

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

Q4 2021 | WWW.GLOBAL-FASHION-GROUP.COM

€758.3m

NET MERCHANDISE VALUE
+19.8% yoy

13.6m

ORDERS
+2.2% yoy

17.0m

ACTIVE CUSTOMERS
+4.5% yoy

+4.3%

ADJ. MARGIN EBITDA
(0.3) ppt yoy

**GROWTH ACROSS
ALL CUSTOMER
METRICS**

MARKETPLACE NMV
+42% YOY

LATAM

dafiti

€M	Q4 2020	Q4 2021	CHANGE ¹
NMV	160.1	165.8	(3.1)%
Revenue	106.7	105.0	(5.3)%
Gross Profit	46.0	44.8	(2.6)%
Active Customers (m)	7.7	7.8	0.4%

CIS

lamoda

€M	Q4 2020	Q4 2021	CHANGE ¹
NMV	197.6	284.7	31.8%
Revenue	128.3	167.1	19.3%
Gross Profit	62.1	85.6	37.8%
Active Customers (m)	3.6	3.6	0.9%

SEA

ZALORA

€M	Q4 2020	Q4 2021	CHANGE ¹
NMV	115.2	125.3	5.8%
Revenue	90.6	88.6	(4.8)%
Gross Profit	31.3	35.9	14.7%
Active Customers (m)	3.3	3.6	10.5%

ANZ

THE ICONIC

€M	Q4 2020	Q4 2021	CHANGE ¹
NMV	121.5	182.5	44.7%
Revenue	90.0	134.0	43.2%
Gross Profit	44.4	61.2	37.8%
Active Customers (m)	1.6	2.0	19.9%

PR AND COMMUNICATIONS CONTACT

press@global-fashion-group.com

¹NMV and Revenue change are measured on a constant currency basis and Gross Profit change is measured on an absolute EUR basis.