

EUROPE'S LEADING ONLINE FASHION DESTINATION

Q3/2018 EARNINGS CALL

NOVEMBER 6, 2018









HIGHLIGHTS AND LOWLIGHTS Q3/2018

HIGHLIGHTS

LOWLIGHTS

>25m
Active customers

Strong customer KPI development: active customers represent 6% of European population

+12%

Slow topline performance below target corridor

NPS at all-time high

Customer satisfaction improving with better product selection and advancing onsite experience

-€39m Adj. EBIT

+17% GMV growth

Negative adj. EBIT below prior year and expectations

>60%
Partner program
growth

Platform transition unfolding: building the ecosystem for European fashion



BUILDING THE ECOSYSTEM FOR EUROPEAN FASHION



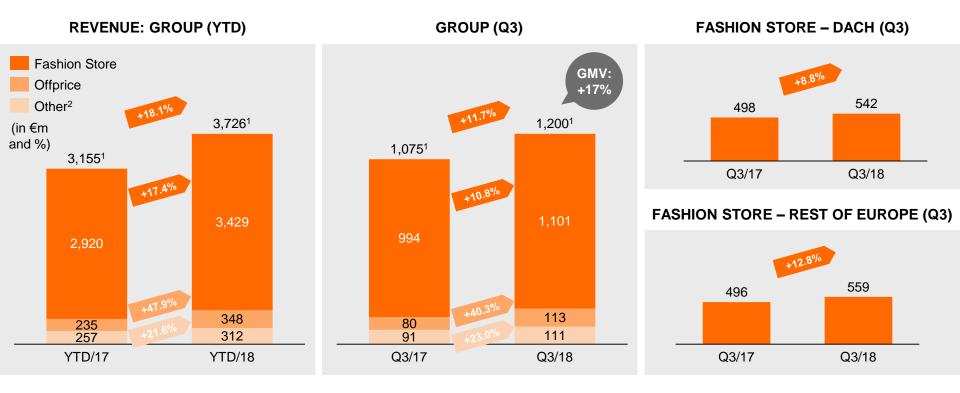
Mid-term transition obstacles

- Investments in infrastructure and services
- Decreasing basket economics
- Manage customer expectations





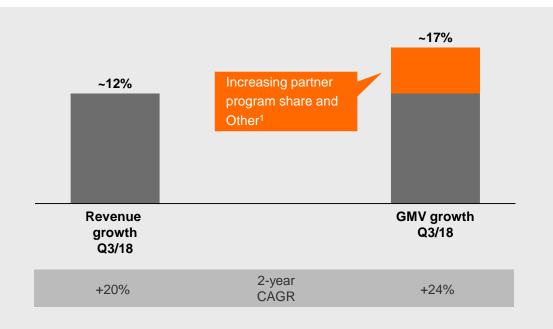
SLOW TOPLINE PERFORMANCE IN FASHION STORE WHILE OFFPRICE CONTINUES STRONG GROWTH



YTD/18 (YTD/17) contains -€362m (-€256m) reconciliation of internal revenues. Q3/18 (Q3/17): -€125m (-€90m). All other segments including private label offering zLabels and various emerging businesses.



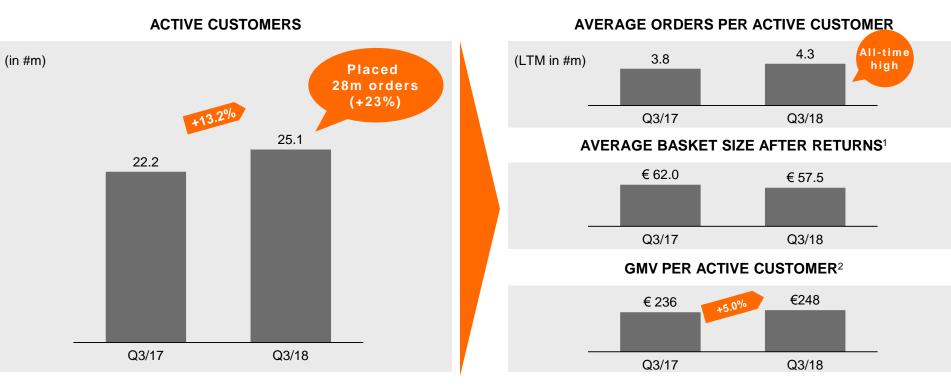
GROWTH RATE IMPACTED BY PARTNER PROGRAM, STRONG PRIOR-YEAR GROWTH AND DELAYED F/W SEASON START



