

## HIGHLIGHTS AND

## BUSINESS UPDATE

## HIGHLIGHTS

## LOWLIGHTS

## $>25 m$

Active customers

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

## Customer satisfaction improving

with better product selection and advancing onsite experience

Platform transition unfolding:
building the ecosystem for European fashion Revenue growth GMV +17\% growth

Slow topline performance
below target corridor

Negative adj. EBIT
below prior year and expectations

## BUILDING THE ECOSYSTEM FOR EUROPEAN FASHION



FINANCIAL UPDATE Q3/2018

## SLOW TOPLINE PERFORMANCE IN FASHION STORE WHILE OFFPRICE CONTINUES STRONG GROWTH



## 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

ACTIVE CUSTOMERS
(in \#m)

AVERAGE ORDERS PER ACTIVE CUSTOMER


AVERAGE BASKET SIZE AFTER RETURNS ${ }^{1}$


GMV PER ACTIVE CUSTOMER ${ }^{2}$

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## NEGATIVE ADJ. EBIT BELOW PRIOR YEAR AND EXPECTATIONS

ADJ. EBIT: GROUP (YTD) ${ }^{1}$


GROUP (Q3) ${ }^{1}$


FASHION STORE - DACH (Q3)


FASHION STORE - REST OF EUROPE (Q3)


# EARNINGS CHALLENGED BY BOTH TEMPORARY <br> AND STRUCTURAL HEADWINDS 

COSTS AND MARGINS ${ }^{1}$
(in \% of revenue)
COST OF SALES

| Y T D |  |  |
| :---: | :---: | :---: |
| 2017 | 2018 | Delta |
| (56.8\%) | (58.2\%) | 1.4 pp |


| Q3 |  |  |
| :---: | :---: | :---: |
| $\mathbf{2 0 1 7}$ |  | 2018 |
| $(59.0 \%)$ | Delta |  |
|  | $(60.4 \%)$ | 1.4 pp |

Slow season start and higher allowances for defective returns

Capacity and convenience invest, basket economics and carrier costs

Increase vs. Q2/18 driven by our 10-year marketing campaign

## CAPEX SPEND BACK-END LOADED IN 2018

NET WORKING CAPITAL (END OF Q3)
(in \% of annualized revenue)


CAPITAL EXPENDITURE ${ }^{1}$


## SOLID LIQUIDITY POSITION TO PURSUE OUR 2020 STRATEGY



## OUTLOOK

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

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

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ADJ.EBIT'1: €150-190M}\mp@subsup{}{}{2
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SLIGHTLY NEGATIVE WORKING CAPITAL + AROUND E300M CAPEX ${ }^{3}$


## ISSUED SHARE CAPITAL

## SHARE INFORMATION (AS OF SEP 30, 2018)

Type of Shares
Stock Exchange
Market Segment
Index Listings
Total Number of Shares Outstanding
Issued Share Capital

Ordinary bearer shares with no-par value (Stückaktien)
Frankfurt Stock Exchange
Regulated Market (Prime Standard)
MDAX
250,488,963
€ $250,488,963$

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

| Program | \# Options outstanding | Weighted average exercise <br> 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 | $\mathbf{1 5 , 1 6 1 , 8 9 1}$ | 15.79 |

EMPLOYEE INCENTIVE PLAN (AS OF SEP 30, 2018)

| Program | \# Options outstanding | Weighted average exercise <br> 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 ${ }^{1}$ | Q3/171 | 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\%) |

17 (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.
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## 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\% |
| Share Based Compensation | 0.9\% | 0.6\% | 0.5\% | 0.6\% | 0.6\% | 1.4\% |

## SEGMENTS ${ }^{1}$

| €m | FY/14 | FY/15 | FY/16 | Reported FY/17 | Restated FY/17 | Restated Q3/17 | Q3/18 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Revenue | 2,214.0 | 2,958.2 | 3,639.0 | 4,489.0 | 4,489.0 | 1,074.7 | 1,200.2 |
| Fashion Store |  |  |  |  | 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 |  |  |  |  | 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 |  |  |  |  | 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

$\left.\begin{array}{lrrrr} & & \begin{array}{rl}\text { Q3/17 }\end{array} \\ \text { €m } & & \\ \text { Total Non-Current Assets } & \text { Q3/17 } & \text { Q3/18 } \\ \text { (\% of total assets) }\end{array}\right)$

## 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 | (0.8) | 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 | 4.18 x | 4.30 x |
| Average Basket Size (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\% |

 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.
(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.

FINANCIAL CALENDAR 2018 \& 2019


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