLES**

## RIZALMAN COLLABORATION IN SE ASIA - CASE STUDY

- Exclusive collaboration with Award-winning Malaysian designer Rizalman for a capsule collection
- 8,000 items sold out in 2 hours, reaching 100% sell-through rate on day of launch



# 3. SCALABLE OPERATIONS AND PROPRIETARY TECHNOLOGY

## EXPANDING NETWORK OF PICK-UP POINTS DRIVES GROWTH

**>45%** of shipped orders in CIS delivered via

**300** own pick-up points, and

**>12K** third-party pick-up points



## GLOBAL SELLER CENTER PLATFORM NOW ACCOUNTS FOR 22% OF NMV

**>6K** sellers on our proprietary platform

**~70%** YOY growth in NMV (constant currency)

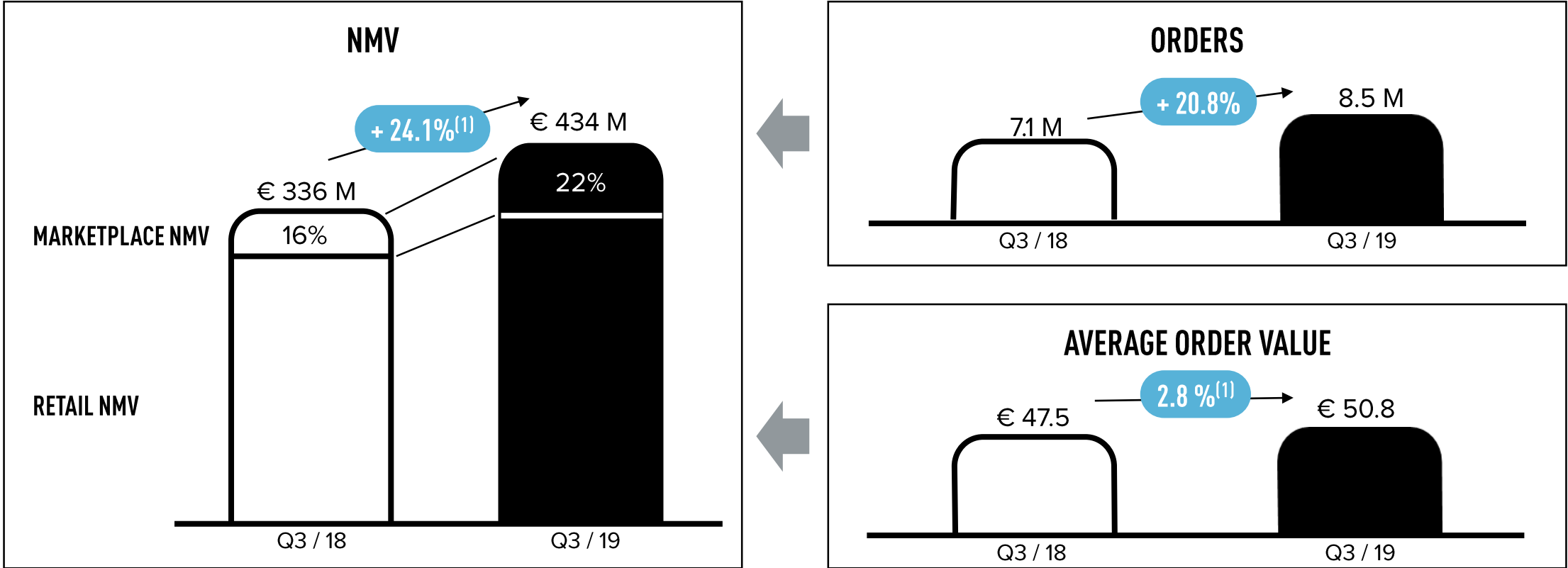
- New features and functionality:
  - More efficient quality checking
  - Launched and scaling cross-border and multi-currency sales for sellers in SEA
  - New personalisation, recommendation, and ranking features in LATAM – to be rolled out in other regions