- GMV growth significantly stronger than revenue growth, driven by Partner Program
- Compares against very strong Q3/2017 growth of 29%
- Delayed season start in September created difficult environment for growth



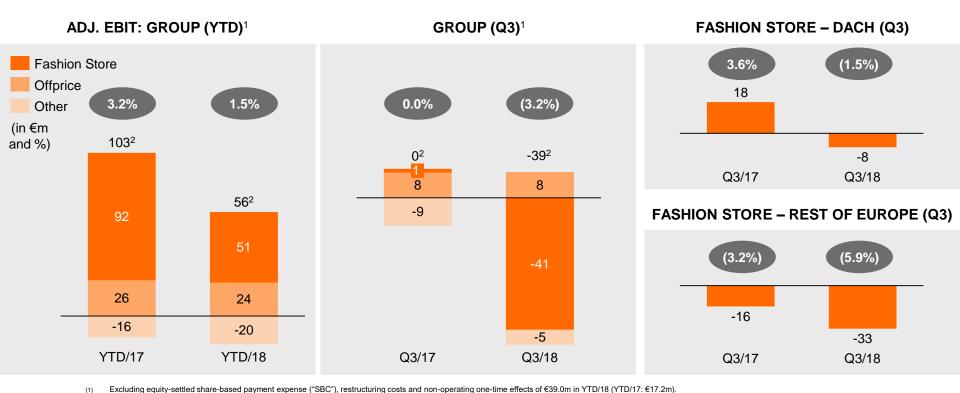
STRONG CUSTOMER KPI DEVELOPMENT DESPITE BASKET SIZE IMPACT



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



NEGATIVE ADJ. EBIT BELOW PRIOR YEAR AND EXPECTATIONS



⁽i) Excluding equity-settled share-based payment expense (SBC), restructuring costs and non-operating one-time effects of €39.0m in ¥1D/18 (¥1D/17: €17.2m Q3/18: €16.8m (Q3/17: €6.3m).



YTD/18 (YTD/17) contains €1m (€0m) reconciliation of internal adj. EBIT. Q3/18 (Q3/17): -€1m (€0m).

EARNINGS CHALLENGED BY BOTH TEMPORARY AND STRUCTURAL HEADWINDS

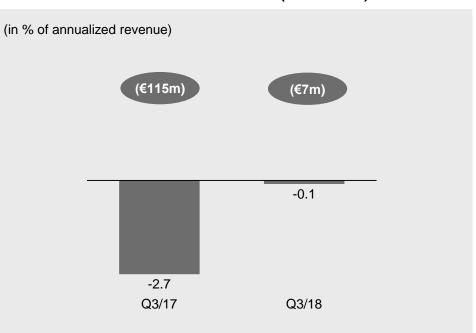
COSTS AND MARGINS¹

(in %	of revenue)		YTD			Q 3		
		2017	2018	Delta	2017	2018	Delta	
	COST OF SALES	(56.8%)	(58.2%)	1.4pp	(59.0%)	(60.4%)	1.4pp	Slow season start and higher allowances for defective returns
	GROSS PROFIT	43.2%	41.8%	(1.4pp)	41.0%	39.6%	(1.4pp)	
	FULFILLMENT COSTS	(26.3%)	(28.8%)	2.5pp	(27.0%)	(30.0%)	3.0pp	Capacity and convenience invest, basket economics and carrier costs
	MARKETING COSTS	(8.3%)	(7.1%)	(1.2pp)	(8.4%)	(8.0%)	(0.4pp)	
	ADMINISTRATIVE EXPENSES & OTHER	(5.3%)	(4.5%)	(0.8pp)	(5.5%)	(4.8%)	(0.7pp)	Increase vs. Q2/18 driven by our 10-year marketing campaign
	ADJ. EBIT	3.2%	1.5%	(1.7pp)	0.0%	(3.2%)	(3.2pp)	

