

GROUP FINANCIALS



QUARTERLY RECONCILIATION OF SEGMENT KPIS AND FINANCIALS (1/3)

	Q1 2021	Q2 2021	H1 2021	Q3 2021	Q4 2021	FY 2021	Q1 2022	Q2 2022	H1 2022	Q3 2022 ²
Group - NMV (€m)	290.6	407.9	698.5	356.5	473.6	1,528.6	326.8	436.6	763.4	399.0
% growth ¹	37.4%	36.5%	36.9%	3.8%	14.0%	20.5%	7.8%	(1.9)%	2.2%	1.7%
LATAM	108.8	169.9	278.7	138.7	165.8	583.2	109.5	163.6	273.0	134.3
% growth ¹	28.7%	21.4%	24.2%	(17.2)%	(3.1)%	3.9%	(6.4)%	(14.9)%	(11.6)%	(12.7)%
SEA	85.9	104.9	190.8	91.1	125.3	407.2	94.1	106.7	200.9	92.6
% growth ¹	41.4%	32.5%	36.3%	15.7%	5.8%	21.0%	5.1%	(6.2)%	(1.2)%	(7.6)%
ANZ	95.9	133.1	229.0	126.7	182.5	538.2	123.2	166.3	289.5	172.2
% growth ¹	45.4%	67.5%	57.5%	28.6%	44.7%	45.3%	27.7%	19.1%	22.7%	24.7%
Group - Revenue (€m)	202.7	269.8	472.5	235.8	327.6	1,035.9	222.0	295.6	517.6	276.2
% growth ¹	26.6%	29.1%	28.9%	1.8%	10.2%	15.7%	5.4%	0.8%	2.8%	6.7%
LATAM	67.0	97.2	164.3	82.8	105.0	352.1	68.1	99.4	167.5	85.6
% growth ¹	14.8%	9.6%	11.7%	(15.9)%	(5.3)%	(0.4)%	(5.7)%	(9.8)%	(8.1)%	(7.2)%
SEA	64.3	73.6	137.8	62.6	88.6	289.0	64.8	73.7	138.5	62.9
% growth ¹	27.2%	14.0%	19.7%	1.0%	(4.8)%	7.1%	(3.8)%	(8.0)%	(6.1)%	(9.3)%
ANZ	71.4	99.0	170.4	90.4	134.0	394.8	89.5	122.9	212.4	128.3
% growth ¹	47.9%	71.4%	60.7%	26.3%	43.2%	45.5%	24.6%	18.3%	20.9%	30.2%
Group – Gross profit (€m)	86.3	119.2	205.5	101.1	141.7	448.3	95.0	128.3	223.3	113.6
% margin	42.6%	44.2%	43.5%	42.9%	43.3%	43.3%	42.8%	43.4%	43.1%	41.1%
LATAM	29.5	46.9	76.4	37.5	44.8	158.8	29.8	45.8	75.5	35.4
% margin	44.0%	48.2%	46.5%	45.3%	42.7%	45.1%	43.7%	46.0%	45.1%	41.4%
SEA	22.9	27.1	50.0	23.8	35.9	109.6	23.9	27.6	51.6	24.2
% margin	35.6%	36.8%	36.2%	38.0%	40.5%	37.9%	36.9%	37.4%	37.2%	38.5%
ANZ	34.1	45.2	79.2	39.9	61.2	180.2	41.8	55.3	97.1	54.5
% margin	47.7%	45.6%	46.5%	44.1%	45.6%	45.7%	46.6%	45.0%	45.7%	42.5%

⁽¹⁾ Growth rate is shown on a **constant currency** basis and therefore excludes the effect of foreign currency movements

⁽²⁾ Following the Group's decision to sell its CIS business, Lamoda, this business is now classified as an Asset Held for Sale and Discontinued Operation under IFRS 5. In line with this reporting, GFG's Q3 results and all comparative performance measures are presented excluding CIS.