# OUR KPIS

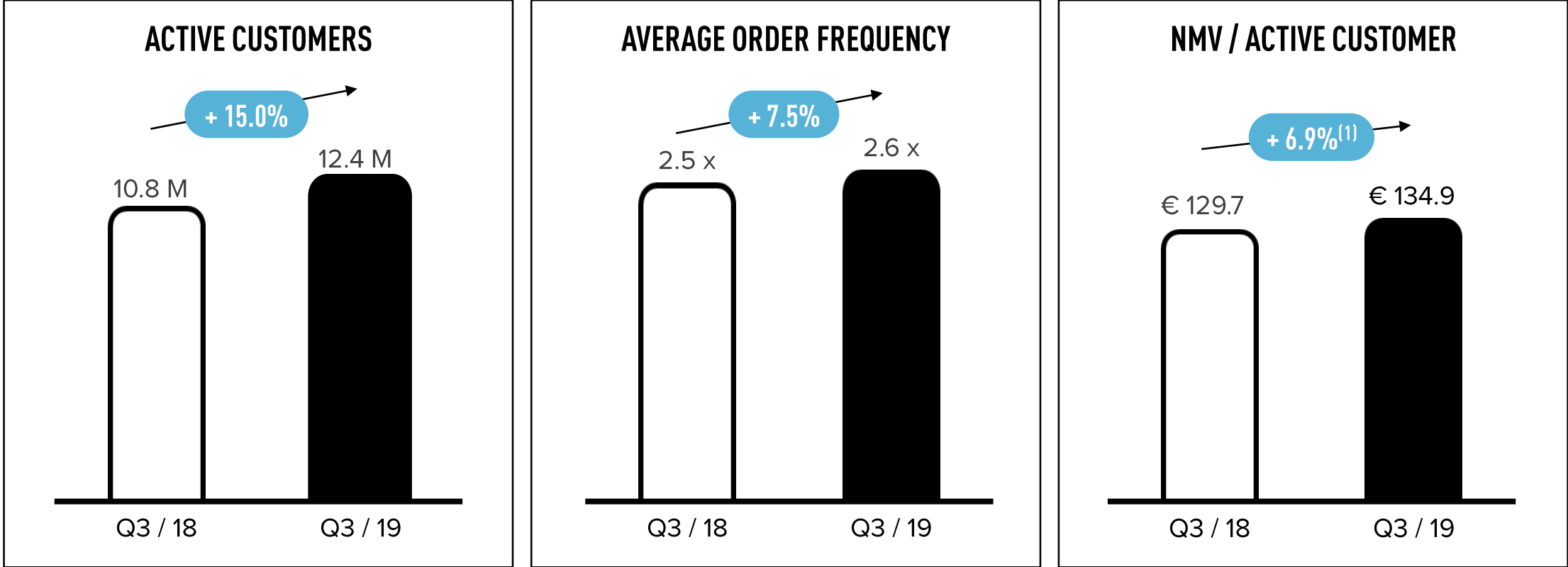


# STRONG NMV GROWTH DRIVEN BY GROWTH IN ORDERS AT AN INCREASING AVERAGE ORDER VALUE



(1) Constant currency growth rate. Bars are a graphical representation of values on a constant currency basis.

# 15% GROWTH IN ACTIVE CUSTOMERS WITH ONGOING FREQUENCY GAINS DRIVING NMV / ACTIVE CUSTOMER



(1) Constant currency growth rate. Bars are a graphical representation of values on a constant currency basis.



