

A AAT IL

Q3/2017 EARNINGS CALL





zalando

EUROPE'S LEADING ONLINE FASHION DESTINATION





RESULTS HIGHLIGHTS AND BUSINESS UPDATE



9M/17: INVESTMENTS PAY OFF AND RESULT IN FASTER GROWTH



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IN Q3, WE CONTINUED TO PUSH FORWARD OUR UNIQUE SHOPPING EXPERIENCE....

DIGITAL EXPERIENCE

- Improvements along all customer use-cases: (1) search, (2) browse and (3) inspiration
- 72% of site visits from mobile devices
- New tech hub in Lisbon

- Kick-off of 2nd Poland hub
- Go-live of Swedish spoke
- On demand delivery pilot in Berlin • ("Zalando bringt's dir")

CONVENIENCE







... WITH AN OUTSTANDING ASSORTMENT COMPOSITION





FINANCIAL UPDATE Q3/2017



STRONG GROWTH ABOVE TARGET CORRIDOR

GROUP REVENUE

In €m



DACH REVENUE

In €m



OUTSTANDING ACTIVE CUSTOMER GROWTH ACCELERATION



8 (1) Defined as the transactional revenue (incl. VAT and transactional volume of Partner Program) after cancellations or returns divided by the number of orders. (2) GMV (gross merchandise volume) per active customer = average orders per active customer (LTM in #) x average basket size after returns (in €).

AVERAGE ORDER PER ACTIVE CUSTOMER







GROWTH ACCELERATION DRIVEN BY INVESTMENTS

GROUP EBIT

EBIT margin (excl. SBC¹)



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DACH EBIT

EBIT margin (excl. SBC¹)



GROWTH INVESTMENTS MOSTLY IN FULFILLMENT COST LINE: CAPACITY EXPANSION & INNOVATION

COSTS AND MARGINS

excl. SBC¹ in percent of revenue



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		Q 3		
Delta	2016	2017	Delta	
0.5pp	(58.6%)	(59.0%)	0.5pp	
(0.5pp)	41.4%	41.0%	(0.5pp)	Mostly hig
2.6pp	(24.0%)	(27.0%)	3.0pp	logistic co convenien warehouse
(1.8pp)	(9.5%)	(8.4%)	(1.1pp)	warenouse
0.2pp	(5.6%)	(5.5%)	(0.1pp)	
(1.5pp)	2.3%	0.0%	(2.3pp)	





LOGISTICS INVESTMENTS CONTINUE

NET WORKING CAPITAL (END OF Q3)

in percent of annualized revenue



CAPITAL EXPENDITURE¹

in €m





LIQUIDITY REMAINS STABLE



(1) Both Q2/17 and Q3/17 liquidity include investments into short-term deposits with maturity of more than 3 and less than 12 months of €130m and €60m, respectively. (2) Includes investments in fixed and intangible assets and payments for acquisitions and change in restricted cash.
(3) Includes financing cash flow (-€0.5m) and effect of exchange rate on cash and cash equivalents (-€2.5m).

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CASH FLOW DEVELOPMENT (Q3)

In €m





OUTLOOK



OUTLOOK FOR FY2017







Slightly negative working capital at year-end and ~€250m capex²

 (1) Adjusted EBIT margin excludes stock-based compensation of 0.4%.
(2) Excludes investments into M&A. 14







ISSUED SHARE CAPITAL

SHARE INFORMATION

As of 30-September-2017

Type of Shares

Stock Exchange

Market Segment

Index Listings

Total Number of Shares Outstanding

Issued Share Capital

SHARE STOCK OPTION PROGRAMS

As of 30-Sept-2017

Program	# Options outstanding	Strike price	Program	# Options outstanding
Various	63,580	1.00	EIP 2016 – Summer Tranche 2016	106,670
SOP 2011	2,440,350	5.65	EIP 2016 – Summer Tranche 2016	542,195
SOP 2013	9,817,500	15.63	EIP 2016 – Summer Tranche 2016	171,196
SOP 2014 – Tranche pre IPO	4,946,863	17.72	EIP 2016 – Winter Tranche 2016	16,861
SOP2014 – Tranche Mar 2015	607,489	22.79	EIP 2016 – Winter Tranche 2016	66,464
SOP 2014 – Tranche May 2015	222,230	25.03	EIP 2016 – Winter Tranche 2016	36,368
SOP 2014 – Tranche Aug 2015	190,812	29.92	EIP 2017 – Summer Tranche 2017	145,535
SOP 2014 – Tranche Nov 2015	58,900	30.48	EIP 2017 – Summer Tranche 2017	606,380
SOP 2014 – Tranche Mar 2016	326,216	31.60	EIP 2017 – Summer Tranche 2017	232,108
Total	18,673,940		Total	1,923,777

16 (1) Average October-2017.

