

Zalando Q4/21 Factsheet

March 1, 2022

Highlights

- **Significantly expanded platform reach** to now serve more than 48.5 million active customers across 23 markets, and customers ordering more than ever before with 5.2 average orders per active customer
- **Driving the platform transition** with more than 5,800 brand partners and almost 7,000 stores in 2021, the Partner Program and Connected Retail share of Zalando GMV now accounts for 30%, up from 24% in the prior year
- **Accelerated sustainability initiatives** exemplified by increased assortment of more sustainable products to more than 140,000 compared to around 80,000 a year earlier, now accounting for around 21.6% of the company's GMV
- **Delivered strong financial performance:** GMV growth of +24.1%, Revenue growth of +20.5% and adj. EBIT of EUR 181.2m in Q4
- **FY/2022 guidance:** GMV and revenue growth at +16% - 23% and +12% - 19% YoY, respectively, adj. EBIT in the range of EUR 430 - 510m

Figures

Group key performance indicators	Q4/20A	Q4/21A	Δ Q4/21 vs. Q4/20
Site visits (m)	1,692	2,210	31%
Active customers (m)	38.7	48.5	25%
Number of orders (m)	58.0	74.8	29%
Average orders per active customer (LTM)	4.8	5.2	9%
Average basket size (in EUR) (LTM)	57.7	56.9	-1%
Results of operations			
Gross merchandise volume (GMV) (in EUR bn)	3.5	4.3	24%
% growth	38.0%	24.1%	-13.9pp
Revenue (in EUR m)	2,573	3,100	20%
% growth	29.6%	20.5%	-9.1pp
Fashion Store	2,332	2,784	19%
thereof DACH	1,028	1,224	19%
thereof Rest of Europe	1,304	1,560	20%
Adjusted EBIT (in EUR m)	189	181	
Fashion Store	154	117	
thereof DACH	107	110	
thereof Rest of Europe	47	7	
Adjusted EBIT (as % of revenue)	7.4%	5.8%	-1.6pp
Financial position (in EUR m)			
Net working capital	-87	-162	
Cash flow from operating activities	190	544	
Cash flow from investing activities	-134	-184	
Capex	-127	-184	

* Definitions are available in the financial reports

Outlook

FY 2022 outlook¹:

- GMV growth of 16% - 23% and revenue growth of 12% - 19%
- Adj. EBIT² in the EUR 430 - 510m EUR range
- negative net working capital, and Capex³ in the range EUR 400 - 500m

1) Excludes a potential negative impact from Russia-Ukraine armed conflict

2) Excludes equity-settled share-based payment expense ("SBC") of EUR ~65m, restructuring costs and non-operating one-time effects

3) Excludes M&A transactions

Investor Relations contact

E-mail: investor.relations@zalando.de

Homepage: <https://corporate.zalando.com/en/ir>

Patrick Kofler – Head of IR Patrick.Kofler@zalando.de Phone: +49 3020 9681 584

John Klein – Senior Business Developer IR John.Klein@zalando.de

Nils Pöppinghaus – Senior Manager IR Nils.Poeppinghaus@zalando.de

Jan Edelmann – Manager IR Jan.Edelmann@zalando.de

Dorothee Schultz – Manager IR-ESG Dorothee.Schultz@zalando.de