# ROBUST UNDERLYING GROWTH ACROSS ALL REGIONS

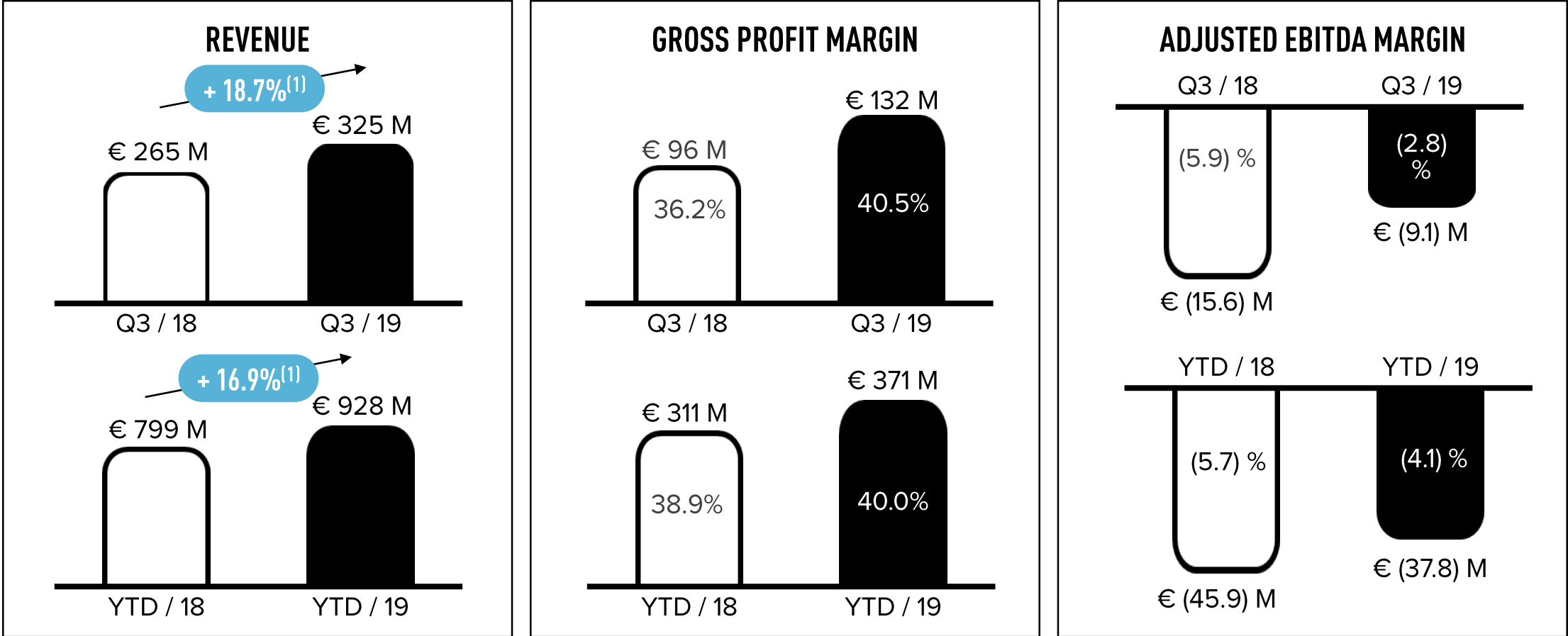
	ACTIVE CUSTOMERS (M)			NMV / ACTIVE CUSTOMER (€)			NMV (€M)		
	Q3/18	Q3/19	Δ (%)	Q3/18	Q3/19	Δ (%) <sup>(1)</sup>	Q3/18	Q3/19	Δ (%) <sup>(1)</sup>
<b>Group</b>	10.8	12.4	15.0	129.7	134.9	6.9	335.9	433.8	24.1
<b>APAC</b>	3.3	3.9	18.3	139.0	149.8	7.7	116.7	148.3	25.7
<b>LATAM</b>	4.9	5.6	15.0	98.8	96.6	3.9	111.0	135.2	16.9
<b>CIS</b>	2.6	2.9	10.6	175.3	188.5	9.9	108.2	150.3	30.8