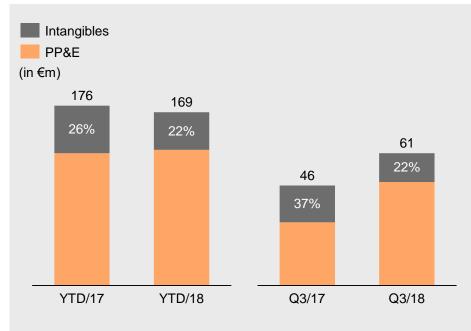


CAPEX SPEND BACK-END LOADED IN 2018

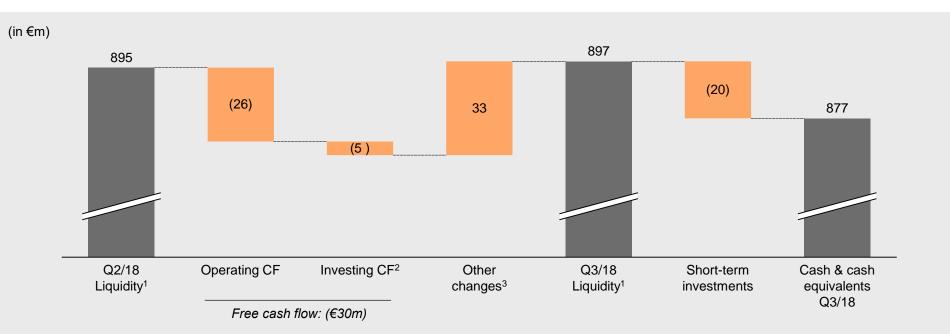
NET WORKING CAPITAL (END OF Q3)



CAPITAL EXPENDITURE¹

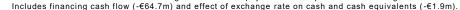


SOLID LIQUIDITY POSITION TO PURSUE OUR 2020 STRATEGY



⁽¹⁾ Both Q1/18 and Q2/18 liquidity include investments into short-term deposits with maturity of more than 3 and less than 12 months of -€20m.

lncludes investments in fixed and intangible assets and payments for acquisitions and change in restricted cash and a fixed asset sale of +€57m in Q3/18.







REVENUE GROWTH OF AROUND 20% AND ADJ. EBIT OF €170M AT MID-POINT



REVENUE GROWTH AROUND THE LOW END OF 20 - 25% RANGE



ADJ. EBIT¹: €150-190M²



SLIGHTLY NEGATIVE WORKING CAPITAL + AROUND €300M CAPEX³



Excluding equity-settled share-based payment expense ("SBC"), restructuring costs and non-operating one-time effects of ~€55m for FY/18E.

⁽²⁾ Implies an adj. EBIT margin of ~3.2%.



ISSUED SHARE CAPITAL

SHARE INFORMATION (AS OF SEP 30, 2018)

Type of Shares Ordinary bearer shares with no-par value (*Stückaktien*)

Stock Exchange Frankfurt Stock Exchange

Market Segment Regulated Market (*Prime Standard*)

Index Listings MDAX

Total Number of Shares Outstanding 250,488,963

Issued Share Capital €250,488,963

SHARE STOCK OPTION PROGRAMS (AS OF SEP 30, 2018)

Program	# Options outstanding	Weighted average exercise price (EUR)
Various	57,970	1.00
SOP 2011	1,346,400	5.65
SOP 2013	9,445,771	15.37
SOP 2014	4,311,750	20.07
Total	15,161,891	15.79

EMPLOYEE INCENTIVE PLAN (AS OF SEP 30, 2018)

Program	# Options outstanding	Weighted average exercise price (EUR)
EIP 2016	814,431	24.86
EIP 2017	1,048,845	36.78
EIP 2018	1,631,553	41.23
Total	3,494,829	36.08