(2) The AGM of 31-May-16 authorized the Management Board to grant options under the Employee Incentive Plan.

Ordinary bearer shares with no-par value (Stückaktien)

Frankfurt Stock Exchange

Regulated Market (Prime Standard)

MDAX (2.7% share¹)

247,384,898

€247,384,898

EMPLOYEE INCENTIVE PLAN²

As of 30-Sept-2017





INCOME STATEMENT

€m	
Revenue	2
% growth	
Cost of Sales	(1,2
Gross Profit	
% margin	
Selling and Distribution Costs Administrative Expenses Other Operating Income Other Operating Expenses	(
EBIT	
% margin	
Net Financial Result	
EBT	
% margin	
Income and Other Tax Net Income <i>% margin</i>	
Depreciation & Amortization	
EBITDA	
% margin	
Share Based Compensation (SBC)	
Adj. EBIT (adj. for SBC)	
% margin	
Adj. EBITDA (adj. for SBC)	
% margin	

YTD	Q3/17	Q3/16	FY/15	FY/14
3,15	1,074.7	834.8	2,958.2	2,214.0
23.	28.7%	17.1%	33.6%	25.7%
(1,796	(636.2)	(490.6)	(1,624.0)	,255.3)
1,35	438.5	344.3	1,334.1	958.7
43.	40.8%	41.2%	45.1%	43.3%
(1,100	(384.0)	(283.1)	(1,118.9)	(793.8)
(175	(62.6)	(48.7)	(129.0)	(109.1)
	3.2	1.3	10.2	12.2
(4	(1.0)	(1.1)	(7.0)	(5.8)
8	(5.9)	12.7	89.6	62.1
2.	(0.5%)	1.5%	3.0%	2.8%
(9	(3.7)	(3.3)	(3.0)	(4.5)
7	(9.6)	9.4	86.6	57.7
2.	(0.9%)	1.1%	2.9%	2.6%
(34	(1.5)	(4.4)	34.9	(10.5)
4	(11.1)	5.0	121.5	47.2
1.	(1.0%)	0.6%	4.1%	2.1%
4	15.2	11.1	34.2	25.8
12	9.4	23.8	123.8	88.0
4.	0.9%	2.9%	4.2%	4.0%
1	6.3	6.8	17.9	19.8
10	0.4	19.5	107.5	82.0
3.2	0.0%	2.3%	3.6%	3.7%
14	15.7	30.6	141.7	107.8
4.	1.5%	3.7%	4.8%	4.9%





SHARE BASED COMPENSATION

€m Per Income Statement Line Item

Cost of Sales Selling and Distribution Costs Administrative Expenses Share Based Compensation

As % of revenue Per Income Statement Line Item Cost of Sales Selling and Distribution Costs Administrative Expenses Share Based Compensation

	YTD/
4.4 4.5 1.7 1.7	4
9.6 9.0 3.4 3.4	3
5.8 4.5 1.7 1 .7	
19.8 17.9 6.8 6.3	17
FY/14 FY/15 Q3/16 Q3/17	YTD/
0.2% 0.2% 0.2%	0.1
0.4% 0.3% 0.4% 0.3%	0.3
0.3% 0.2% 0.2% 0.1%	0.1
0.9% 0.6% 0.8% 0.6%	0.6





€m	FY/14	FY/15	Q3/16	Q3/17	YTD/
Revenue	2,214.0	2,958.2	834.8	1,074.7	3,155
DACH	1,234.0	1,580.1	407.1	497.7	1,515
Rest of Europe	862.6	1,211.6	374.0	489.7	1,387
Other	117.4	166.5	53.7	87.2	251
As % of total	100.0%	100.0%	100.0%	100.0%	100.0
DACH	55.7%	53.4%	48.8%	46.3%	48.0
Rest of Europe	39.0%	41.0%	44.8%	45.6%	44.0
Other	5.3%	5.6%	6.4%	8.1%	8.0
EBIT	62.1	89.6	12.7	(5.9)	85
DACH	72.3	92.2	38.1	12.8	99
Rest of Europe	(18.6)	(10.2)	(20.8)	(19.1)	(25.
Other	8.4	7.5	(4.5)	0.4	11
% margin	2.8%	3.0%	1.5%	(0.5%)	2.7
DACH	5.9%	5.8%	9.3%	2.6%	6.6
Rest of Europe	(2.2%)	(0.8%)	(5.6%)	(3.9%)	(1.89
Other	7.2%	4.5%	(8.5%)	0.5%	4.4
Adjusted EBIT	82.0	107.5	19.5	0.4	102
DACH	83.0	101.9	41.4	15.7	107
Rest of Europe	(11.6)	(3.3)	(17.9)	(16.2)	(17.
Other	10.5	8.9	(4.0)	0.9	12
% adjusted margin	3.7%	3.6%	2.3%	0.0%	3.2
DACH	6.7%	6.4%	10.2%	3.2%	7.1
Rest of Europe	(1.3%)	(0.3%)	(4.8%)	(3.3%)	(1.39
Other	9.0%	5.3%	(7.4%)	1.1%	5.0