(1) Constant currency growth rates

# FINANCIALS



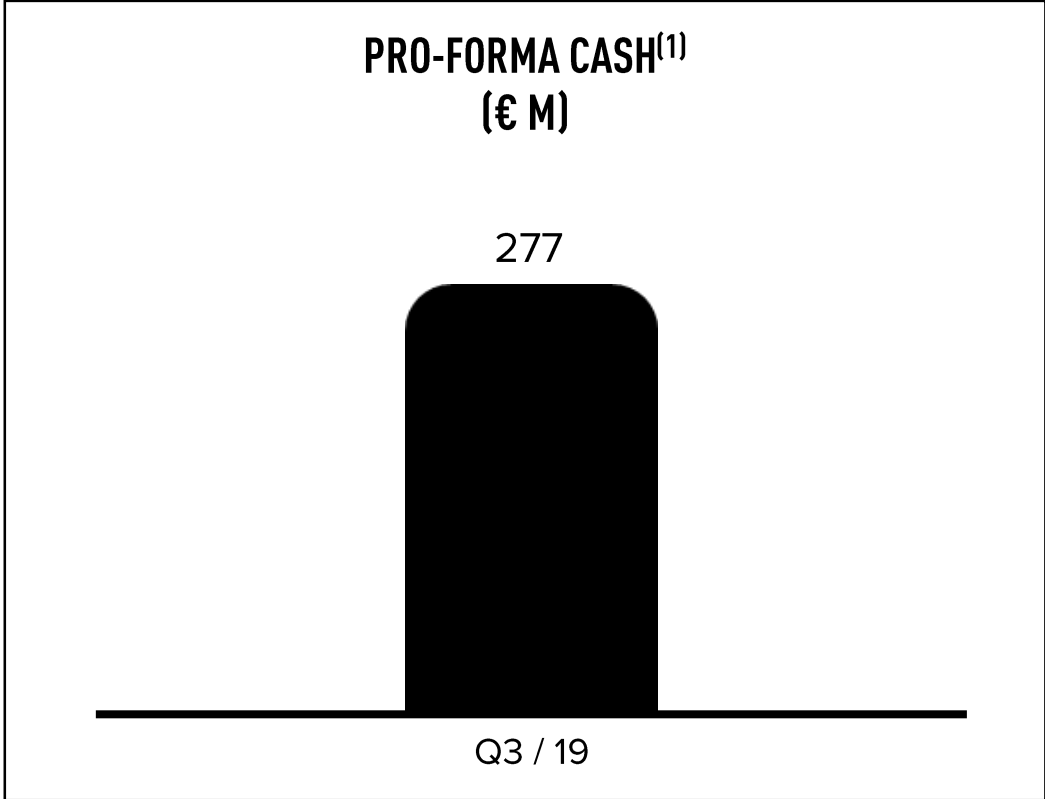
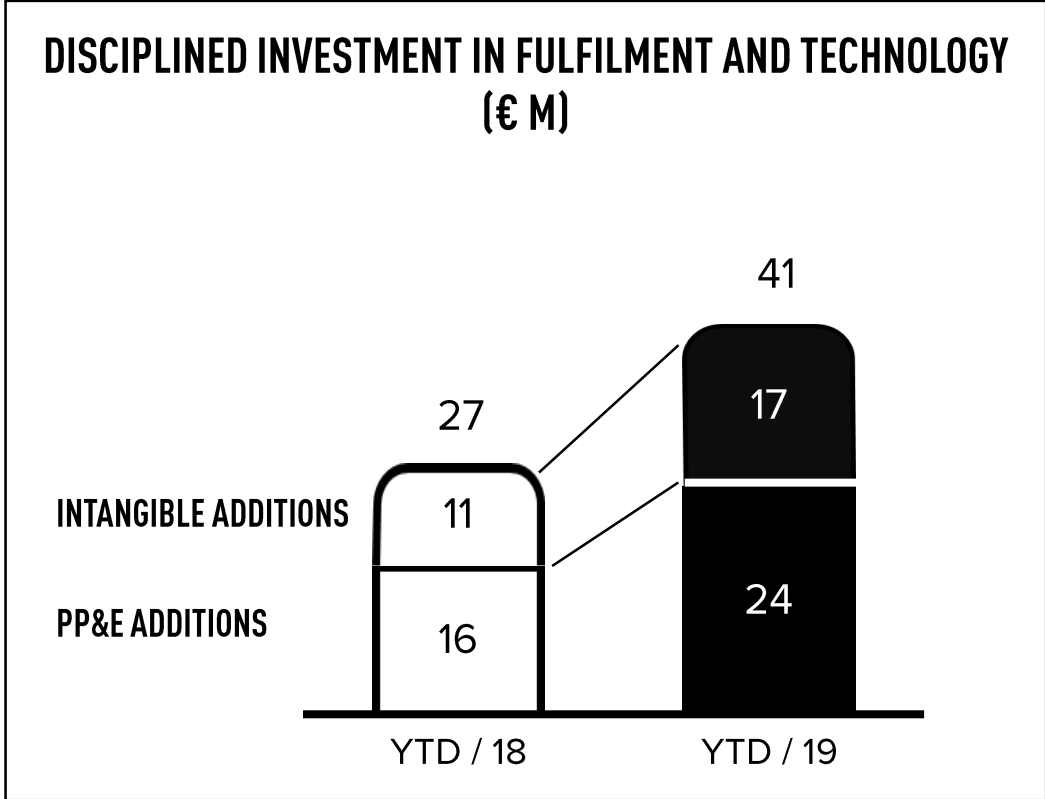
# STRONG REVENUE AND GROSS MARGIN GROWTH, PROFITABILITY ON TRACK



(1) Constant currency growth rate. Bars are a graphical representation of values on a constant currency basis.