INCOME STATEMENT

€m	FY/14 ¹	FY/15 ¹	FY/16 ¹	FY/17 ¹	Q3/17 ¹	Q3/18
Revenue	2,214.0	2,958.2	3,639.0	4,489.0	1,074.7	1,200.2
% growth	25.7%	33.6%	23.0%	23.4%	28.7%	11.7%
Cost of Sales	(1,255.3)	(1,624.0)	(2,029.6)	(2,529.6)	(636.2)	(726.5)
Gross Profit	958.7	1,334.1	1,609.4	1,959.4	438.5	473.7
% margin	43.3%	45.1%	44.2%	43.6%	40.8%	39.5%
Selling and Distribution Costs	(793.8)	(1,118.9)	(1,223.7)	(1,530.8)	(384.0)	(459.7)
Administrative Expenses	(109.1)	(129.0)	(191.3)	(242.9)	(62.6)	(70.4)
Other Operating Income	12.2	10.2	16.7	11.8	3.2	1.4
Other Operating Expenses	(5.8)	(7.0)	(4.1)	(9.9)	(1.0)	(0.7)
EBIT	62.1	89.6	207.0	187.6	(5.9)	(55.7)
% margin	2.8%	3.0%	5.7%	4.2%	(0.5%)	(4.6%)
Net Financial Result	(4.5)	(3.0)	(14.1)	(12.4)	(3.7)	(1.7)
EBT	57.7	86.6	192.9	175.2	(9.6)	(57.3)
% margin	2.6%	2.9%	5.3%	3.9%	(0.9%)	(4.8%)
Income and Other Tax	(10.5)	34.9	(72.5)	(73.6)	(1.5)	15.6
Net Income	47.2	121.5	120.5	101.6	(11.1)	(41.7)
% margin	2.1%	4.1%	3.3%	2.3%	(1.0%)	(3.5%)
Depreciation & Amortization	25.8	34.2	48.2	58.7	15.2	21.9
EBITDA	88.0	123.8	255.2	246.4	9.4	(33.7)
% margin	4.0%	4.2%	7.0%	5.5%	0.9%	(2.8%)
Share Based Compensation (SBC)	19.8	17.9	19.9	27.5	6.3	16.8
Adj. EBIT ²	82.0	107.5	216.3	215.1	0.4	(38.9)
% margin	3.7%	3.6%	5.9%	4.8%	0.0%	(3.2%)
Adj. EBITDA ²	107.8	141.7	264.5	273.8	15.7	(16.9)
% margin	4.9%	4.8%	7.3%	6.1%	1.5%	(1.4%)

⁽¹⁾ Prior year figures not re-stated for shifts between cost lines as a result of new segment structure as of Jan 18.
(2) Excluding equity-settled share-based payment expense ("SBC"), restructuring costs and non-operating one-time effects.



SHARE BASED COMPENSATION

€m	FY/14	FY/15	FY/16	FY/17	Q3/17	Q3/18
Per Income Statement Line Item						
Cost of Sales	4.4	4.5	5.0	6.9	1.7	1.0
Selling and Distribution Costs	9.6	9.0	9.9	13.7	3.4	3.6
Administrative Expenses	5.8	4.5	5.0	6.9	1.2	12.2
Share Based Compensation	19.8	17.9	19.9	27.5	6.3	16.8
As % of revenue	FY/14	FY/15	FY/16	FY/17	Q3/17	Q3/18
Per Income Statement Line Item						
Cost of Sales	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%
Selling and Distribution Costs	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%
Administrative Expenses	0.3%	0.2%	0.1%	0.2%	0.1%	1.0%



SEGMENTS¹

€m Revenue	FY/14 2,214.0	FY/15 2,958.2	FY/16 3,639.0	Reported FY/17 4,489.0	Restated FY/17 4.489.0	Restated Q3/17 1,074.7	Q3/18 1,200.2
Fashion Store	2,214.0	2,930.2	3,033.0	4,409.0	4,150.5	994.0	1,101.3
thereof DACH	1,234.0	1,580.1	1,813.8	2,145.6	2,150.0	498.4	542.4
thereof Rest of Europe	862.6	1,211.6	1,570.2	1,973.6	2,000.5	495.5	558.9
Offprice	302.0	1,211.0	1,070.2	1,070.0	345.3	80.4	112.8
Other	117.4	166.5	255.1	369.9	345.3	90.6	111.4
Reconciliation					(352.0)	(90.3)	(125.1)
As % of total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Fashion Store			1001070		92.5%	92.5%	91.8%
Fashion Store – DACH	55.7%	53.4%	49.8%	47.8%	47.9%	46.4%	45.2%
Fashion Store – Rest of Europe	39.0%	41.0%	43.1%	44.0%	44.6%	46.1%	46.6%
Offprice					7.7%	7.5%	9.4%
Other	5.3%	5.6%	7.0%	8.2%	7.7%	8.4%	9.3%
Reconciliation					(7.8%)	(8.4%)	(10.4%)
Adjusted EBIT	82.0	107.5	216.3	215.1	215.1	0.4	(38.9)
Fashion Store					213.7	1.2	(40.9)
thereof DACH	83.0	101.9	226.3	188.5	193.5	17.6	(7.8)
thereof Rest of Europe	(11.6)	(3.3)	(3.3)	21.6	20.3	(16.3)	(33.1)
Offprice					27.6	7.8	8.1
Other	10.5	8.9	(6.7)	5.0	(26.3)	(8.6)	(4.7)
Reconciliation					0.0	0.0	(1.3)
% adjusted margin	3.7%	3.6%	5.9%	4.8%	4.8%	0.0%	(3.2%)
Fashion Store					5.2%	0.1%	(3.7%)
Fashion Store – DACH	6.7%	6.4%	12.5%	8.8%	9.0%	3.5%	(1.4%)
Fashion Store – Rest of Europe	(1.3%)	(0.3%)	(0.2%)	1.1%	1.0%	(3.3%)	(5.9%)
Offprice					8.0%	9.7%	7.2%
Other	9.0%	5.3%	(2.6%)	1.3%	(7.6%)	(9.4%)	(4.2%)
Reconciliation					0.0%	0.0%	(1.0%)