QUARTERLY RECONCILIATION OF SEGMENT KPIS AND FINANCIALS (2/3)

	Q1 2021	Q2 2021	H1 2021	Q3 2021	Q4 2021	FY 2021	Q1 2022	Q2 2022	H1 2022	Q3 2022 ²
Group Active customers (m)	13.0	13.4	13.4	13.4	13.4	13.4	13.1	12.5	12.5	11.9
LATAM	8.0	8.1	8.1	7.9	7.8	7.8	7.5	7.0	7.0	6.6
SEA	3.3	3.5	3.5	3.6	3.6	3.6	3.5	3.3	3.3	3.2
ANZ	1.7	1.8	1.8	1.9	2.0	2.0	2.0	2.1	2.1	2.1
Group – NMV/Active Customer (€)	101.9	106.7	106.7	108.5	114.1	114.1	119.7	127.7	127.7	137.5
% growth ¹	0.3%	12.4%	12.4%	11.2%	14.2%	14.2%	16.9%	15.7%	15.7%	19.4%
LATAM	72.1	74.1	74.1	72.7	75.0	75.0	77.7	81.9	81.9	86.8
% growth ¹	2.8%	11.8%	11.8%	4.5%	3.5%	3.5%	9.7%	7.1%	7.1%	11.6%
SEA	109.4	109.1	109.1	111.4	111.6	111.6	117.8	124.6	124.6	131.3
% growth ¹	5.9%	12.1%	12.1%	9.2%	9.4%	9.4%	7.1%	9.9%	9.9%	11.1%
ANZ	227.0	249.5	249.5	254.9	272.5	272.5	279.5	288.2	288.2	305.0
% growth ¹	3.8%	16.7%	16.7%	17.4%	21.2%	21.2%	19.3%	12.3%	12.3%	14.3%
Group – Order frequency	2.4	2.4	2.4	2.5	2.4	2.4	2.5	2.5	2.5	2.5
% growth	0.1%	9.6%	9.6%	9.7%	5.3%	5.3%	3.9%	0.6%	0.6%	0.9%
Group - Number of orders (m)	6.7	9.1	15.7	7.6	9.3	32.6	6.3	7.6	13.9	6.4
% growth	36.4%	26.8%	30.7%	1.7%	(4.4)%	11.6%	(5.2)%	(16.7)%	(11.8)%	(14.8)%
Group - Average order value (€)	43.6	44.9	44.4	47.1	50.9	46.9	51.7	57.8	55.0	61.9
% growth ¹	0.7%	7.6%	4.7%	2.1%	19.3%	8.0%	13.7%	17.8%	15.9%	19.4%

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QUARTERLY RECONCILIATION OF SEGMENT KPIS AND FINANCIALS (3/3)

	Q1 2021	Q2 2021	H1 2021	Q3 2021	Q4 2021	FY 2021	Q1 2022	Q2 2022	H1 2022	Q3 2022 ¹
Group Adjusted EBITDA (€m)	(12.8)	(0.7)	(13.6)	(14.0)	8.4	(19.0)	(16.4)	(4.5)	(20.9)	(16.0)
<i>% margin</i>	<i>(6.3)%</i>	<i>(0.3)%</i>	<i>(2.9)%</i>	<i>(5.9)%</i>	<i>2.6%</i>	<i>(1.8)%</i>	<i>(7.4)%</i>	<i>(1.5)%</i>	<i>(4.0)%</i>	<i>(5.8)%</i>
<i>YoY change in % margin (ppt)</i>	3.6	0.9	2.2	(7.3)	1.0	(0.5)	(1.1)	(1.3)	(1.2)	0.1
LATAM			(3.1)			(12.0)			(8.4)	
<i>% margin</i>			<i>(1.9)%</i>			<i>(3.4)%</i>			<i>(5.0)%</i>	
<i>YoY change in % margin (ppt)</i>			(2.4)			(6.6)			(3.1)	
SEA			(4.7)			-			(2.8)	
<i>% margin</i>			<i>(3.4)%</i>			<i>0.0%</i>			<i>(2.1)%</i>	
<i>YoY change in % margin (ppt)</i>			3.1			2.5			1.3	
ANZ			4.2			15.6			5.4	
<i>% margin</i>			<i>2.5%</i>			<i>4.0%</i>			<i>2.6%</i>	
<i>YoY change in % margin (ppt)</i>			4.6			(1.1)			0.1	

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FINANCIAL DEFINITIONS

1

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

2

EBITDA is calculated as loss before interest and tax adjusted for depreciation of property, plant and equipment and right-of-use assets, amortisation of intangible assets and impairment losses.

3

Adjusted EBITDA is EBITDA adjusted for share-based payment (income)/expenses, impairment of goodwill, Group recharges, IAS 29 Hyperinflation EBITDA impact and other one-off costs (see Interim Management Report for details). IAS 29 Hyperinflation EBITDA impact has only been adjusted from 1 January 2022 onwards.

4

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.

5

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

6

Average order value is defined as the NMV per order.