SEGMENTS





€m **Total Non-Current Assets**

Thereof: Property, Plant and Equipment **Other Financial Assets Non-Financial Assets Other Non-Current Assets**

Total Current Assets

Thereof: Inventories

Trade and Other Receivables

Other Assets¹

Cash and Cash Equivalents¹

Total Assets

Total Equity

Thereof: Issued Capital Capital Reserves Retained earnings **Accumulated Loss** Minority Interests

Total Non-Current Liabilities

Thereof: Financial Liabilities **Other Non-Current Liabilities**

Total Current Liabilities

Thereof: Trade Payables and Similar Obligations **Other Current Liabilities**

Total Equity & Liabilities

Net Working Capital

BALANCE SHEET

	Q3/16		Q3
Q3/16	(% of total assets)	Q3/17	(% of to asse
364.7	14.7%	567.4	18.
203.0	8.2%	352.2	11.
39.6	1.6%	27.2	0.
3.3	0.1%	2.3	0.
118.9	4.8%	185.8	6.
2,113.2	85.3%	2,435.9	81.
620.9	25.1%	859.3	28.
167.4	6.8%	260.1	8.
348.5	14.1%	231.9	7.
976.4	39.4%	1084.6	36.
2,477.9	100.0%	3,003.4	100.
1,342.9	54.2%	1,474.9	49.
247.2	10.0%	247.3	8.
1,156.1	46.7%	1,178.0	39.
(2.9)	(0.1%)	5.7	0.
(57.5)	(2.3%)	44.2	1.
0.0	0.0%	(0.3)	
30.5	1.2%	60.0	(0.0 2. 0.
12.0	0.5%	8.9	0.
18.5	0.7%	51.1	1.
1,104.5	44.6%	1,468.5	48.
946.2	38.2%	1234.7	41.
158.3	6.4%	233.7	7.
2,477.9	100.0%	3,003.4	100.
-		•	
(157.9)	(4.7%)	(115.3)	(2.7





CASH FLOW STATEMENT

€m Net Income

Non-Cash Expenses from Share-Based Payments Cash Settlement of Claims from Share-Based Payments Depreciation Income Taxes Income Taxes Paid, Less Refunds Change in Provisions Other Non-Cash Income Change in Inventories and Receivables Change in Trade Liabilities Change in Other Assets/Other Liabilities **Cash Flow from Operating Activities**

Payments for Investments in Fixed and Intangible Assets Payments for Acquisitions Cash Paid for Investments in Term Deposits Change in Restricted Cash Cash Flow from Investing Activities

Payments Received from Capital Increases Cash Received from Loans Repurchase of treasury shares Cash Repayments of Loans **Cash Flow from Financing Activities**

Change in Cash & Cash Equivalents

Effects of Exchange Rate on Cash & Cash Equivalents

FY2014	FY2015	Q3/16	Q3/17	YTD/1
47.2	121.5	5.0	(11.1)	41.
19.8	17.9	6.8	6.3	17.
0.0	(2.3)	0.0	0.0	0.
25.8	34.2	11.1	15.2	41.
10.5	(34.9)	4.4	1.5	34.
0.0	(0.0)	(4.6)	(15.1)	(34.
1.0	(0.5)	1.1	0.1	(0.1
(0.2)	(1.0)	0.3	(1.1)	1.
(68.7)	(154.2)	(178.6)	(209.1)	(312.9
94.9	154.9	264.7	287.0	312.
44.6	(16.2)	(47.3)	18.6	53.
174.9	119.4	63.0	92.3	154.
(51.1)	(60.0)	(47.7)	(45.7)	(175.6
0.0	(16.8)	0.0	(16.7)	(33.4
0.0	(155.0)	(75.0)	70.0	160.
(0.8)	35.3	0.0	2.7	10.
(51.9)	(196.5)	(122.7)	20.3	(38.0
510.1	6.4	0.6	0.0	
3.9	0.0	0.0	0.0	0.
0.0	(1.7)	0.0	0.0	(0.7
(3.2)	(3.2)	(0.8)	(0.5)	(2.2
510.8	1.5	(0.2)	(0.5)	0. 0. (0.7 (2.2 (2. 2
		(/		
633.8	(75.7)	(60.0)	112.0	113.
0.0	0.9	0.5	(2.5)	(1.8
0.0	0.3	0.3	(2.3)	(1.0