BALANCE SHEET

6	0047	Q3/17	00/40	Q3/18
€m	Q3/17	(% of total assets)	Q3/18	(% of total assets)
Total Non-Current Assets	567.4	18.9%	679.7	21.4%
Thereof: Property, Plant and Equipment	352.2	11.7%	462.9	14.6%
Other Financial Assets	27.2	0.9%	21.3	0.7%
Non-Financial Assets	2.3	0.1%	3.8	0.1%
Other Non-Current Assets	185.8	6.2%	191.7	6.0%
Total Current Assets	2,435.9	81.1%	2,492.3	78.6%
Thereof: Inventories	859.3	28.6%	1025.3	32.3%
Trade and Other Receivables	260.1	8.7%	323.8	10.2%
Other Assets ¹	231.9	7.7%	266.2	8.4%
Cash and Cash Equivalents ¹	1084.6	36.1%	877.0	27.7%
Total Assets	3,003.4	100.0%	3,172.0	100%
Total Equity	1,474.9	49.1%	1.486.9	46.9%
Thereof: Issued Capital	247.3	8.2%	248.0	7.8%
Capital Reserves	1,178.0	39.2%	1,148.0	36.2%
Other reserves	5.7	0.2%	(3.7)	(0.1%)
Accumulated Profit	44.2	1.5%	94.7	3.0%
Minority Interests	(0.3)	(0.0%)	(0.1)	(0.0%)
Total Non-Current Liabilities	60.0	2.0%	65.4	2.1%
Thereof: Financial Liabilities	8.9	0.3%	6.3	0.2%
Other Non-Current Liabilities	51.1	1.7%	59.1	1.9%
Total Current Liabilities	1,468.5	48.9%	1,619.7	51.0%
Thereof: Trade Payables and Similar Obligations	1234.7	41.1%	1,356.5	42.8%
Other Current Liabilities	233.7	7.8%	263.2	8.2%
Total Equity & Liabilities	3,003.4	100.0%	3,172.0	100%
Net Working Capital	(115.3)	(2.7%)	(7.4)	0.2%



CASH FLOW STATEMENT

€m	FY/14	FY/15	FY/16	FY/17	Q3/17	Q3/18
Net Income	47.2	121.5	120.5	101.6	(11.1)	(41.7)
Non-Cash Expenses from Share-Based Payments	19.8	17.9	19.9	27.5	6.3	16.8
Cash Settlement of Claims from Share-Based Payments	0.0	(2.3)	0.0	0.0	0.0	0.0
Depreciation & amortization	25.8	34.2	48.2	58.7	15.2	21.9
Income Taxes	10.5	(34.9)	72.5	73.6	1.5	(15.6)
Income Taxes Paid, Less Refunds	0.0	(0.0)	(33.8)	(49.4)	(15.1)	(10.9)
Change in Provisions	1.0	(0.5)	0.1	(1.5)	0.1	0.0
Other Non-Cash Income	(0.2)	(1.0)	1.2	6.5	(1.1)	0.1
Change in Inventories and Receivables	(68.7)	(154.2)	(147.4)	(251.0)	(209.1)	(225.0)
Change in Trade Liabilities	94.9	154.9	264.3	198.4	287.0	250.1
Change in Other Assets/Other Liabilities	44.6	(16.2)	(69.7)	29.2	18.6	(21.6)
Cash Flow from Operating Activities	174.9	119.4	275.8	193.7	92.3	(25.9)
Payments for Investments in Fixed and Intangible Assets	(51.1)	(60.0)	(181.7)	(243.9)	(45.7)	$(3.6)^1$
Payments for Acquisitions	0.0	(16.8)	(30.4)	(34.9)	(6.7)	(0.8)
Cash Paid for Investments in Term Deposits	0.0	(155.0)	(65.0)	180.0	70.0	0.0
Change in Restricted Cash	(8.0)	35.3	0.0	10.4	2.7	(0.4)
Cash Flow from Investing Activities	(51.9)	(196.5)	(277.1)	(88.3)	20.3	(4.8)
Payments Received from Capital Increases	510.1	6.4	1.1	3.9	0.0	32.2
Cash Received from Loans	3.9	0.0	(0.7)	0.0	0.0	0.0
Repurchase of treasury shares	0.0	(1.7)	0.0	(11.3)	0.0	(0.4)
Cash Repayments of Loans	(3.2)	(3.2)	(3.2)	(3.2)	(0.5)	(0.7)
Cash Flow from Financing Activities	510.8	1.5	(2.9)	(10.6)	(0.5)	31.1)
Change in Cash & Cash Equivalents	633.8	(75.7)	(4.1)	94.8	112.0	0.4
Effects of Exchange Rate on Cash & Cash Equivalents	0.0	0.9	0.5	(1.9)	(2.5)	1.8



