

**#1 FASHION &
LIFESTYLE
DESTINATION
IN GROWTH
MARKETS.**

€449 M

Net Merchandise Value

+23% yoy

8.9 M

ORDERS

+25% yoy

12.0 M

ACTIVE CUSTOMERS

+15% yoy

(0.9) %

ADJ. EBITDA MARGIN

On track for path to profitability

€315 M

PRO-FORMA CASH

Including proceeds from IPO
and restricted cash

**GUIDANCE FOR
2019 FULL YEAR
CONFIRMED**

APAC

THE ICONIC ZALORA

EURm	Q2 2018	Q2 2019	change
Active customers (m)	3.2	3.8	16.9%
NMV	132.2	161.7	22.0%
Revenue	110.2	130.6	18.1%
Gross Profit	40.0	47.7	19.4%

Q2 2019 | WWW.GLOBAL-FASHION-GROUP.COM

LATAM

dafiti

EURm	Q2 2018	Q2 2019	change
Active customers (m)	4.7	5.4	15.2%
NMV	123.6	148.6	27.7%
Revenue	90.9	106.1	24.5%
Gross Profit	39.9	44.9	12.6%

CIS

lamoda

EURm	Q2 2018	Q2 2019	change
Active customers (m)	2.6	2.8	10.5%
NMV	115.5	139.0	18.0%
Revenue	94.5	104.8	8.7%
Gross Profit	47.0	50.0	6.2%



PR AND COMMUNICATIONS CONTACT

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