KPI DEVELOPMENT

	2015	Q1/16	Q2/16	Q3/16	Q4/16	2016	Q1/17	Q2/17	Q3/ 1
Site Visits (m) ¹	1,656.4	479.5	480.2	468.6	563.2	1,991.6	617.6	595.2	615
Mobile Visit Share (in % of Site Visits) ²	57.1%	62.3%	64.7%	67.0%	68.1%	65.6%	68.8%	69.7%	71.89
Active Customers (m) ³	17.9	18.4	18.8	19.2	19.9	19.9	20.4	21.2	22
Number of Orders (m) ⁴	55.3	15.6	17.5	16.4	19.6	69.2	19.9	22.2	22
Average Order per Active Customer	3.08x	3.20x	3.32x	3.39x	3.48x	3.48x	3.60x	3.69x	3.80
Average Basket Size (in €) ⁵	67.8	66.5	66.2	62.8	70.2	66.6	63.0	64.5	62
Fulfillment Cost Ratio (in % of revenue) 6	26%	24%	23%	24%	22%	23%	25%	27%	279
Marketing Cost Ratio (in % of revenue) 7	12%	10%	10%	10%	10%	10%	9%	7%	8

- (1) Site Visits defined as the number of series of page requests from the same uniquely identified client at Zalando, including website, m.site and apps in the measurement period. A visit is considered ended when no requests have been recorded in more than 30 minutes.
- (2) Mobile is defined as tablets, mobile site and apps.

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- (3) Active Customers defined as the number of customers placing at least one order in the last twelve months in the measurement period irrespective of cancellations or returns.
- Number of Orders defined as the number of customer orders placed in the measurement period irrespective of cancellations or returns. An order is counted on the day the customer places (4) the order. Orders placed and orders delivered may differ due to orders that are in transit at the end of the measurement period or have been cancelled.
- (5) Average Basket Size defined as the transactional revenue (incl. VAT and transactional volume of Partner Program) after cancellations or returns divided by the number of orders.
- expenses, as well as allocated overhead. costs. Fulfillment costs therefore comprises all selling and distribution costs, except for marketing costs. All numbers shown excluding equitysettled SBC costs.
- (7) Marketing Cost Ratio defined as marketing cost as a proportion of revenue in the measurement period. Marketing cost mainly consists of advertising expenses including search engine marketing, television, online display and other marketing channels as well as allocated overhead cost. All numbers shown excluding equity-settled SBC costs.

(6) Fulfillment Cost Ratio defined as fulfillment cost as a proportion of revenue in the measurement period. Fulfillment costs mainly include logistics, content creation, service and payment





	M	arch 2(018	
M	Т	W	т	F
			1	2
5	6	7	8	9
12	2 13	14	15	16
19	9 20	21	22	23
26	6 27	28	29	30
Date	9			
Neo	dnesday ·	+ Thurs	sday, 18	5 + 16-
Weo	dnesday,	29 - No	vembe	r
Гhu	rsday, 30)-Nover	nber	
Jan	2018 ¹			
Thu	rsday, 1-	Mar		
Tue	sday, 8-N	Лау		
Wed	dnesday,	23-May	у	
Tue	sday, 7-A	August		
Tue	sday, 6-N	lovemb	ber	

23 (1) Date will be pre-announced a few weeks in advance via press release.

FINANCIAL CALENDAR 2018

	Au	gust 2	018	
М	Т	W	Т	F
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	31

TMT Conference, Barcelona

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Certain statements in this communication may constitute forward looking statements. These statements are based on assumptions that are believed to be reasonable at the time they are made, and are subject to significant risks and uncertainties. You should not rely on these forward-looking statements as predictions of future events and we undertake no obligation to update or revise these statements. Our actual results may differ materially and adversely from any forwardlooking statements discussed on this call due to a number of factors, including without limitation, risks from macroeconomic developments, external fraud, inefficient processes at fulfillment centers, inaccurate personnel and capacity forecasts for fulfillment centers, hazardous material / conditions in production with regard to private labels, lack of innovation capabilities, inadequate data security, lack of market knowledge, risk of strike and changes in competition levels.

DISCLAIMER