KPI DEVELOPMENT

	FY/15	FY/16	Q1/17	Q2/17	Q3/17	Q4/17	FY/17	Q1/18	Q2/18	Q3/18
Site Visits (m) ¹	1,656.4	1,991.6	617.6	595.2	615.6	735.1	2,563.5	713.5	734.3	728.7
Mobile Visit Share (in % of Site Visits) ²	57.1%	65.6%	68.8%	69.7%	71.8%	72.1%	70.7%	76.6%	78.4%	80.0%
Active Customers (m) ³	17.9	19.9	20.4	21.2	22.2	23.1	23.1	23.9	24.6	25.1
Number of Orders (m) ⁴	55.3	69.2	19.9	22.2	22.5	25.8	90.5	25.4	29.0	27.7
Average Order per Active Customer	3.08x	3.48x	3.60x	3.69x	3.80x	3.92x	3.92x	4.02x	4.18x	4.30x
Average Basket Size (in \in) 5	67.8	66.6	63.0	64.5	62.0	67.8	64.5	60.3	60.4	57.5
Fulfillment Cost Ratio (in % of revenue) ⁶	25.8%	23.2%	24.9%	26.8%	27.0%	24.9%	25.9%	28.1%	28.2%	30.1%
Marketing Cost Ratio (in % of revenue) 7	11.7%	10.3%	9.4%	7.3%	8.4%	7.0%	7.9%	6.9%	6.4%	8.0%

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.



⁽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.

⁽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.

⁽⁴⁾ 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 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.

⁽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 expenses, as well as allocated overhead. costs. Fulfillment costs therefore comprises all selling and distribution costs, except for marketing costs. All numbers shown excluding equity-settled SBC costs.

FINANCIAL CALENDAR 2018 & 2019

		Nove	mber	2018				Dece	mber	2018		Date	Action
	M	Т	W	Т	F		M	Т	W	Т	F	Tuesday, Nov 6	Frankfurt: Roadshow
Q3/1	5	6	7	1 8	2 9		3 10	4 11	5 12	6 13	7 14	Wednesday, Nov 7	London: Roadshow
	12	13	14	15	16		17	18	19 ME	20	21	Monday, Nov 12	New York: Roadshow
	19 26	20 27	21 28	22 29	30		24 31	25	026	27	28	Tuesday, Nov 13	San Francisco: UBS Global Tech Conference
		Janı	uary 2	2019	VDE	C ,	JAN		uary	2019		Thu + Fri, Nov 15 + 16	Barcelona: Morgan Stanley TMT Conference
					\sim \sim \sim								
	M	Т	W	TES			M	Т	W	Т	F	Tue + Wed, Nov 27 +28	Singapore: Roadshow
		T 1	W	ATES	4		M				1	•	Singapore: Roadshow Hongkong: Roadshow
	7 14	1 1 15	W 9 16	3 10 17	F			T 5 12	W 6 13	7 14	1 8 Q4 &	Nov 27 +28 Thursday, Nov 29 Friday, Nov 30	
	7	1 100	RED 9	3 10	4 11		M 4	5	6	7	1 8	Nov 27 +28 Thursday, Nov 29 Friday, Nov 30	Hongkong: Roadshow



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