# DISCIPLINED CAPEX AND SUBSTANTIAL CASH TO INVEST IN THE BUSINESS



(1) Including restricted cash and cash on deposit

# ONGOING REVENUE GROWTH AND GROSS MARGIN EXPANSION ACROSS ALL REGIONS

	REVENUE (€M)			GROSS MARGIN (%)		
	Q3/18	Q3/19	Δ (%) <sup>(1)</sup>	Q3/18	Q3/19	Δ (pp)
<b>Group</b>	264.6	325.1	18.7	36.2	40.5	4.3
<b>APAC</b>	93.9	117.8	24.1	36.2	38.8	2.6
<b>LATAM</b>	82.3	96.3	13.0	40.8	41.4	0.6
<b>CIS</b>	85.0	110.7	22.8	32.3	42.2	9.9

(1) Constant currency growth rates

# OUR OUTLOOK





# WE CONFIRM OUR FY 2019 OUTLOOK

<b>NMV</b>	20 – 23% constant currency growth
	€1.7 – 1.8bn
<b>REVENUE</b>	Above €1.3bn
<b>ADJ. EBITDA MARGIN</b> (% Revenue)	Further progress towards breakeven
<b>CAPEX</b>	Around €80m

# Q&A





# APPENDIX



# ISSUED SHARE CAPITAL

SHARE INFORMATION	
Type of Share	Common shares in dematerialised form with a nominal value of €0.01
Stock Exchange	Frankfurt Stock Exchange
Market Segment	Regulated Market (Prime Standard)
Shares Outstanding (Excluding Own Shares Held by the Company) <sup>(1)</sup>	194,422,328

EMPLOYEE STOCK OPTION PROGRAM	
Weighted average exercise price (€)	Outstanding call options <sup>(2)</sup>
0.01	1,272,525
5.97	3,940,288
9.82	4,681,593
32.04	353,595
<b>Total</b>	<b>10,248,001</b>

(1) Based on 214,765,517 shares in issue, less 20,343,189 shares held in treasury or in trust for GFG, of which 20,054,561 treasury shares are held solely for cancellation as part of the share redistribution undertaken for GFG's IPO.

(2) Based on number of employee stock options outstanding as of 30-Sep-2019, assuming all awards are settled via issuance of GFG shares.



# FINANCIAL CALENDAR – UPCOMING EVENTS

NOVEMBER 2019					DECEMBER 2019					MARCH 2020				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
				1	2	3	4	5	6	2	3	4	5	6
4	5	6	7	8	9	10	11	12	13	9	10	11	12	13
11	12	13	14	15	16	17	18	19	20	16	17	18	19	20
18	19	20	21	22	23	24	25	26	27	23	24	25	26	27
25	26	27	28	29	30	31				30	31			

DATE	EVENT	LOCATION
November 13 <sup>th</sup>	Q3 2019 Results	
November 13 <sup>th</sup>	Morgan Stanley European Technology, Media and Telecom Conference	Barcelona
December 2 <sup>nd</sup>	Berenberg European Conference	Surrey
March 3 <sup>rd</sup>	FY 2019 Results	

# KPI DEFINITIONS

## ACTIVE CUSTOMERS

Active customers is defined as the number of customers who have purchased at least one item after cancellations, rejections and returns in the last twelve months.

## NET MERCHANDISE VALUE

Net merchandise value (“NMV”) is defined as the value of goods sold including value-added tax (“VAT”)/goods and services tax (“GST”) and delivery fees, after actual or provisioned rejections and returns.

## ORDERS

Orders are defined as the number of orders placed by customers after cancellations, rejections and returns.

## ORDER FREQUENCY

Order frequency is defined as the average number of orders per customer per year (calculated as the last twelve month’s revenue divided by active customers).

## AVERAGE ORDER VALUE

Average order value is defined as the NMV per order.

# DISCLAIMER

Certain statements included in this document are forward-looking statements. Forward-looking statements can typically be identified by the use of words such as “expects”, “may”, “will”, “could”, “should”, “intends”, “plans”, “predicts”, “envisages” or “anticipates” or other words of similar meaning. These forward-looking statements are based upon current expectations and assumptions regarding anticipated developments and other factors affecting the Global Fashion Group S.A. (“GFG”) and its group (the “GFG Group”). They are not historical or current facts, nor are they guarantees of future performance.

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 in this document. These forward-looking statements speak only as of the date of this announcement. Except as required by any applicable law or regulation, the GFG Group expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained in this document to reflect any change in the GFG Group’s expectations with regard thereto or any change in events, conditions or circumstances on which any such forward-looking statement is based. Neither GFG nor any other person accepts any responsibility for the accuracy of the opinions expressed in this document or the underlying assumptions.

